

Program Numbers:

- 1) Member Companies and Their Employees: 40CEL1 / 40CEL2 TYPE B/E
- 2) Same Household as the Employee of a Member Company / PHCC Chapter and National Employees: 40CEM1 / 40CEM2 TYPE 1/L

March 12, 2013
September 10, 2013
October 10, 2013
+ January 2, 2014

**PLUMBING HEATING COOLING CONTRACTORS ASSOCIATION
2014 MODEL YEAR
OFFICIAL PROGRAM RULES**

+ PROGRAM PERIOD: February 20, 2013 through **January 5, 2015**

PROGRAM TYPE: Consumer Bonus Cash

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

**1) PROGRAM DESCRIPTION: MEMBER COMPANIES & THEIR EMPLOYEES
(40CEL1 / 40CEL2 TYPE B/E)**

This program offers eligible current PLUMBING HEATING COOLING CONTRACTORS ASSOCIATION. (PHCC) MEMBER COMPANIES AND THEIR EMPLOYEES a \$500 cash allowance to be applied toward the Commercial 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 (PHCC EMPLOYEE). See NVDR example below:

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

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

Note: PHCC 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).

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 / and PLUMBING HEATING COOLING CONTRACTORS ASSOCIATION CHAPTER & NATIONAL EMPLOYEES (40CEM1 / 40CEM2 TYPE 1/L)

This program offers HOUSEHOLD RESIDENTS of PLUMBING HEATING COOLING CONTRACTORS ASSOCIATION. (PHCC) Member Company Employees AND PHCC. 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 / PHCC employees claiming **40CEM1 or 40CEM2** are **ineligible** for the On-The-Job program.

PLUMBING HEATING COOLING CONTRACTORS ASSOCIATION. 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. PHCC 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 Chrysler Group LLC dealers who agree to abide by these Official Program Rules are eligible to participate.

CUSTOMER ELIGIBILITY:

1) PHCC MEMBER COMPANIES & THEIR EMPLOYEES (40CEL1 / 40CEL2 TYPE B/E) – Type Sale B or E

Customer must be currently employed by or be the owner of the PHCC Member company. The following documentation will be provided to the dealer:

- A copy of the customer's company page from the PHCC online member directory (<http://www.PHCCweb.org> > Find Contractors > print screen with PHCC logo OR a copy of a current communication from PLUMBING HEATING COOLING CONTRACTORS ASSOCIATION. (PHCC) that identifies the customer's company as a Member of the Association
- Proof of current employment or ownership of the PHCC member company (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 / and PLUMBING HEATING COOLING CONTRACTORS CHAPTER AND NATIONAL EMPLOYEES (40CEM1 / 40CEM2 TYPE 1/L Type Sale 1 or L

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

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

PLUMBING HEATING COOLING CONTRACTORS ASSOCIATION. Chapter and National employees must provide the following documentation:

- Proof of current employment by PHCC, Inc. (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 & THEIR EMPLOYEES**

NOTE: This is Type Sale B or E (40CEL1 / 40CEL2). The dealer must claim both the PLUMBING HEATING COOLING CONTRACTORS ASSOCIATION Member Employee program code AND the appropriate On-The-Job Commercial Allowance code.

2) **SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY / and PLUMBING HEATING COOLING CONTRACTORS ASSOCIATION CHAPTER & NATIONAL EMPLOYEES** i.e., Individuals residing in the same household OR employees of PHCC.

If there are questions, the dealer may contact PHCC Chapter of Member Company or contact PHCC National at 800-533-7694 and request an immediate email correspondence of current communication (referenced above) to be **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 AND THEIR EMPLOYEES: 40CEL1 (Type B)

MODEL ELIGIBILITY: Eligible as of 8-1-13

Eligible Models
2014 Model Year

Chrysler Brand
200 (excluding LX)
Town & Country

Dodge Brand
Dart (excluding SE non-Aero)
Grand Caravan (excluding AVP)
Journey (excluding AVP)

Ram Brand
Ram Cargo Van

1) MEMBER COMPANIES AND THEIR EMPLOYEES: 40CEL2 (Type B/E)

MODEL ELIGIBILITY: Eligible as of 8-1-13

Eligible Models
2014 Model Year

Chrysler Brand
300 / 300C (excluding SRT)

Dodge Brand
Avenger
Charger (excluding SRT)
Durango

Jeep Brand
Grand Cherokee (excluding SRT) – effective 2-20-13

Ram Brand
Ram 1500/2500/3500 Pickups – All cabs
Ram 3500/4500/5500 Chassis Cabs
ProMaster (all models)

2) SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY / and PLUMBING HEATING COOLING CONTRACTORS ASSOCIATION CHAPTER & NATIONAL EMPLOYEES: 40CEM1 (Type 1)

MODEL ELIGIBILITY: Eligible as of 8-1-13

Eligible Models
2014 Model Year

Chrysler Brand
200 (excluding LX)
Town & Country

Dodge Brand
Dart (excluding SE non-Aero)
Grand Caravan (excluding AVP)
Journey (excluding AVP)

Ram Brand
Ram Cargo Van

2) SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY / and PLUMBING HEATING COOLING CONTRACTORS ASSOCIATION CHAPTER & NATIONAL EMPLOYEES: 40CEM2 (Type 1/L)

MODEL ELIGIBILITY: Eligible as of 8-1-13

Eligible Models
2014 Model Year

Chrysler Brand
300 / 300C (excluding SRT)

Dodge Brand
Avenger
Charger (excluding SRT)
Durango

Jeep Brand
Grand Cherokee (excluding SRT) – effective 2-20-13

Ram Brand

Ram 1500/2500/3500 Pickups – All cabs

Ram 3500/4500/5500 Chassis Cabs

ProMaster (all models)

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

Last rev. 1.2.14
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