

PROGRAM ID: 29HR6/29HS5

May 1, 2025
May 16, 2025
June 3, 2025
+ July 1, 2025

**National Employee Pricing for All
2024/2025 MY
Official Program Rules**

PROGRAM PERIOD

July1, 2025 through July 31, 2025

PROGRAM DESCRIPTION

- All consumers [non-FCA employees/retirees] residing in the U.S. may purchase an eligible FCA US LLC vehicle at the Employee Price from a participating dealership under this program.
- FCA employees/retirees and their eligible family members are required to use the Employee Advantage program ID: 38HR (24MY) and 38HS (25MY). See official Employee Advantage program rules.

PARTICIPATING DEALERS:

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

ELIGIBLE SALE TYPES

Retail purchase (Type 1/B)

MODEL ELIGIBILITY

Eligible Models:

2024/2025 Model Year

2024 MY 29HR6
2025 MY 29HS5

2024 MY
FIAT
500E

Alfa Romeo
Giulia – ineligible as of 6/3/2025
Stelvio – ineligible as of 6/3/2025
Tonale – ineligible as of 6/3/2025

Jeep
Grand Cherokee 4xe
Wagoneer
Wagoneer L
Wagoneer S
Grand Wagoneer
Grand Wagoneer L
Wrangler 2 Door (ICE) (excl. Rubicon 392) – ineligible as of 7/1/2025
Wrangler 4 Door – ineligible as of 7/1/2025
Wrangler 4xe

Gladiator – ineligible as of 7/1/2025

Dodge

Charger Daytona
Hornet (ICE)
Hornet (PHEV)

Ram

2500/3500
3500 Cab Chassis
4500/5500
ProMaster ICE
ProMaster EV

2025 MY

Alfa Romeo

Giulia – ineligible as of 6/3/2025
Stelvio – ineligible as of 6/3/2025
Tonale – ineligible as of 6/3/2025

Chrysler

Pacifica (ICE)
Pacifica (PHEV)
Voyager

Dodge

Charger Daytona
Durango (incl. Hellcat)
Hornet (ICE) – eligible as of 5/16/2025
Hornet (PHEV) – eligible as of 5/16/2025

Jeep

Compass (excl. Sport)
Grand Cherokee 2-Row
Grand Cherokee L 3-Row
Grand Cherokee 4xe
Wagoneer S
Gladiator (excl. Sport Nighthawk)
Wrangler 2 Door (ICE)
Wrangler 4 Door (ICE) (excl. Rubicon 392)
Wrangler 4xe

Ram

1500 DT (excl. RHO)
ProMaster ICE

Ineligible Vehicles: The following vehicles are ineligible for purchase under this Program:

- Used vehicles, demonstrator vehicles (exceeding 7,500 miles or not meeting the requirements specified below), Special Bid, DRAC and any vehicles sold to daily rental or fleet customers; vehicles sold for export from the United States.
- Any vehicle purchased for resale (see Gold Book for details).
- Replacement vehicle as a result of an arbitration award, settlement agreement, judgment, or voluntary agreement for a vehicle reacquired by FCA US.
- A vehicle originally invoiced to non-domestic dealers; and

- Vehicles purchased or “dealer-traded” from non-franchised dealers, except new vehicles acquired from qualified conversion companies.
- Any vehicle not specifically listed as an Eligible Model above.

Eligible Demonstrator Vehicles:

Demonstrator vehicles of the eligible vehicles listed above are eligible for purchase under this Program if the following requirements are met:

- Dealer reports the vehicle as a Type D and keeps it in that status until a minimum of 500 miles shows on the odometer.
- Dealer reports the final NVDR transaction as type: 1 or B only
- The mileage of the vehicle does not exceed 7,500 miles at the time of sale under this Program.

PRICE

The price for the retail purchase of any vehicle under this Program is at the Employee Price, identified as “EP” on the vehicle’s factory invoice (or such lower price as may be agreed between Dealer and purchaser). The Eligible Participant has the right to see the factory invoice and verify the “EP” price. The Employee Price does not include, and the Eligible Participant is responsible for, all applicable state and local taxes, license and title fees, insurance, or financing.

There is an administrative fee of \$200 included in the Employee Price.

- Dealer may assess a documentary (or similar) fees on the delivery of each vehicle sold under this Program, provided that such fee is customarily charged equally to all customers by the Dealer and is permitted under state or local law.
- Dealer may not charge any preparation fees (Road Ready), delivery or handling charges, overhead fees or any fees not customarily charged equally to all customers in connection with the sale of any vehicle under this Program.
- Dealer may collect from the Eligible Participant a state’s Retailer’s Occupation Tax as part of the Retail Installment Contract sales tax on Dealer Reimbursements (defined below) or any other payments made by FCA US to the Dealer under this Program. Dealer may not over-collect any tax that the Dealer must remit to the state.

Dealer Reimbursement: For each eligible vehicle purchased by an eligible participant under this Program, Dealer will be reimbursed an amount equal to 5.5% of the Employee Price minus \$125.

Payment of the Dealer Reimbursement will be made as part of the weekly DealerCONNECT incentive claim processing system. Such payment will be processed and made to Dealer by EFT (Electronic Funds Transfer) or as a debit or credit against Dealer’s monthly parts account.

Pricing & Acknowledgment Form:

Prior to completing a sale transaction under this Program, Dealer must complete and have the Eligible Participant sign the Pricing & Acknowledgment Form attached and provide a copy of the completed and signed Form to the Eligible Participant. Dealer must also retain a copy of this Form in the deal jacket for audit purposes.

DEALER INFORMATION

No control number is needed for this program.

Dealer is solely responsible for the complete and accurate reporting of eligible vehicle sales and Dealer Reimbursement claims under this Program.

PROGRAM COMPATIBILITY

See Incentives Configurator for Compatibility.

(29HR6/29HS5: 7/1/2025)

Standalone Employee Pricing for All Program (Program ID: 29HR6 or 29HS5) Pricing & Acknowledgement Form

Dealership Name _____

Dealership Code _____

Delivery Date _____

Customer Initials

Price of Vehicle (listed as EP on Factory Invoice, which includes \$200 administration fee) \$ _____

Use of an over-allowance to increase EP price is only permissible when customer has negative equity in the trade-in vehicle:

Over-Allowance on Trade (Remaining Loan Balance – Trade-In Allowance)

+ \$ _____

Starting Price on Buyer's Order

= \$ _____

Non-Factory Installed Options, Service Contracts, or Conversion Packages are negotiated. (Prices determined between the dealer and the customer, and are in addition to the above Starting Price on Buyer's Order.)

All dealer "Adds" and Non-Factory Installed Options are in addition to the Starting Price and must be individually listed and priced on the Buyer's Order / Purchase Agreement in the pricing computation.

The following must be completed for all sales transactions:

"Adds" and Non-Factory Installed Options

Description

Price

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

Total "Adds" and Non-Factory Installed Options

+ \$ _____

Gross Capitalized Cost for Leases (must match amount shown on lease contract)

= \$ _____

Do Not Sign This Form Unless Completely Filled Out

Customer Name(print) _____ Signature _____ Date _____

VIN Number: _____

The selling Dealer through the signature of its authorized representative below, represents to FCA US that (1) it has read, understood and agrees to comply with the Employee Pricing for All Rules; and (2) any violation of the Rules by the Dealer or anyone acting on its behalf will result in: (a) the withholding or charge back of the Dealer Reimbursement and any other costs and fees incurred by FCA US in connection with the violation; (b) disciplinary or legal action being brought against the Dealer and anyone acting on its behalf to the extent permitted by law; and/or (c) FCA US taking any further action permitted by the Dealer Agreement and/or applicable law.

Dealer Representative (print) _____ Signature _____

Employee Pricing for All Dealer FAQs

Q. What is the purpose of the Employee Pricing for All program?

A. This program provides the Employee Advantage price for any consumer. The Employee Advantage price for consumers is 5% below invoice plus a \$200 administration fee.

Q. May employees and retirees take advantage of the Employee Pricing for All program?

A. FCA employees/retirees and their eligible family members should continue to use the Employee Advantage program (38HP/38HR) during the Employee Pricing for All program period. This will ensure all applicable Employee Bonus programs may be properly claimed.

Q. How can I determine the Employee Price discount?

A. The Employee Price discount will appear on the invoice as (EP) – Employee Purchase.

EP	41881
PP	43511
DR	43200

Q. What is the dealer reimbursement for Employee Pricing for All?

A. The dealer will be reimbursed 5.5% of the Employee Price minus \$125.

Q. Is Employee Pricing for All compatible with other pricing programs such as Affiliate Rewards, Dealership Rewards, Friends, CDI?

A. No, these programs are not compatible.

Q. Is this program compatible with other incentives?

A. This program is compatible with other consumer retail incentives. This program is not compatible with consumer lease incentives. See official program rules and Incentive Configurator for specific VIN compatibility.

Q. Can a dealer charge a documentary fee on this program?

A. Dealers may assess documentary fees on the delivery of each vehicle sold under this Program, provided that such fee is customarily charged by the Dealer and is permitted under state or local law.

Q. When claiming the Employee Purchase for All program can a dealer sell at a price higher than the listed EP price?

A. The selling price of the vehicle needs to start at the Employee Purchase price to match the Pricing & Acknowledgement Form. Dealers are allowed to charge for dealer added items and negative equity in a trade can drive a resulting price higher than the Employee Purchase price. Any of these conditions need to be documented on the Pricing & Acknowledgement Form.

Q. When claiming the Employee Purchase for All program can a dealer sell at a price lower than the listed EP price?

A. The selling price of the vehicle needs to start at the Employee Purchase price to match the Pricing & Acknowledgement Form. Dealers are allowed to offer additional discounts at their discretion disclosed on a buyer's order as they typically would.

FCA may, upon written or electronic notice to dealers and eligible Companies/employees, cancel, amend or modify this program.