This program offers all participating dealers the opportunity to earn Promotional Allowance Program Funds based on NEW vehicle sales.

**Program Funds**

Promotional Allowance Program (PAP) Funds are accrued monthly based on NEW (Type 1, Type L, Type B, and Type E) vehicle sales. Each NEW vehicle sale will accrue $160 that will be available to spend on NEW and CPOV advertising during a two-month spending period. The Funds will be matched on a 1:1 basis; thus providing dealers with 100% reimbursement for advertising dollars spent if the program rules are followed, and the required documentation is provided. Each dealer will receive $120 per unit in a Bonus Fund to be spent on NEW and CPOV advertising. The Bonus Fund is accrued monthly and matched on a 2:1 basis. All claims are paid first from the PAP Fund and second from the Bonus Fund, once the PAP Fund is exhausted.

Dealers who receive Add/Lines or New Dealerships from FCA US LLC will receive a “one time” payment of PAP and Bonus funds based on the Add/Line Planning Potential or the New Dealerships Planning Potential. The PAP amount will be calculated by the Add/Line or New Dealerships Planning Potential divided by 12 months, times $160. The Bonus amount will be calculated by the Add/Line or New Dealerships Planning Potential divided by 12 month, times $120. These funds are to be issued the following month the Dealer Code or Add/Line is activated by FCA US LLC.

**EXAMPLE:** New Planning Potential = 400. 400 / 12 months = 33. 33 X $160 = $5,280 PAP Funds. 400 / 12 months = 33. 33 X $120 = $3960 Bonus Funds. For questions, contact your local Business Center representative.

**Reimbursement**

FCA Promotional Allowance Program Headquarters processes claims within approximately five business days of receipt of all required documentation. FCA US LLC will reimburse dealers for approved claims via a credit to your Dealer Parts Account every other week, on or about the 2nd and 4th Tuesday of the month.

It is the dealer’s responsibility to ensure all advertising meets all federal, state, and local legal requirements, as these are not reviewed by FCA US LLC or its agency as a part of the Promotional Allowance Program. The dealer indemnifies FCA US LLC or its agency against any liabilities associated with the advertising. Inappropriate or fraudulent conduct, including without limitation, making false or misleading statements or representations or committing acts of fraud, may result in payment stoppages, chargebacks of any amounts paid, termination, or suspension from participation in the program. FCA US LLC reserves the right to review and audit all claims submitted in connection to the PAP program to determine compliance with program terms and conditions. Failure to provide any requested documentation to audit the claim may result in a chargeback.

**Overview of Program Funds**

<table>
<thead>
<tr>
<th>Fund</th>
<th>Amount per vehicle sold</th>
<th>Fund Match</th>
<th>Media Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAP Funds</td>
<td>$160 per new vehicle sold</td>
<td>100% match</td>
<td>All Eligible Media</td>
</tr>
<tr>
<td>Bonus Funds</td>
<td>$120 per new vehicle sold</td>
<td>50% match</td>
<td>All Eligible Media</td>
</tr>
<tr>
<td>Bonus Funds Certified</td>
<td>$120 per new vehicle sold</td>
<td>100% match</td>
<td>Certified Digital Programs</td>
</tr>
</tbody>
</table>
**Certified Digital Program Q2 2016:**

Claims from the Certified Digital Program will be reimbursed 100% from the Bonus Fund until the Bonus Fund is exhausted. Any remaining claim dollars will then be reimbursed from the PAP Fund.

To be eligible for the 100% Bonus Fund reimbursement, the claim must:
- Be from a Certified Vendor (vendor will submit claim on behalf of the dealer)
- Have a minimum monthly budget for SEM and OLA campaigns of $999
- Have a minimum monthly budget for SEO campaigns of $499
- Drive traffic to the dealer’s FIAT Digital program website

Any SEM/OLA or SEO spend below the above minimums are eligible for normal PAP reimbursement.

### Certified Digital Programs

<table>
<thead>
<tr>
<th>Certified Program</th>
<th>Reimbursement Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certified SEO</td>
<td>100% Bonus Fund; Roll-Over to PAP Fund 100%</td>
</tr>
<tr>
<td>Certified Digital Advertising</td>
<td>100% Bonus Fund; Roll-Over to PAP Fund 100%</td>
</tr>
<tr>
<td>Certified SEO below $499</td>
<td>100% PAP Fund; Roll-Over to Bonus Fund 50%</td>
</tr>
<tr>
<td>Certified SEM below $999</td>
<td>100% PAP Fund; Roll-Over to Bonus Fund 50%</td>
</tr>
<tr>
<td><strong>LotLinx™</strong></td>
<td><strong>100% Bonus Fund; Roll-Over to PAP Fund 100%</strong></td>
</tr>
</tbody>
</table>

PAP eligibility will be limited to up to 10% of a dealer’s SEM advertising budget via the FIAT Digital Certified Advertising Program (i.e. a dealer with a $5K SEM budget will be reimbursed for the first $500 of spend with LotLinx.)
FIAT Digital Program Q2 2016:
The following FIAT Digital Packages are the only eligible packages for reimbursement. The ad cost, reimbursement rate, and fund usage is based on the package purchased. Each package must be submitted as a separate claim with its own invoice.

<table>
<thead>
<tr>
<th>Media Type/FIAT Digital Package</th>
<th>Ad Cost</th>
<th>Fund</th>
<th>Reimbursement Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Third Party Lead Program</td>
<td>Varies (free cost field)</td>
<td>Bonus/PAP</td>
<td>100% Bonus Fund; Roll-Over to PAP Fund</td>
</tr>
<tr>
<td>Edmunds</td>
<td>Varies (free cost field)</td>
<td>Bonus/PAP</td>
<td>100% Bonus Fund; Roll-Over to PAP Fund</td>
</tr>
<tr>
<td>Website Assistant</td>
<td>$350</td>
<td>Bonus/PAP</td>
<td>100% Bonus Fund; Roll-Over to PAP Fund</td>
</tr>
<tr>
<td>OneCommand Email Marketing</td>
<td>Varies</td>
<td>Bonus/PAP</td>
<td>100% Bonus Fund; Roll-Over to PAP Fund</td>
</tr>
</tbody>
</table>

CPOV Residual Rewards Program
PAP funds coming from the Certified Pre-Owned Vehicle (CPOV) Residual Rewards program will be deposited into the dealer's Bonus Funds account approximately two days following the new car close.
All previously established Bonus Fund program rules apply.
**Claim Deadline**

Your claim must be postmarked, submitted by fax or received electronically by the FIAT Promotional Allowance Program Headquarters no later than two months after the last day of the month in which the advertisement was aired or published; the billboard advertising was installed; or the direct mail piece was mailed.

**Pre-Approval Services**

FIAT highly recommends utilizing the Program Headquarters’ no-charge pre-approval services prior to running any advertising. FIAT Program Headquarters can provide advice on the application of the advertising rules to dealer advertising at any point in the developmental process, giving dealers assurance that their advertising content will be eligible for reimbursement.

**Appeal Process**

Dealers may appeal a decline on a claim. To file an appeal, please follow these steps:

**Step 1:** Download and complete the appeal form from the homepage of the PAP website.

**Step 2:** Assemble all required documentation.

**Step 3:** Submit the completed appeal form and documentation. Your appeal form and documentation must be postmarked or faxed no later than 30 days after your original claim submission date. Late appeals will not be considered.

You will receive e-mail notification of the decision. If your appeal is:

**Declined** – No further recourse is provided.

**Approved** – Your claim will be reversed and processed according to the exception granted in the notification.
FCA Promotional Allowance Program Rules
Program ID: C48E       Program Period: Q2 2016

Advertising Rules

1. 1a) 100% of the ad or spot must be allocated to support NEW or CPOV FIAT vehicle advertising.
   • The “New” ad must include the current or previous model year or say “New.

1b) No combined ads with any other manufacturer will qualify. FIAT does not reimburse for advertising which includes or mentions competitive brands or other products (including, without limitation, Alfa Romeo, Chrysler, Dodge, Jeep, and Ram).

1c) The Alfa Romeo brand may be mentioned or the logo may be utilized only to highlight the studio name. The Alfa Romeo logo must not be larger than the FIAT logo and can only be placed by or mentioned in conjunction with the studio name. Any other use of the Alfa Romeo logo or specific promotion of models is strictly prohibited.

2. 2a) At least 75% of the ad space (or running time) must be dedicated to NEW FIAT vehicle advertising.

   2b) Up to 25% of the ad space (or running time) can be dedicated to CPOV FIAT vehicle advertising.

   2c) The NEW vehicle portion (or message) of the ad or spot must be clearly separated from the CPOV portion, with a solid, uninterrupted box or line.

   2d) The CPOV portion of the ad or spot must include the CPOV logo. The logo must be located in the CPOV section of the ad.

3. 3a) No traditional (described as non-CPOV) used vehicles or mention of used vehicles may be present in the advertising. If traditional used vehicles or the mention of used vehicles is present anywhere in the ad, the entire ad will be ineligible for reimbursement.

4. 4a) The ad or spot must include the approved FIAT logo. National or regional campaign logos MUST be used in conjunction with Studios brand logos during the promotion period(s) when required by FIAT.

   4b) Only approved FIAT logos may be used. All approved logos are available on the Ad Planner website.

5. 5a) Advertising must not undermine the value of the brand, including, without limitation advertising with political, racial, religious, and/or sexual overtones. Advertising messages that imply distress or are in anyway detrimental to the FIAT brand are prohibited. Studio advertising must not include any of the following words and phrases: Bailout, Blowout, Liquidation, Wholesale, Distress, Factory Outlet, Factory Authorized, Manufacturer/Factory Challenged, Below/Under invoice.

6. 6a) Advertising cannot include any language that implies a distinction among or ranking above other studios/dealerships.

Additional Resources

Style Guide: FIAT® believes in living life to the fullest. One of the most vital elements in conveying a strong identity is a consistent and recognizable brand image. Every brand needs rules to aid communication. Please become familiar with this guide and use it as a reference to design and build your studio advertising. This is a complete collection of the official FIAT branding standards. There you’ll find everything needed to maintain consistency throughout the FIAT Brand. All advertising should follow FIAT Style Guidelines. For detailed guidelines, please review the FIAT Style Guide in Ad Planner within Dealer-Connect under the Marketing tab.
<table>
<thead>
<tr>
<th>Eligible Media</th>
<th>Required Documentation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Television</strong></td>
<td>• Script imprinted with the ANA/RAB signed by the station official&lt;br&gt;• Original station invoice reflecting dates, times, cost of each spot and any earned discounts or agency commission</td>
</tr>
<tr>
<td><strong>Radio</strong></td>
<td>• Script imprinted with the ANA/RAB signed by the station official&lt;br&gt; • Original station invoice reflecting dates, times, cost of each spot and any earned discounts or agency commission</td>
</tr>
<tr>
<td><strong>Newspapers</strong></td>
<td>• Actual newspaper advertisement or legible copy bearing the publication name and ad date&lt;br&gt; • Original publisher’s invoice reflecting the ad size, cost</td>
</tr>
<tr>
<td><strong>Direct Mail and Circulars</strong></td>
<td>• Actual mail piece&lt;br&gt; • Itemized printer’s invoice reflecting quantity and cost&lt;br&gt; • Postal receipts reflecting the quantity mailed and mailing cost.</td>
</tr>
<tr>
<td><strong>Internet Banners</strong></td>
<td>• Printout of the Internet creative&lt;br&gt; • Original invoice</td>
</tr>
<tr>
<td><strong>SEM Pay per Click</strong></td>
<td>• Invoice from the search engine company reflecting the costs incurred&lt;br&gt; • List of the keywords purchased on the search engine&lt;br&gt; • Screen shot of the search engine site showing a successful search using one of the key words&lt;br&gt; • FMAP will allow the purchase of competitive manufacturer/model/dealer keywords and allow those same keywords to appear in the search copy. The purchase of any Chrysler, Jeep, Dodge or RAM vehicle models and/or dealer names are strictly prohibited along with any other FIAT studio names beyond your own.</td>
</tr>
<tr>
<td><strong>Dealer Website Development</strong></td>
<td>Only FIAT Digital upgrades for an approved FIAT-specific site are eligible for reimbursement; the basic FIAT Digital package are not eligible.&lt;br&gt;Required documentation:&lt;br&gt;• Invoice from FIAT Digital&lt;br&gt;Web site Assistant has been added to the list of eligible FIAT Digital Packages. For a full list of eligible packages please call 888-511-8902.&lt;br&gt;Base FIAT Digital website and set-up fees associated with various website upgrades are not eligible for reimbursement.</td>
</tr>
<tr>
<td><strong>Billboard/Transit Advertising</strong></td>
<td>• Photograph of the installed billboard/transit board&lt;br&gt; • Original invoice reflecting the location, number of billboards/transit boards, posting dates and costs.</td>
</tr>
<tr>
<td><strong>Promotional Event/Sponsorship Auto/Mall Shows</strong></td>
<td>Dealers must receive approval of participation in any event or sponsorship prior to activity, by sending in, either electronically or by fax, a completed Event Pre-Approval Form.&lt;br&gt;Required documentation:&lt;br&gt;• Vendor contract&lt;br&gt;• All invoices&lt;br&gt;• Event photograph(s)</td>
</tr>
<tr>
<td><strong>Ineligible Expenses</strong></td>
<td>Entertainment Fees&lt;br&gt; Broadcast Advertising&lt;br&gt; Radio Remote Talent Fees only</td>
</tr>
<tr>
<td><strong>Social Media/Dealer Website</strong></td>
<td>Required documentation:&lt;br&gt; • Invoice from Friendemic and Gubago</td>
</tr>
<tr>
<td><strong>Inventory Listings: New Vehicle Only</strong></td>
<td>• Eligible listing sites are limited to the following: cars.com, autotrader.com, Edmunds.com, and Kbb.com.&lt;br&gt; • Itemized invoice&lt;br&gt; • Screenshot of a listing&lt;br&gt; • Report that shows a breakdown of purchased listings by manufacturer, new, used and CPO.</td>
</tr>
<tr>
<td><strong>Mopar Local BizSearch</strong></td>
<td>• Invoice</td>
</tr>
</tbody>
</table>

Agency fees and commission, and production costs are not eligible for co-op reimbursement.
Alliances, Sponsorships and Events

Certain alliances, sponsorships and events are eligible for reimbursement. **Pre-approval is required for alliances, sponsorships and events.** An event-specific pre-approval form is available on the PAP website. FCA Promotional Allowance Program recommends all event pre-approval materials be submitted at least 30 days before the activity date. If you do not receive approval, the claim will be declined.

PAP will no longer reimburse for the “staffing” portion of any 3rd party or private sales event.

Please contact Program Headquarters with any questions.

Claims must be submitted to the FCA PAP Support Center no later than two months after the last day of the month in which the activity was held to be considered for payment.

**Required Documentation:** The vendor contract agreement, all invoices and photographs of the activity must accompany the claim form.

**Please Note:** Alcohol cannot be served at events that include test drives. Doing so will make the entire event ineligible for reimbursement.

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### Eligible Events

- Hole in One Competition
- Fair Sponsorships
- Public Vehicle Display
- Golf Tournament Sponsorships
- Grand Opening Event
- Raminator - $1000
- Media Spend required

### Eligible Events, continued

- Costco/Sam’s Club Displays
- Cinema
- Dodge Rodeo
- Auto Show Events
- Music Festivals
- Sporting Arena Vehicle Display/Sponsorship

### Eligible Expenses

- Event/Lot Space
- Catering
- Print Advertising
- Entertainment Fees
- Broadcast Advertising

### Ineligible Expenses

- Production Costs
- Giveaways
- Talent/Staff Fees
- Food & Beverages

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DMS Marketing

DMS Marketing is multi-channel communication; eligible outlets are phone, email, and text.

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Advertorials

Advertorials are eligible for reimbursement with print and broadcast advertising.

A dealer advertorial is an advertising message that states the dealer’s opinions are views. It is typically more text heavy and has minimal vehicle advertising, much like a letter to the editor.

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FCA Promotional Allowance Program Contact Info

**Mail/Fax all documentation and this form to:**

FCA Promotional Allowance Program Headquarters  
c/o Ansira  
2300 Locust Street  
St. Louis, MO 63103  
855-592-3428 (fax)

**For Pre-Approval and all other Program Support, contact:**

FCA Promotional Allowance Program Headquarters  
855-582-3428 (phone)  
855-592-3428 (fax)  
fiatmap@ansira.com

Hours of Operation: 8:30 a.m.- 5:30 p.m. CT

www.fiatmarketingallowance.com