



**MOPAR**  
*At your service*

# MOPAR DEALER INCENTIVES FAQ's

THE FOLLOWING ARE FREQUENTLY ASKED QUESTIONS (FAQs) TO HELP YOU UNDERSTAND DEALER REWARDS AND OTHER INCENTIVE PROGRAMS

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## DEALER REWARDS - Sales

### Q. What is the definition of eligible Total Sales?

- A. Eligible Total Sales is the sum of Retail, Wholesale, and Internal sales of Mopar parts. The calculation is evaluated at Dealer Net at time of transaction, and Warranty sales are excluded. Dealers also receive credit for Custom Shop and In-plant installed accessories (when the vehicle is sold - NVDR) and for Mopar parts sold on FCA/MVP Service Contract repair orders.

### Q. When does a sale count in the Dealer Rewards program?

- A. Program calculations are based on the Close Date of your invoices/repair orders. It is imperative to close all outstanding invoices/repair orders within the calendar month.

### Q. Am I able to view all repair order and invoice detail considered when calculating my sales?

- A. Yes. Sales detail can be viewed on DealerCONNECT > Parts > Reports > Incentive Reporting > Mopar Dealer Rewards > Summarized Retail Invoices, or Summarized Wholesale Invoices.

### Q. How are Mopar part returns from my customers handled?

- A. These returns are an offset to your total sales.

### Q. Are my reported sales based on the calendar month?

- A. Yes. All reported sales are based on closed invoices and repair orders during the calendar month.

### Q. Will I "lose" sales if there is a delay between when an invoice is closed and when Mopar receives the record?

- A. Mopar will allow dealers 5 days to submit all invoices, counter tickets and repair orders that were closed during the previous month. Calculations for final incentive payments are performed on the 6th day of every month.

### Q. Since final reports are not available until the 6th of every month, when will I start to receive the discount rate I earned?

- A. The discount rate earned from the prior month's performance is applied to eligible purchases beginning the 7th of the next month. For example, if you earned a 6% discount in March, that 6% discount will be applied to all eligible purchases from April 7<sup>th</sup> through May 6<sup>th</sup>.

## DEALER REWARDS - Sales Objective

### Q. How is my monthly objective calculated?

- A. Sales from the same month last year (with pricing factor applied) are used to calculate your base sales rate. The monthly sales objective is calculated by applying a growth factor to your base sales rate and then multiplying this rate by the number of selling days in the month. In the absence of sales from the same month last year, prior quarter sales will be used to calculate objective.

### Q. How is my sales day rate calculated?

- A. Your sales day rate is calculated by taking your total sales during a period of time and dividing by the number of sales days during that period. For example, if you sold \$315,000 worth of parts during the previous three months, and there were 63 selling days, then your average sales day rate is \$5,000 per day (or \$315,000 divided by 63 days).

### Q. Does the sales day rate include weekend selling days?

- A. No. The sales day rate is calculated based on 5-day weeks (excluding holidays); however, all your weekend and holiday sales count in achieving your objective.

### Q. How are Vehicles In Operation (VIOs) utilized in the Dealer Rewards program?

- A. VIOs within your Area of Responsibility (also known as Trade Zone) for the prior 10 model years are used to determine your annual parts sales potential. Your sales are then compared against your potential to determine market share. Your market share dictates the growth factor that is used to set the monthly sales objective. The higher your market share, the lower the growth expectation.

## DEALER REWARDS - Loyalty

### Q. How is Loyalty calculated?

- A. The Loyalty metric is the percentage of Mopar parts vs Total parts used in the repair of FCA US LLC Vehicles. All customer pay and internal repair orders are considered. A loyalty score of 90% or higher is currently required to qualify for maximum rewards.

### Q. What is the Part Number to use when recording the Navigation System Upgrade, so it can be excluded from the Dealer Rewards Loyalty calculation?

- A. NAVIRA3SG2

### Q. Why are Oil Kits recognized as Non-Mopar Parts for the Dealer Rewards Loyalty calculation?

- A. Mopar relies on Official Mopar Part Numbers which are contained in the Mopar Parts Master file. Although the Oil Kits may contain Genuine Mopar Parts, the Oil Kit itself gets identified as a Non-Mopar part number in the Loyalty calculation.

## DEALER REWARDS - ARO

### Q. How is ARO Compliance calculated?

- A. ARO Compliance is calculated by dividing the number of ARO BSL (Best Stocking Level) proposals accepted by the number of total proposals sent to the dealership. Additional compliance credit is given for accepting recommendations for the ARO Essentials program. Dealers must be enrolled in 5300's ARO program and have a compliance score above 90% in order to receive maximum program rewards.

### Q. Why is ARO Compliance a requirement to receive maximum rewards?

- A. 5300's ARO application has proven to be a very successful tool in managing dealership inventory. ARO-compliant dealers enjoy a leaner inventory with lower obsolescence, a higher turn rate, and better off-the-shelf fill.

### Q. How do I enroll in the ARO program?

- A. Contact a dealer advisor at [email: 5300ARO@chrysler.com](mailto:5300ARO@chrysler.com).

### Q. Are the Loyalty and ARO compliance qualifiers based on my current or historical performance?

- A. Your Loyalty and ARO compliance from the prior month, together with the other Dealer Rewards Metrics, will be used to determine if you are qualified to earn maximum rewards.

### Q. Since last month's ARO-compliance score dictates my reward potential, how long will it take me to qualify for maximum rewards if I just enrolled in ARO?

- A. Mopar will provide all new ARO dealers a grace period from the date of enrollment. The dealer is considered compliant in the month of enrollment and the following month. For the purposes of Dealer Rewards, the dealer will also be considered compliant for the previous month as well. For example, if the dealership enrolls in ARO in January, the dealer is considered compliant for December, January and February. After the end of that grace period, the dealership must maintain 90% compliance to earn maximum rewards.

## DEALER REWARDS - Miscellaneous

### Q. Are all orders eligible for Dealer Rewards discounts?

- A. The discount rate is applied to every part you purchase (except promotional orders – order types P & G), and this detail will appear on your weekly parts invoice (similar to the way stock order discounts were traditionally reported). Part exceptions include Drag Pak vehicle and parts, Jeep Wrangler JK8 kit, Campaign parts, merchandising materials, and other miscellaneous parts.

## DEALER REWARDS - Miscellaneous (cont'd)

### Q. How are part returns to Mopar handled?

- A. Eligible parts sales and purchases are reduced by parts returns. Cycle, ARO, MRA, and Dealer Generated return reimbursements will be discounted by the rewards earned at time of purchase. Guaranteed Returns and Return Allowance Returns will be discounted at your current reward rate.

### Q. How do I record an Inventory Adjustment, or remove the parts from the system inventory for an MRA transaction, without creating a Sale or Return transaction effecting Dealer Rewards?

- A. Do not create an RO or Invoice to make an Inventory Adjustment or to remove the inventory being returned back to Mopar. If you need to make an Inventory Adjustment, you also need to remove the inventory from your Dealer Service Provider (DSP) using the DSP Adjustment line function. This function usually allows for a Memo Line description to account for the reason the adjustment is being made. (Note: Items lost, stolen, damaged, or broken would fall into the waste category.) After an MRA is processed in DealerCONNECT, you need to remove the inventory from the DSP using the DSP MRA Process. Please follow your DSP MRA Process to ensure your inventory is properly removed. If you have any questions, or if your DSP does not have this capability, please contact your ARO Dealer Advisor.

### Q. What are the minimum requirements to receive the 2% Guarantee based on Participation Discount?

- A. In order to qualify for the 2% Guarantee based on Participation Discount dealers must meet all of the following criteria: 1) At least 90% Loyal, 2) At least 90% ARO Compliant, 3) Qualify in at least 4 of the remaining 8 Dealer Rewards Metrics, and 4) Earned Discount must be less than 2%.

### Q. How does the "Hit & Win" Bonus Discount work?

- A. To be eligible for the "Hit & Win" Bonus, a dealer must have a Loyalty Score of at least 90%, ARO Score of 90% and at least 4 of the remaining 8 Dealer Rewards Metrics. The table below illustrates how the "Hit & Win" Bonus Discount is determined:

PRIOR MONTH'S TOTAL MONTHLY SALES	PRIOR MONTH'S MARKET SHARE	BONUS DISCOUNT %
Total Monthly Sales of \$750,000 or more	Not Applicable	5%
Total Monthly Sales between \$400,000 and \$749,999	Not Applicable	4%
Not Applicable	100% or Greater	4%

A dealer will receive the greater of the Sales or the Market Share Bonus Discount qualified for.

## DEALER REWARDS - Mopar Wholesale Compensation (Non-Powertrain)

### Q. Why Wholesale Compensation?

- A. We have heard from the dealers the competitive nature of the wholesale marketplace requires a program that helps dealers be more price competitive on the fastest-moving mechanical parts. The Wholesale Compensation program affords you this opportunity.

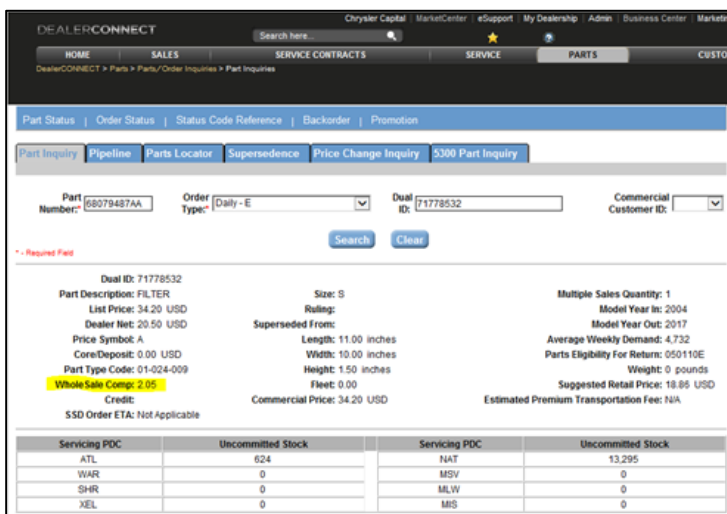
### Q. How does this interact with/impact Dealer Rewards?

- A. The Wholesale Compensation Program is designed to complement Dealer Rewards. Dealer Rewards helps you with the overall management of your Parts Departments profitability while Wholesale Compensation supports you in penetrating the wholesale marketplace and growing your wholesale business.

### Q. How do I know what parts are included?

- A. There are a couple different ways to know what parts have Wholesale Compensation available:

- You will be able to see whether an individual part has Wholesale Compensation available by doing a parts inquiry via DealerCONNECT. (See screenshot below.)



DEALERCONNECT

Chrysler Capital | MarketCenter | eSupport | My Dealership | Admin | Business Center | Marketing

HOME | SALES | SERVICE CONTRACTS | SERVICE | PARTS | CUSTOMER

DealerCONNECT > Parts > Parts/Order Inquiries > Part Inquiries

Part Status | Order Status | Status Code Reference | Backorder | Promotion

Part Inquiry | Pipeline | Parts Locator | Supersedeance | Price Change Inquiry | 5300 Part Inquiry

Part Number: 68079487AA | Order Type: Daily-E | Dual ID: 71778532 | Commercial Customer ID: [dropdown]

Search | Clear

\* - Required Field

Dual ID: 71778532

Part Description: FILTER | Size: S | Multiple Sales Quantity: 1

List Price: 34.20 USD | Rating: | Model Year In: 2004

Dealer Net: 20.50 USD | Superseded From: | Model Year Out: 2017

Price Symbol: A | Length: 11.00 inches | Average Weekly Demand: 4.732

Core Deposit: 0.00 USD | Width: 10.00 inches | Parts Eligibility For Return: 050110E

Part Type Code: 01-024-009 | Height: 1.50 inches | Weight: 0 pounds

Wholesale Comp: 2.05 | Fleet: 0.00 | Suggested Retail Price: 18.95 USD

Credit: | Commercial Price: 34.20 USD | Estimated Premium Transportation Fee: N/A

SSD Order ETA: Not Applicable

Service Order Center (SOC)	Uncommitted Stock	Service Order Center (SOC)	Uncommitted Stock
ATL POC	624	NAT	13,295
WAR	0	MSV	0
SHR	0	MLW	0
XEL	0	MIS	0

- Your price tape has a column with Wholesale Compensation price.

Following is the list of Part Categories that have Wholesale Compensation available:

- Brakes – Pads, Shoes, Rotors, Drums, and Calipers
- Bulbs
- Emissions – EGR Valves
- Filters (Air, Oil, Fuel, Trans, and Cabin Air)
- Motor Oil and Lubes (Packaged) – Engine, ATF, Anti-freeze, Synthetic
- Reman – All Except “RL” Parts and Powertrain Assemblies (see below)
- Shocks, Struts, and Liftgate Supports
- Spark Plugs
- Wiper Blades
- All Magneti Marelli Parts
- Gaskets and Oil Seals (Trans Overhaul Kits – Gaskets/Seals)
- Chemicals (Cleaners)

## DEALER REWARDS - Mopar Wholesale Compensation (Non-Powertrain)

### Q. Why are “RL” part numbers excluded?

- A. “RL” parts are Original Equipment (OE) parts that have been relabeled to allow Mopar to collect core to support future Reman programs.

### Q. How do I know the percentage on the part?

- A. Wholesale Compensation payments will be made at 10% of Dealer Net Price.

### Q. Are there minimums?

- A. Yes. You must sell a minimum amount of Wholesale Compensation eligible parts to earn Wholesale Compensation on those parts. The minimums are set by dealer parts group size:

- Group 1 dealers must sell at least \$350 per month
- Group 2 dealers must sell at least \$1,000 per month
- Group 3 dealers must sell at least \$2,000 per month
- Group 4 dealers must sell at least \$5,000 per month
- Group 5 dealers must sell at least \$6,000 per month

Once you attain sales equal to or exceeding these minimums, you earn Wholesale Compensation on the entire month’s sales of eligible part numbers (paid back to dollar one).

### Q. Do the minimums apply to Magneti Marelli parts?

- A. No. You will earn Wholesale Compensation on all eligible sales of Magneti Marelli parts even if the minimum threshold has not been met. These parts sales do, however, count towards meeting the minimum threshold.

### Q. If my dealership participates in the Redistribution program, will those sales earn Wholesale Compensation?

- A. No. All sales on which your dealership receives Redistribution Compensation (RSL, Truckload, and/or WD) are exempt from earning Wholesale Compensation. Sales on which your dealership receives Redistribution Compensation do not count towards the Wholesale Compensation minimum sales requirements.

### Q. What is an eligible sale?

- A. An eligible sale is a “W” wholesale-type sale to an eligible customer. Dealer-to-Dealer sales are excluded. Mopar will use Tax ID data to monitor proper use of the Wholesale Compensation program.

### Q. How do I source these parts?

- A. As this varies by Dealer Management System, please contact your system provider for instructions on how to do this.

## DEALER REWARDS - Mopar Wholesale Compensation (Non-Powertrain)

### Q. Should I price these parts differently?

- A. You should consider the Wholesale Compensation percentage you will receive in pricing these parts. Wholesale Compensation is designed to help you be more competitive on the fastest-moving Mechanical Wholesale parts, and your pricing should be reviewed to ensure you are competitive in the marketplace.

### Q. Will parts with Wholesale Compensation be identified on the price tape? Where?

- A. Yes. The Wholesale Compensation field value will be 10% of the Dealer Net Price (Field 19) on eligible parts. If a part is not eligible, this field value will be zero. Actual payment on eligible parts will be based on achievement of individual dealer sales thresholds.

### Q. How often are the thresholds going to change?

- A. Wholesale Compensation eligibility and percentages may change from time to time to ensure we are focusing on the most competitive parts. Any changes will be communicated in advance to ensure an easy transition.

### Q. How do I submit a claim to receive Wholesale Compensation?

- A. There is no need to submit as in the past. Through your Dealer Rewards data extract, Mopar will be able to flag eligible sales to eligible customers and will pay you accordingly.

### Q. Is there any timing requirement on submission of sales?

- A. All sales information necessary for Wholesale Compensation payment must be closed by month end and submitted to Mopar by the 5<sup>th</sup> of the following month.

### Q. When do I receive Wholesale Compensation payments?

- A. You will be paid on your Dealer Credit Statement monthly under Credit Memo Type "CW." These payments are made the first Saturday after the close of a month.

## DEALER REWARDS - Mopar Wholesale Compensation (Powertrain)

### Q. Which parts are included?

A. The following powertrain assemblies are eligible for Powertrain Wholesale Compensation:

- Engine Assemblies (Short Block, Long Block, and Diesel)
- Cylinder Heads
- Transmissions
- Transaxles
- Transfer Cases
- Note: OE, RL, and Reman are included

### Q. How much compensation do I earn?

A. There are 3 levels of compensation, depending on the volume of business wholesaled within a given month (measured at Dealer Net):

- 1) 10% for all sales up to \$25,000
- 2) 15% if dealer sells over \$25,000 and less than \$50,000
- 3) 20% if dealer sells \$50,000 or more

### Q. How do I become eligible?

A. Each dealer must do two things in order to be Powertrain Wholesale Compensation eligible:

- 1) Enroll in the Mopar Powertrain Rebate Program. Sign-up at: [www.dealers-mopar.com](http://www.dealers-mopar.com) > Wholesale > Powertrain > Powertrain Rebate Program. This program enables installers to receive rebates and provides your dealer with marketing tools to educate local shops on your dealer's offering. There is an enrollment fee as well as a monthly expense. All program fees are 100% reimbursable using your Mopar One funds.
- 2) Price competitively at no more than 10% over Dealer Net Price:
  - a) Wholesale Sales greater than Dealer Net +10% will not receive Wholesale Compensation
  - b) Wholesale Sales greater than Dealer Net +10% will not count toward your Wholesale Compensation Payment Percentage

See website for details and call Mopar Program Headquarters at (800) 356-3490 if you need further assistance.

### Q. How do I track my sales?

A. As Mopar receives your sales we will post all powertrain sales to DealerCONNECT > Parts > Reports > Mopar Parts Sales Reports > Wholesale > PWRTRN WHLSE COMP.



## DEALER REWARDS - Mopar Wholesale Compensation (Powertrain)

- Q. If my dealership participates in the Redistribution program, will those sales earn Powertrain Wholesale Compensation?
- A. No. All sales on which your dealership receives Redistribution Compensation (RSL, Truckload, and/or WD) are exempt from earning Powertrain Wholesale Compensation. Sales on which your dealership receives Redistribution Compensation do not count towards the Powertrain Wholesale Compensation minimum sales requirements.

