

August 29, 2023
September 13, 2023
January 3, 2024
+ January 17, 2024

2024 MY ON-THE-JOB COMMERCIAL VEHICLE PROGRAM OFFICIAL PROGRAM RULES

PROGRAM PERIOD:

August 29, 2023 to January 2, 2025

PROGRAM TYPE: Bonus Cash

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

PROGRAM DESCRIPTION:

Retail incentives under this program are offered on the retail sale (Type Sale B) or lease (Type Sale E) of eligible vehicles to qualified Small Business / Commercial Customers. The sale must be reported on the NVDR screen in the name and address of the business and entered as Sale Type B – Business or Sale Type E - Lease. If the vehicle is titled in the business owner's name only, the dealer should also "Enter Additional Business Contact Information" from the NVDR screen.

Fleet Commercial Non-VIP and VIP customers are eligible to receive the retail consumer incentives if the purchased or leased vehicle is from a dealer's retail ordered stock. These must be reported as Type of Sale B or E and Fleet incentives cannot be claimed.

Eligible vehicles must be delivered or ordered during the program period. Sold orders must follow the guidelines outlined in the Incentive Rules Manual (Gold Book) to be eligible for Sold Order Consumer Incentive Protection

Claims without required proof of eligibility are subject to chargeback.

PARTICIPATING DEALERS:

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

COMMERCIAL EQUIPMENT / GRAPHICS / UPGRADE ALLOWANCES

2024 Model Year

Program Numbers:

A. 43CRAA

\$1,000 Commercial Equipment / Upfit

Eligible Models:

Ram 2500/3500 Pickup with box delete (sales code XBC), Ram 3500/4500/5500 Chassis Cab
+ Ram ProMaster Van – eligible as of 1-17-2024

B. 43CRBA

\$500 Commercial Equipment / Upfit

Eligible Models:

Ram 1500 (excl. TRX), Ram 2500/3500 Pickup, Ram 3500/4500/5500 Chassis Cab
+ Ram ProMaster Van – eligible as of 1-17-2024

C. 43CRCA

\$1,000 Commercial Graphics

Eligible Models:

+ Ram ProMaster Van – eligible as of 1-17-2024

D. 43CRDA

\$500 Commercial Graphics

Eligible Models:

+ Ram ProMaster Van – eligible as of 1-17-2024

E. 43CREA

\$1,000 Snow Plow Upfit

Eligible Models: Ram 2500/3500 Pickup

CUSTOMER ELIGIBILITY GUIDELINES & REQUIREMENTS

A qualified commercial customer that is currently in business and has been in business for more than 30 days prior to the date of vehicle purchase is eligible for the On-The-Job incentives. Dealer must verify customer is eligible.

3500/4500/5500 Chassis Cabs with upfit do not require proof of upfit eligibility.

The dealer must have an invoice documenting all equipment, snow plow and body installation costs. A minimum of \$1,000 in eligible up-fit equipment, snow plow or graphics must be installed to be eligible for the \$1,000 allowance and a minimum of \$500 in eligible up-fit equipment or graphics must be installed to be eligible for the \$500 allowance.

Only final paid invoices and completed internal repair orders are allowed. Quotes and estimates are not sufficient documentation.

A valid paid invoice/repair order must include the following information:

- Installer/company name and address
- Invoice/repair order number
- Invoice/repair order date
- VIN (Vehicle Identification Number) (17 or last 8 characters) input by vendor
- Itemized list of product/services and price
- Total price/invoice amount
- Only one (1) VIN per invoice/repair order will be accepted

Invoice/repair order must reflect the installation of eligible equipment as defined as those accessories which justifiably aid a business in completing business-related tasks.

- Examples of acceptable equipment include: tool box, ladder rack, lift gate, exterior shelving & floors, bulkhead divider, overhead utility racks, bed-liner, under-seat storage, bed extender, trailer hitch mount package, running board/assist steps, tie down/tow hooks, cargo organizers, bed divider, cargo management systems, cargo partition, rubber flooring and shelving
- Examples of ineligible equipment include: wearables, bug shields, pin striping, wheels, Katzkin, etc.
- MOPAR accessories should be used where available for this incentive
- Equipment installed by the factory and found on the Priced Order Confirmation (POC) or factory invoice is eligible for the incentive, if it would meet the requirements for a commercial up-fit in an aftermarket capacity.
 - For examples of eligible options, please reference the “Factory Invoice Eligible Options” page found under the Small Business portlet of DealerCONNECT
- The dealer should ensure that the up-fitter and up-fitted vehicle meets all FMVSS (Federal

Motor Vehicle Safety Standards), licensing/titling, requirements and all other applicable government regulations

These programs are compatible with the following program types, providing the vehicle meets all program eligibility requirements:

- National or Regional Consumer Cash Allowance/APR programs
- National or Regional Consumer Lease Rate programs
- National or Regional Consumer Lease Loyalty programs
- National or Regional Consumer Lease Cash programs
- National or Regional Dealer Cash programs
- All Target Direct Mail/Marketing coupon programs
- All Web e-Incentive programs
- DriveAbility Program
- Friends program

These programs are not compatible with the following program types:

- FCA Employee Advantage program
- CDI Programs
- Dealership Employee Purchase program
- FCA Affiliate Rewards programs
- FFA Program
- Any and all other certificate programs
- Other On The Job programs
- TRUECAR Private Targeted Offer Program

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2024 MY On-The-Job Customer Acknowledgement Form
 (Valid from January 3, 2024 – January 2, 2025)

- Complete the following information:

VIN	Dealer Code	Delivery Date

- Select (1) On The Job Incentive (one incentive per VIN):

----- \$1,000 Commercial Upfit or Graphics Allowance
 ----- \$500 Commercial Upfit or Graphics Allowance

- Include (1) Current Copy of Eligibility Document Provided:

- 1) A current IRS Tax Form 1040 and all related schedules (including schedule C or F)
- 2) A screenshot from the Secretary of State’s website verifying this customer is a business owner Alternatively, the following documents may be accepted with approval from the Incentives Claims team:
- 3) Copy of government document showing business tax identification number and business name
- 4) Business incorporation documents
- 5) State, county, or municipal business license
- 6) Copy of government document showing nonprofit tax identification number and business name
- 7) Federal or State Income Tax forms showing operation as a business entity
- 8) Business License
- 9) Copy of DBA or assumed name documentation
- 10) Sales tax license
- 11) Workman’s compensation/commercial general liability insurance
- 12) State or federal forms with federal tax ID

Notes: A Commercial driver license is not eligible documentation
 3500/4500/5500 Chassis Cabs with upfit do not require proof of eligibility.

Customer Affidavit:

As the customer claiming this FCA US LLC **ON THE JOB** Commercial Bonus Certificate Incentive, I certify that I meet at least one of the customer eligibility criteria listed here. I further acknowledge that these criteria and the list of eligible vehicles and incentive options have been reviewed with me prior to purchase or lease.

Customer Signature	Date