

PROGRAM IDs: 29HR5/29HS4

April 4, 2025

**STANDALONE EMPLOYEE PRICING FOR ALL
2024/2025 MY
Official Program Rules**

PROGRAM PERIOD

April 4, 2025 through April 30, 2025

PROGRAM DESCRIPTION

- All consumers [non-FCA employees/retirees] may purchase or lease 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)

Retail Lease (Type L/E)

Fleet type sales are NOT eligible under this program.

MODEL ELIGIBILITY

Eligible Models:

2024 Model Year

Jeep

Wrangler 2-Door & 4-Door (ICE) (excl. Rubicon 392)

Wrangler 4xe

Compass (excl. Sport)

Gladiator

Grand Cherokee 4xe

Wagoneer S

Wagoneer

Grand Wagoneer

Ram

Heavy Duty (incl. Chassis Cab)

ProMaster (ICE)

ProMaster (BEV)

Dodge

Charger Daytona (BEV)

Hornet (ICE)

Horney (PHEV)

Durango

FIAT

500e

Alfa Romeo

Giulia
Stelvio
Tonale (PHEV)
Tonale (ICE)

2025 Model Year**Jeep**

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

Ram

Light Duty DT (excl. RHO)

Dodge

Charger Daytona (BEV)
Durango

Chrysler

Pacifica (ICE)
Pacifica (PHEV)
Voyager

Alfa Romeo

Giulia
Stelvio
Tonale (PHEV)

Ineligible Vehicles: The following vehicles are ineligible for purchase or lease 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 or lease 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 2,000 miles shows on the odometer.
- Dealer reports the final NVDR transaction as type: 1, L, B or E.
- 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 or lease 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 or lessee). 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 or leased 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 or lease 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 or leased 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 or lease 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.

Sold order protection is available for this program.

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

PROGRAM COMPATIBILITY

This Program is a **Standalone** offer and is not compatible with consumer incentives, including the following:

- National or Regional Consumer Cash and Bonus Cash programs
- National or Regional APR programs
- National or Regional Lease programs
- Employee Advantage
- Dealership Employee Purchase Program
- Affiliate Rewards Program
- Friends Program
- CDI program
- All TDM programs

(29HR5 / 29HS4: 4/4/2025)

Standalone Employee Pricing for All Program (Program ID: 29HR5 or 29HS4) 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 _____

Standalone Employee Pricing for All Dealer FAQs

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

A. FCA employees/retirees and their eligible family members should continue to use the Employee Advantage program (29HR5 / 29HS4) 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 Standalone Employee Pricing for All?

A. The dealer will be reimbursed 5.5% of the Employee Price minus \$125. See Appendix A on next page for Dealer Reimbursement examples.

Q. Is Standalone 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 not compatible with other consumer incentives. It is not compatible with TDM programs. It is not compatible with Conquest programs. Returning lessee programs are not compatible.

Q. Will the program be sold order protected if the customer orders a vehicle?

A. Yes, Standalone Employee Pricing for All is sold order protected.

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

A. Dealers may assess documentary fees on the delivery of each vehicle sold or leased 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 Standalone 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 Standalone 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 US LLC may, upon written or electronic notice to dealers and eligible Companies/employees, cancel, amend or modify this program.