



# Exclusive Incentives for First Responders.

## Rewarding Those Who Protect and Serve.





It takes a special kind of person to be a first responder. When others run from trouble, you run towards it.



And that's why the FCA Emergency Responder Program offers generous incentives to active Law Enforcement Officers, Fire Personnel, EMT/Paramedics and 911 Dispatchers of

**UP TO \$8,000** towards the purchase or lease of select Chrysler, Dodge, Jeep and Ram vehicles.

It's our way of showing you how much we appreciate all that you do to keep our communities safe.\* Visit [FCAOffers/emergency-response-incentive-program](https://www.fcaoffers.com/emergency-response-incentive-program) for the following:

-  **Determine if you qualify for the program.**
-  **Start shopping for a vehicle.**
-  **Locate a dealer.**
-  **Learn about required documentation.**



Visit [FCAOffers/emergency-response-incentive-program](https://www.fcaoffers.com/emergency-response-incentive-program) for more information and program rules.



FIAT CHRYSLER AUTOMOBILES

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\*Available toward the purchase or lease of an eligible new 2020 FCA US LLC vehicle. Not available on Charger Pursuit, Durango Pursuit, SRT Models, Hellcat Models, Maserati or FIAT vehicles. Must take new retail delivery from dealer stock by July 1, 2020. Limit of 2 per year, for U.S. residents only. See dealer for complete details and eligibility. Eligible Occupations include Law Enforcement (Police Officer, Sheriff's Deputy, Correctional Officer, State Trooper, Federal Officer, Conservation Officer, etc.) Fire Personnel (Career Firefighter and/or Volunteer Firefighter), EMT/Paramedics and 911 Dispatchers. Eligible vehicles may change at any time without notice. Program participants must reside in the United States. Dealers are not required to participate in the program.

# FCA US LLC Emergency Responder Program Rules

## Overview

The FCA Emergency Responder Program provides active First Responders with the opportunity to purchase/lease eligible, new or unused Chrysler, Dodge, Jeep & Ram vehicles utilizing program incentives from a participating dealer.

## Eligible Occupations for Emergency Responder Incentive Program

- Law Enforcement (Police Officer, Sheriff's Deputy, Correctional Officer, State Trooper, Federal Officer, Conservation Officer, Game Warden, Constable, etc.)
- Fire Personnel (Career Firefighter and/or Volunteer Firefighter)
- EMT/Paramedic
- 911 Dispatchers

## Required Documentation

Participants must furnish to the participating dealer at time of purchase/lease documentation supporting their eligibility for The Emergency Responder Program. Documents requested may include, but are not limited to, Police, Firefighter, EMT/Paramedic, 911 Dispatcher identification, registration/title information, or any of the documentation reasonably necessary to verify The Participants' eligibility as active First Responder.

### Firefighters, Police, EMTs/Paramedics

- A copy of The Participant's employee id/badge identifying their title and agency.
- A copy of The Participant's driver's license with the driver's license number redacted.

### 911 Dispatchers

- A valid, current 911 training and education document or a 911 ID card that contains The Participant's full name.
- A copy of The Participant's driver's license with driver's license number redacted.

## Eligible Vehicles

Available toward the purchase or lease of an eligible new 2020 FCA US LLC vehicle. Not available on Charger Pursuit, Durango Pursuit, SRT Models, 4500/5500 trucks, Promaster, Promaster City, Maserati or Fiat vehicles. Must take new retail delivery from dealer stock by July 1, 2020. Limit of 2 per year, for U.S. residents only. See dealer for complete details and eligibility.

## Retention/ Limitation on Number of Vehicles

If purchasing or leasing a vehicle under the Emergency Responder Program with cash or through a loan, ownership must be retained for at least twelve (12) months from the date of delivery of the vehicle. Participants may purchase or lease a cumulative total of two (2) vehicles under The Emergency Responder Program during the calendar year.

## Emergency Response Incentive Program Rules

Dealers must place and report orders as Type 2 Sale/Fleet 4FA – Bid utilizing FAN1 00LK3 and TB0000. On NVDR, dealer must input as Type 2 Sale/Fleet 4FA – Bid utilizing FAN1 00LK3.

Not available on all vehicle lines and may not be combined with any other offers. The Emergency Responder Program cannot be applied to a prior purchase or lease and do not qualify for any retail incentives, certificates, rebates, prize points, bonus and dealer cash programs, supplemental floor plan assistance (SFPAP), Distant Delivery, Courtesy Delivery, VIP incentives or other incentive payments. In addition, emergency responder program vehicles may not be used as qualifying units for payment of retail sales incentives and will not be eligible to be sold later as retail units.

FCA US LLC reserves the right to audit dealer records and disqualify any sales that do not meet the First Responder Program guidelines. Any money improperly paid to any party based upon the dealer's or Participants' representation shall be charged back accordingly.

The Emergency Responder Program may be withdrawn at any time, and its terms are subject to change from time to time by FCA US LLC.

By purchasing or leasing an eligible vehicle through FCA Emergency Responder Program, The Participant acknowledges these Rules and Guidelines and agrees to abide by them. It is the responsibility of The Participant to know the rules of The Emergency Responder Program as set forth in this document. Violations of these rules by The Participant may result in sanctions against The Participant.

Emergency Responders employed by federal, state or municipal governments may be subject to restrictions that limit their ability to accept this offer. Accordingly, this offer is void unless permitted by applicable federal, state and municipal laws, regulations, rules, ordinances, policies, codes of conduct, and other directives or standards regarding ethics and gift acceptance by the applicable federal, state or municipal employees. By accepting this offer, you verify that doing so complies with all laws, regulations, policies or other restrictions regarding ethics or gift acceptance that apply to you.

If the dealer you visit is not willing to sell you a vehicle through The Emergency Responder Program, you may visit another FCA US LLC Dealer. Dealer participation is voluntary. Dealers are not required to participate in the FCA US LLC Emergency Responder Discount Program. To determine a dealer's willingness to sell vehicles under The Emergency Responder Program, you must speak with the dealer directly.

The Emergency Responder Program does not constitute an agreement between FCA US LLC and The Participant for the purchase/lease of any vehicle at a specific price. However, by purchasing a vehicle through The Emergency Responder Program, The Participant acknowledges The Emergency Responder Program's Rules and Guidelines and agrees to abide by the same Program Rules and Guidelines.

FCA US LLC has the final decision on all eligibility requirements. The Emergency Responder Program may be terminated or modified by FCA US LLC at any time, in its sole discretion.

## Inducements

At no time should a Participant accept payment or other consideration from dealers for referrals.

Participants purchasing an eligible vehicle under The Emergency Responder Program shall not solicit or accept money or discounts from dealers, other persons or other business entities, including FCA-sponsored incentives, in connection with the sale of vehicles under The Emergency Responder Program.

## Compliance With Applicable Laws

If any law or regulation is adopted or interpreted which, in FCA US LLC's opinion, prohibits or penalizes the implementation of The Program, FCA US LLC may, in its sole discretion, cancel The Emergency Responder Program or any order submitted pursuant to The Emergency Responder Program without any further obligation and without any liability to either the dealer or The Participant.