



FREE RETENTION LEADS DELIVERED DIRECTLY TO YOUR CRM

Chrysler Capital and FCA US Digital have partnered to deliver retention leads directly to your CRM for FREE, promoting incremental sales opportunities.

Chrysler Capital retention leads are previous customers from your dealership who:

- » Have requested a payoff quote
- » Are six months prior to their lease term maturing or are three years into a retail contract
 - Based on the tenure of the lease or loan, we consider these to be potential return customers

KEY PROGRAM FEATURES INCLUDE:

- » FREE for dealers
- » No setup required – leads will automatically filter to your CRM
- » Leads are active Chrysler Capital customers who have previously purchased or leased through your dealership
- » Leads contain customer contact information, current vehicle information and lead type

WHERE DO I FIND THESE LEADS?

Leads will be labeled “potential return customer” in your CRM. There will also be a lease/retail designation and comments will indicate if they’ve requested a payoff quote.

You can view these form leads in Digital Dealer Reporting (DDR) under the lead category labeled **Retention > Potential Return Customer > Chrysler Capital**.

Contact your Dealer Relationship Manager for more details.