

## 2010 West Incentive Summary

Vehicle Line	Start Date - End Date	Customer Cash Allowance (Type 1 & L)	APR	GMAC Lease Rates	Lease Loyalty
Revised: 01/05/2010 09:39 AM		71CA5	71AA1G	71LA3G	71LA2
PT Cruiser Sedan	01/05/2010- 03/01/2010	\$2,000	36/48/60/72 0.0/1.9/1.9/3.9	STD	\$0
Sebring Sedan	01/05/2010- 03/01/2010	\$2,000	36/48/60/72 0.0/0.0/0.0/1.9	STD	\$0
Sebring Convertible	01/05/2010- 03/01/2010	\$1,500	36/48/60/72 0.0/0.0/0.0/1.9	STD	\$0
300 Sedan RWD	01/05/2010- 03/01/2010	\$3,000	36/48/60/72 0.0/0.0/0.0/1.9	See GMAC Tab	\$0
300 Sedan AWD	01/05/2010- 03/01/2010	\$2,000	36/48/60/72 0.0/0.0/0.0/1.9	See GMAC Tab	\$0
300C / 300 SRT8 RWD	01/05/2010- 03/01/2010	\$3,000	36/48/60/72 0.0/0.0/0.0/1.9	See GMAC Tab	\$0
300C AWD	01/05/2010- 03/01/2010	\$2,000	36/48/60/72 0.0/0.0/0.0/1.9	See GMAC Tab	\$0
Town & Country	01/05/2010- 03/01/2010	\$1,500	36/48/60/72 0.0/0.0/0.0/1.9	See GMAC Tab	\$1,000
Caliber	01/05/2010- 03/01/2010	\$1,000	36/48/60/72 0.0/0.0/3.9/5.9	STD	\$0
Avenger	01/05/2010- 03/01/2010	\$2,000	36/48/60/72 0.0/0.0/0.0/1.9	STD	\$0
Charger RWD	01/05/2010- 03/01/2010	\$3,000	36/48/60/72 0.0/0.0/0.0/1.9	See GMAC Tab	\$0
Charger AWD	01/05/2010- 03/01/2010	\$2,000	36/48/60/72 0.0/0.0/0.0/1.9	See GMAC Tab	\$0
Challenger		\$0	STD	STD	\$0
Journey	01/05/2010- 03/01/2010	\$1,500	36/48/60/72 0.0/2.9/2.9/4.9	See GMAC Tab	\$1,000
Grand Caravan	01/05/2010- 03/01/2010	\$1,000	36/48/60/72 0.0/0.0/0.0/1.9	See GMAC Tab	\$1,000
Nitro	11/20/2009- 03/01/2010	\$2,000	36/48/60/72 0.0/0.0/0.0/1.9	See GMAC Tab	\$0
Dakota	01/05/2010- 03/01/2010	\$2,500	36/48/60/72 0.0/0.0/0.0/1.9	STD	\$0
Ram 1500 Regular Cab	01/05/2010- 03/01/2010	\$1,000	36/48/60/72 0.0/2.9/2.9/4.9	STD	\$0
Ram 1500 Quad Cab	01/05/2010- 03/01/2010	\$2,500	36/48/60/72 0.0/2.9/2.9/4.9	See GMAC Tab	\$0
Ram 1500 Crew Cab	01/05/2010- 03/01/2010	\$2,500	36/48/60/72 0.0/2.9/2.9/4.9	STD	\$0
Ram 2500/3500	01/05/2010- 03/01/2010	\$1,000	36/48/60/72 1.9/1.9/1.9/3.9	STD	\$0
Ram 3500 Chassis Cab	11/03/2009- 03/01/2010	\$3,000	STD	STD	\$0

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Ram 4500/5500 Chassis Cab	11/03/2009- 03/01/2010	\$3,000	STD	STD	\$0
Wrangler 2 Door	01/05/2010- 03/01/2010	\$750	36/48/60/72 0.0/3.9/3.9/5.9	See GMAC Tab	\$0
Wrangler Unlimited	01/05/2010- 03/01/2010	\$750	36/48/60/72 0.0/3.9/3.9/5.9	STD	\$0
Patriot	01/05/2010- 03/01/2010	\$1,500	36/48/60/72 0.0/2.9/2.9/4.9	STD	\$0
Compass	01/05/2010- 03/01/2010	\$1,500	36/48/60/72 0.0/2.9/2.9/4.9	STD	\$0
Liberty	01/05/2010- 03/01/2010	\$2,000	36/48/60/72 0.0/0.0/0.0/1.9	See GMAC Tab	\$0
Grand Cherokee	01/05/2010- 03/01/2010	\$4,000	36/48/60/72 0.0/0.0/0.0/1.9	STD	\$0
Commander	01/05/2010- 03/01/2010	\$4,000	36/48/60/72 0.0/0.0/0.0/1.9	STD	\$0

## Bonus Programs

Vehicle Line	Program	Start Date - End Date	Title	Miscellaneous
300 Sedan RWD	WECAA	01/05/2010 - 02/01/2010	West BC 2010 MY Bonus Cash WECAA	\$500
300 Sedan AWD	WECAA	01/05/2010 - 02/01/2010	West BC 2010 MY Bonus Cash WECAA	\$500
300C / 300 SRT8 RWD	WECAA	01/05/2010 - 02/01/2010	West BC 2010 MY Bonus Cash WECAA	\$1,000
300C AWD	WECAA	01/05/2010 - 02/01/2010	West BC 2010 MY Bonus Cash WECAA	\$1,000
Charger RWD	WECAA	01/05/2010 - 02/01/2010	West BC 2010 MY Bonus Cash WECAA	\$500
Charger AWD	WECAA	01/05/2010 - 02/01/2010	West BC 2010 MY Bonus Cash WECAA	\$500
Journey	WECAA	01/05/2010 - 02/01/2010	West BC 2010 MY Bonus Cash WECAA	\$1,000
Dakota	WECAA	01/05/2010 - 02/01/2010	West BC 2010 MY Bonus Cash WECAA	\$1,000

Bonus cash for Type 1 and L sales on eligible vehicles to consumers in the West Business Center.

Liberty	WECAC	11/03/2009 - 03/01/2010	West BC Owner Loyalty WECAC	\$500
Grand Cherokee	WECAC	11/03/2009 - 03/01/2010	West BC Owner Loyalty WECAC	\$500
Commander	WECAC	11/03/2009 - 03/01/2010	West BC Owner Loyalty WECAC	\$500

Bonus cash for Type 1 & L sales to owners/lessees of Chrysler Group vehicles. No turn-in/trade-in required.

Ram 1500 Regular Cab	WECAJ	01/05/2010 - 03/01/2010	West Business Center GMAC Bonus Cash WECAJ	\$1,000
Ram 1500 Quad Cab	WECAJ	12/07/2009 - 03/01/2010	West Business Center GMAC Bonus Cash WECAJ	\$1,000
Ram 1500 Crew Cab	WECAJ	01/05/2010 - 03/01/2010	West Business Center GMAC Bonus Cash WECAJ	\$1,000
Wrangler 2 Door	WECAJ	01/05/2010 - 02/01/2010	West Business Center GMAC Bonus Cash WECAJ	\$1,000
Wrangler Unlimited	WECAJ	01/05/2010 - 02/01/2010	West Business Center GMAC Bonus Cash WECAJ	\$1,000
Liberty	WECAJ	01/05/2010 - 02/01/2010	West Business Center GMAC Bonus Cash WECAJ	\$1,000
Grand Cherokee	WECAJ	01/05/2010 - 02/01/2010	West Business Center GMAC Bonus Cash WECAJ	\$1,000
Commander	WECAJ	01/05/2010 - 02/01/2010	West Business Center GMAC Bonus Cash WECAJ	\$1,000

Bonus Consumer Cash for Type 1 or L sales with a GMAC contract.

300 Sedan RWD	WELAA	01/05/2010 - 03/01/2010	2010 West Lease Bonus Cash WELAA	\$2,000
300 Sedan AWD	WELAA	01/05/2010 - 03/01/2010	2010 West Lease Bonus Cash WELAA	\$2,000
300C / 300 SRT8 RWD	WELAA	01/05/2010 - 03/01/2010	2010 West Lease Bonus Cash WELAA	\$2,000
300C AWD	WELAA	01/05/2010 - 03/01/2010	2010 West Lease Bonus Cash WELAA	\$2,000
Town & Country LX	WELAA	01/05/2010 - 03/01/2010	2010 West Lease Bonus Cash WELAA	\$2,000
Town & Country Touring	WELAA	11/20/2009 - 03/01/2010	2010 West Lease Bonus Cash WELAA	\$500
Town & Country Limited	WELAA	11/20/2009 - 03/01/2010	2010 West Lease Bonus Cash WELAA	\$500
Charger RWD	WELAA	01/05/2010 - 03/01/2010	2010 West Lease Bonus Cash WELAA	\$2,000
Charger AWD	WELAA	01/05/2010 - 03/01/2010	2010 West Lease Bonus Cash WELAA	\$2,000
Journey SE FWD	WELAA	01/05/2010 - 03/01/2010	2010 West Lease Bonus Cash WELAA	\$1,000
Grand Caravan SE	WELAA	01/05/2010 - 03/01/2010	2010 West Lease Bonus Cash WELAA	\$1,250
Grand Caravan SXT	WELAA	11/20/2009 - 03/01/2010	2010 West Lease Bonus Cash WELAA	\$500
Grand Caravan Cargo Van	WELAA	11/20/2009 - 03/01/2010	2010 West Lease Bonus Cash WELAA	\$500
Ram 1500 Quad Cab ST	WELAA	01/05/2010 - 03/01/2010	2010 West Lease Bonus Cash WELAA	\$1,000
Wrangler 2 Door Sport	WELAA	01/05/2010 - 03/01/2010	2010 West Lease Bonus Cash WELAA	\$500

Bonus Lease Cash to be used on Type L sales only.

## Disclaimer

Refer to the Official Program Rules for specific details. The Official Program Rules consist of both the tabs referenced in the Gold Book and Incentive Summary. Chrysler may, upon written or electronic notice to dealers, cancel, amend, or modify these programs.