

ONLINE APPLICATION PROGRAM

INCREASE YOUR VIRTUAL REACH - FOR FREE

Ensure your customers have an easy-to-use, secure online application experience - at no cost to you.

Key program features include:

- » FREE to participate - no charge for referrals
- » Online tools for both a full credit application or a soft inquiry
- » Co-branding with the FCA US brand and dealer information
- » Direct integration into OEM and dealership websites
- » Credit applications are integrated directly with Dealertrack and RouteOne; provides the ability to structure deals and submit to *multiple lenders*
- » Referrals available via CRM system and Chrysler Capital Dealer Website



Enrolling is easy.

Contact your Chrysler Capital Dealer Relationship Manager. Let them know you want to take advantage of the Chrysler Capital online application program. Your DRM will take it from there.

Links will be added to your dealer website in a number of strategic areas. These placements are designed to target information-seeking shoppers and drive them to your dealership.

How is the referral information passed to my dealership?

For every submission, regardless of the decision, a referral is created and instantly passed to your dealership for immediate follow-up. All Chrysler Capital online leads can be located in your CRM tool and on the Chrysler Capital Dealer Website. Full credit applications are also sent to Dealertrack and RouteOne.

Dealer Website Integration

Chrysler Capital partnered with FCA US and FCA Digital to offer seamless integration of its online tools for dealership websites. The Chrysler Capital online experience is cohesive with the following providers:

- » Dealer.com
- » Dealer Fire
- » Dealer Inspire
- » DealerON
- » Dealer eProcess
- » Pixel Motion

IN 2019

82%
OF LEADS GENERATED
WERE APPROVED
OR PREQUALIFIED