



EARN MORE WHEN YOU FUND THROUGH CHRYSLER CAPITAL

New FCA US contracts (lease and retail) funded through Chrysler Capital earn VIP payment when monthly penetration goal is achieved!



CHRYSLER CAPITAL VIP PROGRAM

As a valued Chrysler Capital dealer, you have the unique opportunity to participate in Chrysler Capital VIP and earn additional money for your dealership. At the beginning of each month, simply obtain your penetration goal from your DRM. The more deals you fund through Chrysler Capital, the greater the payout for your dealership.

Non-floorplan Dealers



GOLD

\$150

RETRO TO THE FIRST UNIT

Floorplan Dealers Only



GOLD

\$300

RETRO TO THE FIRST UNIT

Please see official VIP Program Rules for full details and eligibility.

Program dates: March 2, 2021 - March 31, 2021

Eligible fundings: Contract date within the program period and funded by April 15, 2021

Your Dealer Relationship Manager will provide you with more information regarding your objectives and tracking.



CHRYSLER CAPITAL VIP PROGRAM

RULES

Program Name	Chrysler Capital VIP Program
Program Period	Program period equates to FCA US sales month Program dates are March 2, 2021 - March 31, 2021
Program Type	Dealer cash reward program
Eligible Dealers	All FCA US dealers. Please contact your Dealer Relationship Manager for eligibility. Dealers who fail a re-review audit on a dealer management treatment plan are not eligible. Should existing dealer currently participating in VIP move to a stip treatment process after failing a re-review under a dealer management treatment plan, they will be notified and removed from the program. If dealer is cleared from their dealer management treatment plan, eligibility will be restored. A dealer can be cleared and reinstated if they do not exceed the threshold of the three financial metrics (EPD, No Pay and NCL) for three consecutive months. Aforementioned dealers are automatically enrolled in this program upon engagement of business with Chrysler Capital. Chrysler Capital reserves the right to add or terminate any dealer from the program at any time.
Eligible Floorplan Dealers	All Chrysler Capital floorplan dealers are eligible. Dealers on a dealer management treatment plan are not eligible. Should existing dealer currently participating in VIP move to a dealer management treatment plan, they will be notified and removed from the program. If dealer is cleared from their dealer management treatment plan, eligibility will be restored. A dealer can be cleared and reinstated if they do not exceed the threshold of the three financial metrics (EPD, No Pay and NCL) for three consecutive months. Aforementioned dealers are automatically enrolled in this program upon engagement of business with Chrysler Capital. Chrysler Capital reserves the right to add or terminate any dealer from the program at any time.
Program Description	Every dealer will be assigned a penetration percentage objective. Penetration is derived by dividing the number of new contracts funded in a month by the number of new FCA US sales reported for that same month. All contracts funded must correspond with a matching VIN reported as sold in the same program period. The dealership will earn a per-unit payout by achieving or exceeding the penetration goal.
Eligible Fundings	All new FCA US vehicles contracted (retail and lease) with Chrysler Capital within the program period and funded by April 15, will be eligible for the program.
Payment Method	The dealership will receive payout within 10 business days after the completion of the eligible funding period. Payment will be made directly to the dealership via ACH. Any disbursements to individual dealership personnel will be at the discretion of the dealer.
Unwinds	Any funded contract that falls into an unwind status (non-perfection of lien, misrepresentation of down payment/income, etc.) will be removed from program eligibility for the month in which the contract was originally funded and will result in a chargeback.
Program Tracking	Ask your Dealer Relationship Manager for VIP reporting.