

Program Numbers:

- 1) Member Companies and Their Employees: 40CER1 / 40CER2 (Type B/E)
- 2) Same Household as the Employee of a Member Company / DFA Chapter and National Employees: 40CER3 / 40CER4 (Type 1/L)

June 16, 2014
December 3, 2014
+ January 6, 2015

**DAIRY FARMERS OF AMERICA (DFA)
2014 MODEL YEAR
OFFICIAL PROGRAM RULES**

+ PROGRAM PERIOD: June 1, 2014 through **June 30, 2015**

PROGRAM TYPE: Consumer Bonus Cash

Refer to Incentive Rules Manual (Gold Book) and Incentive Summary Communications.

1) **PROGRAM DESCRIPTION: MEMBER COMPANIES/FARMS & THEIR EMPLOYEES**
40CER1 / 40CER2 (Type B/E)

This program offers eligible current DAIRY FARMERS OF AMERICA (DFA) MEMBER COMPANIES/FARMS AND THEIR EMPLOYEES a \$500 cash allowance to be applied toward the Business purchase (Type Sale B) or lease (Type Sale E) of an eligible vehicle for day-to-day business use (Type Sale B or E). Although the vehicle is registered and titled in the name of an individual (i.e., member company employee), Member Companies and their employees are eligible for On-The-Job allowances.

In NVDR, in the Business Name Field, input the individual's first and last name, followed by the words (DFA EMPLOYEE). See NVDR example below:

For NVDR: Business Name Field: Joe Jones (DFA EMPLOYEE)

Proof of DFA Company Membership and proof of employment (see '**Customer Eligibility**' for detailed requirements).

Note: DFA Member Companies and employees that qualify as a Fleet (purchase (5) or more in one year or have a minimum of (15) vehicles in operation) can obtain a Fleet Account Number (FAN) by calling 1-800-999-FLEET. Members that qualify as a Fleet can receive their choice of Retail Incentives or the Fleet Street Program plus receive the On-The-Job incentive. Sale must be reported as a Type 3 or 5. (Note: Member's claiming Fleet/Retail Incentives and On-The-Job (type sale 3/5) **do not** qualify for this \$500 offer). Depending on the size of the Fleet, the customer may qualify for the alternative Fleet Empowerment Program. Contact your SBSS or Fleet Regional Account Manager for details.

Eligible vehicles must be delivered during the program period.

There is no sold order protection for this program.

2) **PROGRAM DESCRIPTION: SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY/FARM / and DAIRY FARMERS OF AMERICA (DFA) CHAPTER & NATIONAL EMPLOYEES** 40CER3/ 40CER4(Type 1/L)

This program offers HOUSEHOLD RESIDENTS of DAIRY FARMERS OF AMERICA (DFA) Member Company Employees AND DFA Inc. Employees a \$500 cash allowance to be applied toward the Retail purchase (Type Sale 1) or lease (Type Sale L) of an eligible vehicle.

Household members of DFA employees claiming 40CER3/ 40CER4 are **ineligible** for the On-The-Job program.

DAIRY FARMERS OF AMERICA (DFA) Chapter and National Employees are also eligible for \$500 cash allowance toward the Retail purchase (Type Sale 1) or lease (Type Sale L) of an eligible vehicle. DFA Chapter and National employees are **ineligible** for the On-The-Job program.

Eligible vehicles must be delivered during the program period.

There is no sold order protection for this program

PARTICIPATING DEALERS:

All franchised FCA US LLC dealers who agree to abide by these Official Program Rules are eligible to participate.

CUSTOMER ELIGIBILITY:

1) DFA MEMBER COMPANIES/FARMS & THEIR EMPLOYEES 40CER1 / 40CER2 – Type Sale B or E

Customer must be currently employed by or be the owner of the DFA Member Company/Farm. The following documentation will be provided to the dealer:

- A copy of the customer's company page from the DFA member directory. Only the DFA Member can print page from the member directory by logging onto myDFALogin via www.dfamilk.com. Member must print the screen that lists their company/farm name with DFA logos on the screen OR dealer can make a copy of the DFA Membership Identification Card.
 - If the consumer is an employee of the DFA Member Company/Farm, the employer (ie, DFA Member) must log onto myDFALogin via www.dfamilk.com and print their member page for the employee.
- Proof of current employment or ownership of the DFA member company/farm (paystub or company ID badge).
- Picture ID (driver's license and/or company ID with photo)

Sales must be reported as either Type B or E and are compatible with applicable On-the-Job programs. Vehicle can be registered in the name of the individual Member Company employee, the Member Company owner or the Member Company business name.

2) SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY/FARM / and DAIRY FARMERS OF AMERICA (DFA) CHAPTER AND NATIONAL EMPLOYEES 40CER3/ 40CER4 (Type Sale 1 or L)

Individuals residing at the same residence as the DFA Member Company employee / DFA employee must provide the following documentation.

- Same documentation as required for MEMBER COMPANY & THEIR EMPLOYEES (above), establishing that the company/farm listed is a current DFA member or an employee of DFA.
- Proof of residence in the same household as the eligible member.
 - Driver's license of member employee
 - Driver's license of household resident

DAIRY FARMERS OF AMERICA (DFA), Chapter and National employees must provide the following documentation:

- Proof of current employment by DFA Member Company/Farm (paystub or company ID badge).

- Picture ID (driver's license and/or company ID with photo)

Sales must be reported as Type 1 or L and are NOT compatible with any On-the-Job programs.

The incentive is not transferable to anyone outside the original Member's household/address.

DEALER RESPONSIBILITY:

It is the dealer's responsibility to verify the customer's eligibility based on the proof required. Dealer must retain proof of program eligibility documentation outlined above – reference specific Customer Eligibility.

1) **MEMBER COMPANIES/FARMS & THEIR EMPLOYEES**

NOTE: This is Type Sale B or E (40CER1 / 40CER2). The dealer must claim both the DAIRY FARMERS OF AMERICA (DFA) Member Employee program code AND the appropriate On-The-Job Commercial Allowance code.

2) **SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY/FARM / and DAIRY FARMERS OF AMERICA (DFA) CHAPTER & NATIONAL EMPLOYEES** i.e., Individuals residing in the same household AND employees of DFA Inc.

For membership questions, the dealer may contact DFA National directly at **888-DFA-MILK**. Emailed membership correspondence does not replace required proof of membership requirements. It is imperative that required proof documentation is **attained at the time of sale and retained in the deal jacket**.

The total *consumer* incentive payment must be clearly shown on the signed FINAL buyer's order / purchase contract or if a lease, on the FINAL lease contract on the "Rebates and Non-Cash Credits" line. This computation must be done at the time of sale or lease, and must be identified on the buyer's order or purchase contract as a sales incentive/rebate. The cash allowance must not be combined with customer down payment or other dealer provided discounts.

In the case of a lease, the minimum term must be no less than 12 months.

Any claim reported through DealerCONNECT without required proof of eligibility could result in a dealer chargeback, or non-payment of a dealer claim.

1) MEMBER COMPANIES/FARMS AND THEIR EMPLOYEES: 40CER1 (Type B)

Eligible Models
2014 Model Year

Ram Brand
Ram Cargo Van

Fiat Brand
500L

+ INELIGIBLE AS OF 1-6-2015

Town & Country
Dart
Grand Caravan
Journey

1) MEMBER COMPANIES/FARMS AND THEIR EMPLOYEES: 40CER2 (Type B/E)

Eligible Models
2014 Model Year

Chrysler Brand

300 / 300C (excluding SRT)

Dodge Brand

Charger (excluding SRT)

Durango

Ram Brand

Ram 1500/2500/3500 Pickups – All cabs

Ram 3500/4500/5500 Chassis Cabs

ProMaster (all models)

+ INELIGIBLE AS OF 1-6-2015

Avenger

Grand Cherokee

Cherokee

2) SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY/FARM / and DAIRY FARMERS OF AMERICA (DFA). CHAPTER & NATIONAL EMPLOYEES: 40CER3 (Type 1)

Eligible Models

2014 Model Year

Ram Brand

Ram Cargo Van

Fiat Brand

500L

+ INELIGIBLE AS OF 1-6-2015

Town & Country

Dart

Grand Caravan

Journey

2) SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY/FARM / and DAIRY FARMERS OF AMERICA (DFA). CHAPTER & NATIONAL EMPLOYEES: 40CER4 (Type 1/L)

Eligible Models

2014 Model Year

Chrysler Brand

300 / 300C (excluding SRT)

Dodge Brand

Charger (excluding SRT)

Durango

Ram Brand

Ram 1500/2500/3500 Pickups – All cabs

Ram 3500/4500/5500 Chassis Cabs

ProMaster (all models)

+ INELIGIBLE AS OF 1-6-2015

Avenger

Grand Cherokee

Cherokee

PROGRAM COMPATIBILITY:

This program is compatible with the following program types, providing the vehicle meets all program eligibility requirements:

- Automobility program
- National or Regional Consumer Cash Allowance/APR programs
- National or Regional Consumer Lease Cash programs
- National or Regional Lease Rate programs
- National or Regional Dealer Cash programs
- All Target Direct Mail / Certificate programs
- On-The-Job Commercial Vehicle programs

This program is not compatible with the following program types:

- Dealership Employee Purchase programs
- Friends programs
- Chrysler Affiliate Rewards programs
- Chrysler Employee Advantage program

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40CER1 / 40CER2 (Type B/E)

40CER3 / 40CER4 (Type 1/L)

Program Numbers:

- 1) Member Companies and Their Employees: 40CFR1 / 40CFR2 (Type Sale B/E)
- 2) Same Household as the Employee of a Member Company / DFA Chapter and National Employees: 40CFR3 / 40CFR4 (Type Sale 1/L)

June 18, 2014
September 12, 2014
January 6, 2015
+ January 13, 2015

**DAIRY FARMERS OF AMERICA (DFA)
2015 MODEL YEAR
OFFICIAL PROGRAM RULES**

PROGRAM PERIOD: June 1, 2014 through January 4, 2016

PROGRAM TYPE: Consumer Bonus Cash

Refer to Incentive Rules Manual (Gold Book) and Incentive Summary Communications.

1) **PROGRAM DESCRIPTION: MEMBER COMPANIES/FARMS & THEIR EMPLOYEES**
40CFR1 / 40CFR2 (Type Sale B/E)

This program offers eligible current DAIRY FARMERS OF AMERICA (DFA) MEMBER COMPANIES/FARMS AND THEIR EMPLOYEES a \$500 cash allowance to be applied toward the Business purchase (Type Sale B) or lease (Type Sale L) of an eligible vehicle for day-to-day business use. Although the vehicle is registered and titled in the name of an individual (i.e., member company employee), Member Companies and their employees are eligible for On-The-Job allowances.

In NVDR, in the Business Name Field, input the individual's first and last name, followed by the words (DFA EMPLOYEE). See NVDR example below:

For NVDR: Business Name Field: Joe Jones (DFA EMPLOYEE)

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Note: DFA Member Companies and employees that qualify as a Fleet (purchase (5) or more in one year or have a minimum of (15) vehicles in operation) can obtain a Fleet Account Number (FAN) by calling 1-800-999-FLEET. Members that qualify as a Fleet can receive their choice of Retail Incentives or the Fleet Street Program plus receive the On-The-Job incentive. Sale must be reported as a Type 3 or 5. (Note: Member's claiming Fleet/Retail Incentives and On-The-Job (type sale 3/5) **do not** qualify for this \$500 offer). Depending on the size of the Fleet, the customer may qualify for the alternative Fleet Empowerment Program. Contact your SBSS or Fleet Regional Account Manager for details.

Eligible vehicles must be delivered during the program period.

There is no sold order protection for this program.

2) **PROGRAM DESCRIPTION: SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY/FARM / and DAIRY FARMERS OF AMERICA (DFA) CHAPTER & NATIONAL EMPLOYEES** **40CFR3 / 40CFR4 (Type Sale 1/L)**

This program offers HOUSEHOLD RESIDENTS of DAIRY FARMERS OF AMERICA (DFA) Member Company Employees AND DFA Inc. Employees a \$500 cash allowance to be applied toward the Retail purchase (Type Sale 1) or lease (Type Sale L) of an eligible vehicle.

Household members of DFA employees claiming 40CFR3 / 40CFR4 are **ineligible** for the On-The-Job program.

DAIRY FARMERS OF AMERICA (DFA) Chapter and National Employees are also eligible for \$500 cash allowance toward the Retail purchase (Type Sale 1) or lease (Type Sale L) of an eligible vehicle. DFA Chapter and National employees are **ineligible** for the On-The-Job program.

Eligible vehicles must be delivered during the program period.

There is no sold order protection for this program

PARTICIPATING DEALERS:

All franchised FCA US LLC dealers who agree to abide by these Official Program Rules are eligible to participate.

CUSTOMER ELIGIBILITY:

1) DFA MEMBER COMPANIES/FARMS & THEIR EMPLOYEES 40CFR1 / 40CFR2 – (Type Sale B/E)

Customer must be currently employed by or be the owner of the DFA Member Company/Farm. The following documentation will be provided to the dealer:

- A copy of the customer's company page from the DFA member directory. Only the DFA Member can print page from the member directory by logging onto myDFALogin via www.dfamilk.com. Member must print the screen that lists their company/farm name with DFA logos on the screen OR dealer can make a copy of the DFA Membership Identification Card.
 - If the consumer is an employee of the DFA Member Company/Farm, the employer (ie, DFA Member) must log onto myDFALogin via www.dfamilk.com and print their member page for the employee.
- Proof of current employment or ownership of the DFA member company/farm (paystub or company ID badge).
- Picture ID (driver's license and/or company ID with photo)

Sales must be reported as Type Sale B or Type Sale E and are compatible with applicable On-the-Job programs. Vehicle can be registered in the name of the individual Member Company employee, the Member Company owner or the Member Company business name.

2) SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY/FARM / and DAIRY FARMERS OF AMERICA (DFA) CHAPTER AND NATIONAL EMPLOYEES 40CFR3 / 40CFR4 (Type Sale 1/L)

Individuals residing at the same residence as the DFA Member Company employee / DFA employee must provide the following documentation.

- Same documentation as required for MEMBER COMPANY & THEIR EMPLOYEES (above), establishing that the company/farm listed is a current DFA member or an employee of DFA.
- Proof of residence in the same household as the eligible member.
 - Driver's license of member employee
 - Driver's license of household resident

DAIRY FARMERS OF AMERICA (DFA), Chapter and National employees must provide the following documentation:

- Proof of current employment by DFA Member Company/Farm (paystub or company ID badge).
- Picture ID (driver's license and/or company ID with photo)

Sales must be reported as Type Sale 1 or Type Sale L and are NOT compatible with any On-the-Job programs.

The incentive is not transferable to anyone outside the original Member's household/address.

DEALER RESPONSIBILITY:

It is the dealer's responsibility to verify the customer's eligibility based on the proof required. Dealer must retain proof of program eligibility documentation outlined above – reference specific Customer Eligibility.

1) **MEMBER COMPANIES/FARMS & THEIR EMPLOYEES**

NOTE: This is Type Sale B (40CFR1 / 40CFR2). The dealer must claim both the DAIRY FARMERS OF AMERICA (DFA) Member Employee program code AND the appropriate On-The-Job Commercial Allowance code.

2) **SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY/FARM / and DAIRY FARMERS OF AMERICA (DFA) CHAPTER & NATIONAL EMPLOYEES** i.e., Individuals residing in the same household AND employees of DFA Inc.

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In the case of a lease, the minimum term must be no less than 12 months.

Any claim reported through DealerCONNECT without required proof of eligibility could result in a dealer chargeback, or non-payment of a dealer claim.

1) MEMBER COMPANIES/FARMS AND THEIR EMPLOYEES: 40CFR1 (Type Sale B)

MODEL ELIGIBILITY:

Eligible Models
2015 Model Year

Chrysler Brand
200 (excluding LX)

The following models are eligible as of 8-5-14

Chrysler Brand
Town & Country

Dodge Brand
Dart (excluding SE)
Grand Caravan (excluding AVP)
Journey (excluding AVP)

Ram Brand

Ram Cargo Van

FIAT Brand

500L

2) MEMBER COMPANIES/FARMS AND THEIR EMPLOYEES: 40CFR2 (Type B/E) – eligible as of 8-5-14

MODEL ELIGIBILITY:

2015 Model Year

Chrysler Brand

300 / 300C (excluding SRT)

Dodge Brand

Charger (excluding SRT)

Durango

Jeep Brand

Grand Cherokee (excluding SRT)

Cherokee

+ Ram Brand

Ram 1500/2500/3500 Pickups – All cabs

Ram 3500/4500/5500 Chassis Cabs

Ram ProMaster Van

+ Ram ProMaster City – Effective 1-6-2015

3) SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY/FARM / and DAIRY FARMERS OF AMERICA (DFA). CHAPTER & NATIONAL EMPLOYEES: 40CFR3 (Type Sale 1)

MODEL ELIGIBILITY:

Eligible Models

2015 Model Year

Chrysler Brand

200 (excluding LX)

The following models are eligible as of 8-5-14

Chrysler Brand

Town & Country

Dodge Brand

Dart (excluding SE)

Grand Caravan (excluding AVP)

Journey (excluding AVP)

Ram Brand

Ram Cargo Van

FIAT Brand

500L

4) SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY/FARM / and DAIRY FARMERS OF AMERICA (DFA). CHAPTER & NATIONAL EMPLOYEES: 40CFR4 (Type Sale 1/L)

– eligible as of 8-5-14

MODEL ELIGIBILITY:

2015 Model Year

Chrysler Brand

300 / 300C (excluding SRT)

Dodge Brand

Charger (excluding SRT)

Durango

Jeep Brand

Grand Cherokee (excluding SRT)

Cherokee

+ Ram Brand

Ram 1500/2500/3500 Pickups – All cabs

Ram 3500/4500/5500 Chassis Cabs

Ram ProMaster Van

+ Ram ProMaster City – Effective 1-6-2015

PROGRAM COMPATIBILITY:

This program is compatible with the following program types, providing the vehicle meets all program eligibility requirements:

- Automobility program
- National or Regional Consumer Cash Allowance/APR programs
- National or Regional Consumer Lease Cash programs
- National or Regional Lease Rate programs
- National or Regional Dealer Cash programs
- All Target Direct Mail / Certificate programs
- On-The-Job Commercial Vehicle programs

This program is not compatible with the following program types:

- Dealership Employee Purchase programs
- Friends programs
- Chrysler Affiliate Rewards programs
- Chrysler Employee Advantage program

Rev. 01/13/15

40CFR1 (Type Sale B)

40CFR2 (Type Sale B/E)

40CFR3 (Type Sale 1)

40CFR4 (Type Sale 1/L)