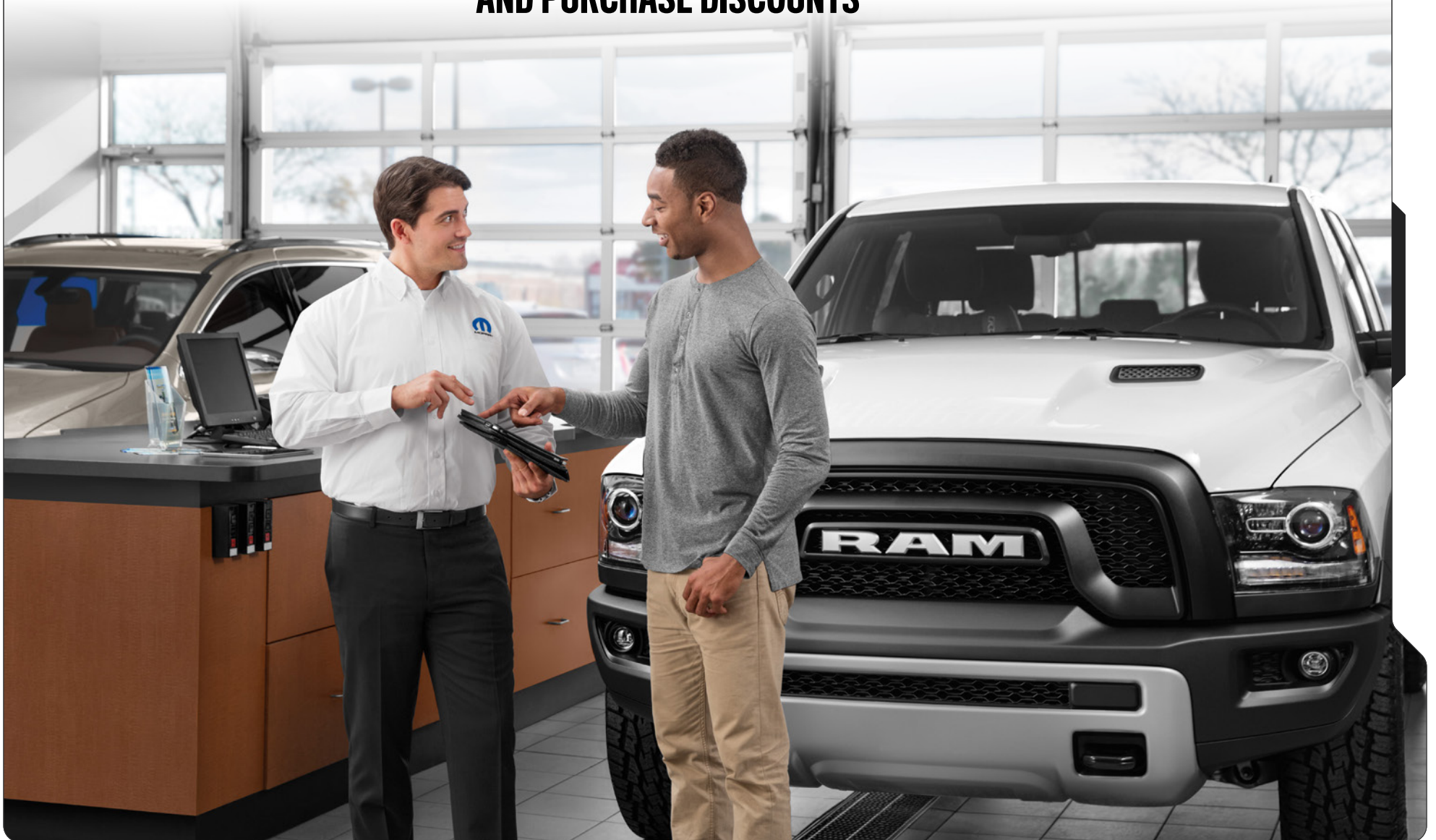




*At your service*

# **MOPAR<sup>®</sup> DEALER REWARDS**

**A COMPREHENSIVE GUIDE TO BUILDING BUSINESS  
AND PURCHASE DISCOUNTS**





*At your service*

**Mopar® is committed to assisting you in achieving your goals – that's why we offer the comprehensive Dealer Rewards Program and supplemental initiatives focused on specific areas of the business. In the following pages, we'll detail how you can leverage Dealer Rewards to increase customer loyalty and retention, improve the customer experience, and, ultimately, boost your bottom line.**







## **REWARDING GROWTH ACROSS THE DEALERSHIP.**

### **OUR INCENTIVE PHILOSOPHY.**

Dealer Rewards recognizes and rewards those dealers that take a holistic approach to business growth, participating in many programs across departments to achieve incremental sales. As the Mopar® Brand's flagship incentive program, the organization invests roughly half of its incentive spend into Dealer Rewards – because it is proven that engaged dealers realize widespread growth for mutual benefit. The focus for this guide is to provide a walkthrough of the Dealer Rewards incentive structure, program participation requirements and online tracking through DealerCONNECT so you may maximize your business and discount potential. It is worth noting that the other half of the Mopar Brand's incentive investment supports programs that celebrate unique dealership priorities, since we understand that some dealers focus on different areas of the business. Collision Rewards, Service Advisor Incentives, Accessory Rewards, Wholesale Rewards and other programs fall into this group of eight total programs. These various initiatives are provided to help each dealer pursue areas of specialty within the dealership, both supporting the pursuit and rewarding successes with additional incentives.

For Dealer Rewards assistance, contact the call center at (800) 521-3186.

Learn more about Mopar programs through the Mopar Dealer Site, available through DealerCONNECT, or call Mopar Program Headquarters at (800) 356-3490.

# METRICS MAKE THE DIFFERENCE.

Dealer Rewards offers eight programs in which dealers are eligible to participate. To reap the benefits of Dealer Rewards, dealers are required to participate in six out of eight key programs, but may earn up to a 9% discount if they participate in all eight programs and achieve >110% of their monthly target. Additionally, wholesale certified dealers are eligible to earn a 1% bonus, increasing the maximum discount to 10%.

Below outlines an example scenario to provide an overview on how the Dealer Rewards discount is calculated. The following pages will detail metrics, qualifications and bonus exceptions.



QUALIFIER	DESCRIPTION	RATIONALE
Pre-Req.	Loyalty >= 90% & Maintenance Penetration >= \$65 Tires, Oil, Brakes, Filters, Batteries, Wipers	Rewarding for partnership
Pre-Req.	ARO Compliance >= 92%	Rewarding your investment
1	Customer Convenience - 4 of 5 wiADVISOR, Online Sched, Express Lane, Mobile Check-In, CFAFE	Evolve to meet and exceed expectations
2	MVP PNUR (All Sales) >= \$275 Service Lane and Finance Channels, excludes CPOV Base	Allow flexibility and reward performance
3	Enrolled Customer Target	Build convenience, connectivity and loyalty
4	Accessory Rewards PNUR Target	Align targets and reduce complexity
5	Service Retention - 1 of 4 First Year at 60%, +3pt. YoY, Above BC Avg, Total Market Retention above BC Avg	Reward for execution and results

## PROGRAM PARTICIPATION

Dealer Rewards eligibility will require:

### 1. Participating in the three required programs:

- Program #1: 90% parts loyalty, and
- Program #2: \$65 Maintenance Penetration and
- Program #3: 92% ARO compliance, AND

### 2. Selecting at least three of the following five programs:

- Program #4: Convenience Metric (must hit four out of five)
  - wiADVISOR Utilization - Sign up for wiADVISOR and achieve at least 75% utilization rate (beginning January 1, 2021), based on a rolling three-month period
  - wiADVISOR Online Scheduling Certification

- wiADVISOR Mobile Check-in installed and dealer trained
  - Express Lane Operations - Obtain a validated Mopar® Express Lane program status, with qualified Express Lane signage
  - Customer First Award for Excellence (CFAFE) - CFAFE Certified Dealers by J.D. Power and eligible for the CFAFE quarterly incentive payment
- Note:** Convenience Metric override can be achieved if First Year Retention (FYR) score beats the Business Center Top Quartile.
- Program #5: MVP Revenue: Service Lane and Finance Channels, excludes CPOV Base
  - Program #6: Enrolled Customer
  - Program #7: Accessory Rewards Outbound Sales PNUR
  - Program #8: First Year Retention (FYR) - 12-month rolling

## REQUIRED PARTICIPATION AT A GLANCE.

**Loyalty:** Sell 90% or more of eligible parts from Mopar® on FCA US LLC repair orders.

**Maintenance Penetration:** Beginning with the January 2021 Dealer Rewards reports, the dealer must achieve at least \$65 Maintenance Penetration based on a rolling three-month average calculation to become compliant for the Maintenance Penetration qualifier, includes purchases of tires, oil, brakes, filters, batteries and wipers (includes Mopar and MMOBM purchases).

Since the calculation includes the prior two months plus the current month, the compliance period for this change actually starts on November 1, 2020.

The calculation will be as follows:

$$\text{Maintenance Penetration} = \frac{\text{Total Net Purchased (Rolling 3 Months)}}{\text{Total \# of Unique FCA VIN Count (Prior 3 Months)}} \quad \boxed{\text{Target} = \$65}$$

Example of the Maintenance Penetration Qualifier in January:

$$\text{Maintenance Penetration} = \frac{\begin{array}{c} \text{Total Net Purchased (Rolling 3 Months)} \\ \text{November } \$22,325 + \text{December } \$23,944 + \text{January } \$10,266 \\ \hline \end{array}}{\begin{array}{c} \text{Total \# of Unique FCA VIN Count (Prior 3 Months)} \\ \text{October } 321 + \text{November } 345 + \text{December } 310 \\ \hline \end{array}} = \frac{\$56,535}{976} = \$57.93$$

You have the opportunity to become compliant for this qualifier in the current month.

**ARO Compliance:** Utilize Mopar Automated Dealer Parts Replenishment System (ARO) to fulfill at least 92% of parts orders.



# PUT YOUR CUSTOMERS IN THE DRIVER'S SEAT.

## DEALER REWARDS METRICS THAT IMPROVE THE CUSTOMER EXPERIENCE.

**Convenience Metric: Beginning with the January 2021 Dealer Rewards reports, the dealer must achieve four out of five convenience metrics:**

- wiADVISOR Utilization
  - Beginning January 1, 2021, sign up for wiADVISOR and achieve at least 75% utilization rate
  - Since the calculation includes the prior two months plus the current month, the compliance period for this change actually starts on November 1, 2020
  - You have the opportunity to become compliant for wiADVISOR Utilization in the current month
- wiADVISOR Online Scheduling Certification
  - Dealer must be enrolled in wiADVISOR
- wiADVISOR Mobile Check-in installed and dealer trained
  - Dealer must be enrolled in wiADVISOR
- Express Lane Operations
  - Obtain a validated Mopar® Express Lane program status, with qualified Express Lane signage
- Customer First Award for Excellence (CFAFE)
  - CFAFE Certified Dealers by J.D. Power and eligible for the CFAFE quarterly incentive payment

**Note:** Convenience Metric override can be achieved if First Year Retention (FYR) score beats the Business Center Top Quartile.



# THERE'S NOTHING AS REWARDING AS A RETURN CUSTOMER.

## DEALER REWARDS METRICS THAT INCREASE RETENTION AND LOYALTY.

**MVP Revenue:** Beginning with the January 2021 Dealer Rewards reports, the dealer must achieve  $\geq \$275$  Mopar® Vehicle Protection (MVP) Revenue:

- Based on a rolling three-month average calculation to become compliant for the MVP Revenue qualifier, includes Service Lane and Finance Channels, excludes CPOV
- Since the calculation includes the prior two months plus the current month, the compliance period for this change actually starts on November 1, 2020

The calculation will be as follows:

$$\text{MVP Revenue} = \frac{\text{Total MVP Revenue (Service Lane and Finance Channels, excludes CPOV)} \text{ (Rolling 3 Months)}}{\text{Vehicle Sales (Prior 3 Months)}} \quad \text{Target } \geq \$275$$

Example of the MVP Revenue Qualifier in January:

$$\text{MVP Revenue} = \frac{\begin{array}{c} \text{Total MVP Revenue (Rolling 3 Months)} \\ \text{November } \$28,325 + \text{December } \$29,945 + \text{January } \$10,550 \\ \$68,820 \end{array}}{\begin{array}{c} \text{Vehicle Sales (Prior 3 Months)} \\ \text{October } 95 + \text{November } 87 + \text{December } 98 \\ 280 \end{array}} = \frac{\$68,820}{280} = \$245.79$$

You have the opportunity to become compliant for this qualifier in the current month.

**Enrolled Customer:** Beginning with the January 2021 Dealer Rewards reports, the dealer must achieve Enrolled Customer (Connected and Non-Connected Vehicle Enrollment) at 70% for current month.

Since the qualifier is based on the current month, the compliance period for this change starts January 2021.

The calculation will be as follows:

$$\text{Enrolled Customer} = \frac{\text{Connected + Non-Connected Vehicle Enrollment (Current Month)}}{\text{Total Vehicles Sold (Current Month)}} \quad \text{Target} = 70\%$$

Example of the Enrolled Customer in January:

$$\text{Enrolled Customer} = \frac{\begin{array}{c} \text{Total Vehicle Enrollment (Current Month)} \\ \text{January Connected } 5 + \text{January Non-Connected } 6 \\ 11 \end{array}}{\begin{array}{c} \text{Total Vehicles Sold (Current Month)} \\ \text{January } 23 \end{array}} = \frac{11}{23} = 47.8\%$$

# THE BOTTOM LINE...IS THE BOTTOM LINE.

## DEALER REWARDS METRICS THAT GENERATE REVENUE GROWTH.

**Accessory Rewards Outbound Sales PNUR:** Beginning with the January 2021 Dealer Rewards reports, the dealer must achieve their monthly Accessory Rewards Outbound Sales PNUR target. Accessory Rewards Outbound Sales excludes radios, service-only wheels and racing application/Drag Pack-related components.

Since the qualifier is based on the current month, the compliance period for this change starts January 2021. The calculation will be as follows:

$$\text{Accessory Rewards Outbound Sales PNUR} = \frac{\text{Total Accessory Rewards Outbound Sales (Current Month)}}{\text{Retail Vehicles Sales Target (Current Month)}}$$

**Target: Each dealer will be assigned an individual target based on vehicle sales mix.**

Example of the Accessory Rewards Outbound Sales PNUR in January:

$$\text{Accessory Rewards Outbound Sales PNUR} = \frac{\text{Total Accessory Rewards Outbound Sales (Current Month)}}{\text{Retail Vehicle Sales Target (Current Month)}} = \frac{\text{January } \$22,325}{\text{January } 50} = \$446.50$$

You have the opportunity to become compliant for this qualifier in the current month.

**First Year Retention (FYR):** Beginning with the January 2021 Dealer Rewards reports, the dealer must achieve First Year Retention (FYR) target of 60% or 3% increase YOY or beat their respective Business Center average or Total Market Retention beat their Business Center Average.

Since the qualifier is based on the rolling 12-month period, the compliance period for this change starts November 2020. The calculation in January will be as follows:

$$\text{First Year Retention (FYR)} = \frac{\text{Number of Customers Serviced (between December 2019 and November 2020)}}{\text{Retail + Lease Vehicles Sold Less Fleet (November 2019)}}$$

**Target = 60%**

First Year Retention (FYR) includes Retail + Lease Vehicles Sold Less Fleet only - does not include scrappage. Number of Customers Serviced includes at least one Customer Pay Service Visit.

Example of the First Year Retention (FYR) in January:

$$\text{First Year Retention (FYR)} = \frac{\text{Number of Customers Serviced (between December 2019 and November 2020)}}{\text{Retail + Lease Vehicles Sold Less Fleet (November 2019)}} = \frac{62}{87} = 71.3\%$$



# MARKET WITH MOPAR® ONE.

## HIGHLIGHTS AT A GLANCE.

Dealers can earn up to 1% of their outbound sales to help fund Mopar® service and parts marketing. Mopar One funds will only be awarded to dealers who remain at least 90% loyal.

### MAXIMIZE YOUR MARKETING FUNDS.

Dealers earn Mopar One funds by qualifying for up to four metrics every month. Each metric rewards dealers 0.25%. These rewards can be used to help fund your retail, wholesale and accessory marketing initiatives. In summary, your dealership can earn up to 1% on outbound sales to support your service and parts marketing. Active marketing can grow your business as well as increase future Dealer Rewards earnings.



Qualifier	Earns	Participation Requirement
<b>Wholesale Certification</b>	0.25%	Comply with wholesale certification requirements for either collision or mechanical and maintain certification.
<b>Enrolled Customer</b>	0.25%	Achieve 70% of your Enrolled Customer objective. <ul style="list-style-type: none"><li>• Enrollment of a customer is defined as a customer who has created an account and password with FCA.</li><li>• Enrollment can occur via the Uconnect® process, Mopar.com, SXM or the OS+ process where an email/text is sent and the customer is prompted with a sign in/registration.</li><li>• A dealer's objective will consider total VINs sold / enrolled customer VINs sold in the given period.</li></ul>
<b>Outbound (Dealer Rewards) Sales Target</b>	0.25%	Achieve at least 100% of your sales objectives.
<b>BONUS: If ALL of the above are met</b>	0.25%	If all of the above metrics are met, you will receive another 0.25%, bringing your total to 1%.

Be sure to stay engaged. We are committed to rewarding your involvement. Together, we can give our customers a great ownership experience.

## SUMMING IT UP.

### REWARDING LOYALTY, PARTICIPATION AND WHOLESALE CERTIFICATION, WHILE REDUCING DISCOUNT VOLATILITY.

Dealers continue to be eligible to earn a maximum of 9% monthly discount through Dealer Rewards (10% with Wholesale Certification).

• Dealers meeting all of the following will earn at least 2% discount, allowing dealers of any size to consistently reap rewards. To qualify, you must be:

- 90% Loyal
- \$65 Maintenance Penetration
- 92% ARO AND

Hit three out of five programs

- Convenience Metric (hit four out of five)
- MVP Revenue
- Enrolled Customer
- Accessory Rewards Outbound Sales PNUR
- First Year Retention

This 2% is not additive, rather available for those who otherwise would not earn discounts.

• Dealers must be loyal to earn rewards - a new minimum threshold for loyalty

- Loyalty of 90% or more will result in 100% of the earned discount
- Loyalty less than 90% will result in 0% of the earned discount

• Dealers have an expanded opportunity to "Hit and Win", so that there are stable base discounts that can be used to establish more consistent wholesale pricing (must be 90% Loyal, 92% ARO, \$65 Maintenance Penetration and hit min. three out of five programs)

- Total monthly sales of \$850,000 or more will result in 5% base (6% with Wholesale Certification)
- Total monthly sales between \$500,000 - \$849,999 will result in 4% base (5% with Wholesale Certification)
- Dealers with a prior month's market share of 100% or more will receive 4% base (5% with Wholesale Certification)

• Consistent with RSL and Truckload Transactions, beginning January 2021, WD (Wholesale Distributor) Transactions will be excluded from Dealer Rewards Sales and Objectives

### DEALER REWARDS REQUIREMENTS FOR EARNED DISCOUNT

Loyalty >= 90%, ARO >= 92%, Maintenance Penetration >= \$65 per VIN, and Minimum 3 out of 5												
Qualifier	5% Hit & Win Base Discount At Least \$850,000 in Outbound Sales				4% Hit & Win Base Discount At Least \$500,000 in Outbound Sales or Market Share >= 100%				No Hit & Win Base Discount			
	% of Sales Objective				% of Sales Objective				% of Sales Objective			
	>= 110%	>= 100%	>= 90%	< 90%	>= 110%	>= 100%	>= 90%	< 90%	>= 110%	>= 100%	>= 90%	< 90%
	Discount Earned				Discount Earned				Discount Earned			
5 out of 5	9%	8%	7%	5%	9%	8%	6%	4%	9%	8%	6%	4%
4 out of 5	7%	7%	6%	5%	6%	6%	5%	4%	6%	6%	4%	3%
3 out of 5	6%	6%	5%	5%	5%	5%	4%	4%	4%	4%	3%	2%
Note: Additional 1% discount for Wholesale Certification												

## TIMING ON METRICS

The compliance period is itemized based on timing for the various programs. Below are the different scenarios:

### Prior Month

Example: 90% Loyalty

For January Dealer Rewards, compliance is based on December's performance.

### Rolling Three Months

Example: \$65 Maintenance Penetration

For January Dealer Rewards, compliance is based on November through January's performance.

### Current Month

Example: Accessory Rewards Outbound Sales PNUR

For January Dealer Rewards, compliance is based on January's performance.

### 12-Month Rolling

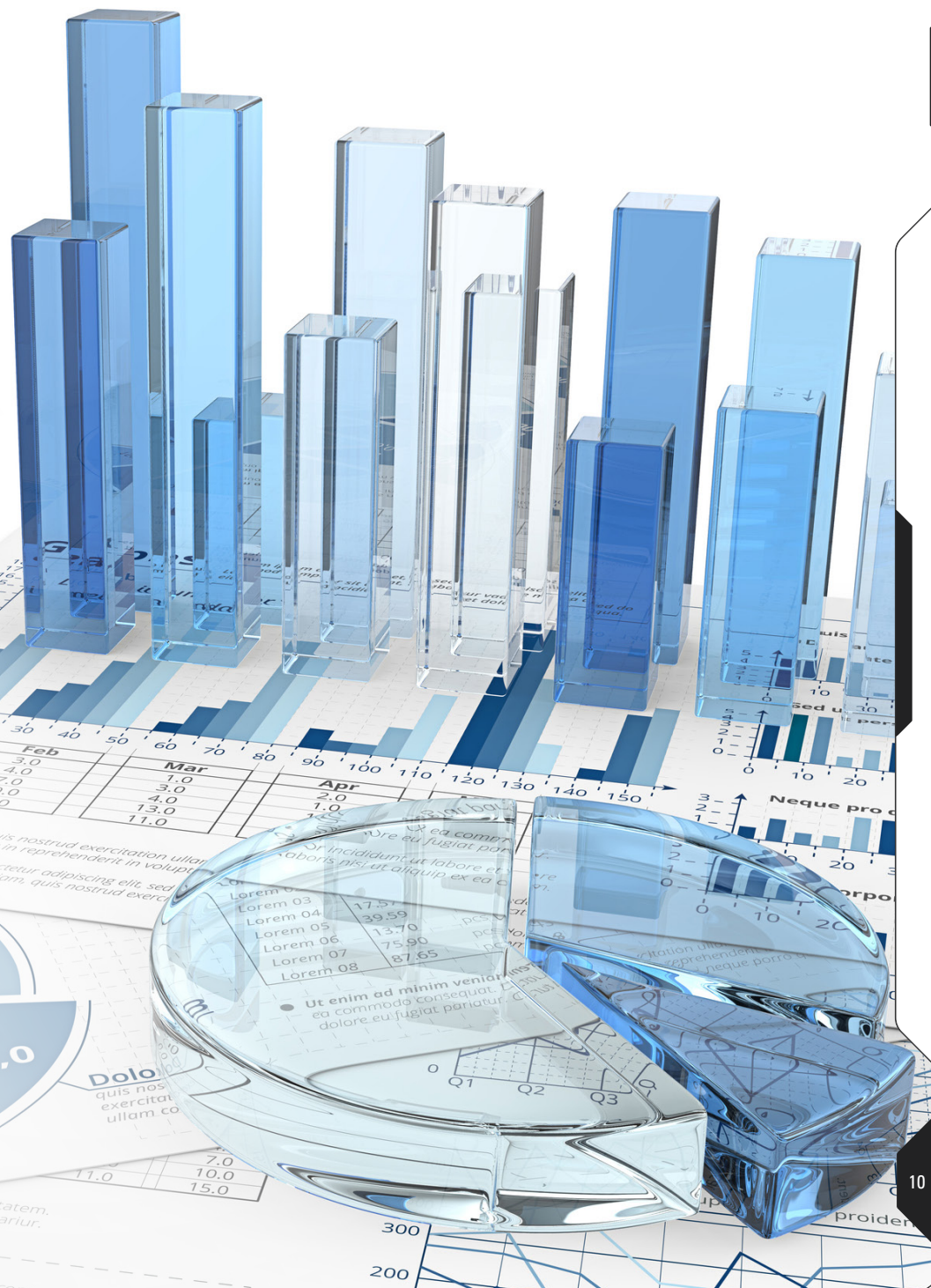
Example: First Year Retention (FYR)

For January Dealer Rewards, compliance is based on December 2019 through November 2020's performance.

The Dealer Rewards Reports will be updated on DealerCONNECT at the beginning of January 2021, and dealers will begin earning rewards based on these new metrics starting February 7, 2021.

The evolution to the Dealer Rewards program reflects careful consideration of dealer feedback and to better align the program with our mutual goals. We look forward to working together to optimize the customer experience – and we remain dedicated to rewarding your dealership for participation, loyalty and growth.

As always, please contact your Mopar® Area Manager with questions or concerns.





## MONTHLY SUMMARY

This Monthly Summary depicts an example of dealer standing in the Dealer Rewards Program.



November-2020

Dealer Code :  
Dealer Name :  
Group Size :

Business Center :  
DOM :  
District :

### Monthly Outbound Sales Performance

	% of Sales Objective			
	>= 110%	>= 100%	>= 90%	< 90%
Balance To Go	\$4,607	\$0	\$0	\$0
Qualifier	Discount Earned			
5 out of 5	9%	8%	6%	4%
4 out of 5	6%	6%	5%	4%
3 out of 5	5%	5%	4%	4%

2020 YTD Missed Opportunity\*: **\$89,672**

Total Sales	=	Retail and Internal	+	Wholesale	+	Accessory Custom Shop	+	FCA Service Contract
\$246,471	=	\$140,816	+	\$71,749	+	\$15,534	+	\$18,372
MTD Sales		Projected Exit		Sales Objective		% of Objective		
\$246,471		\$246,471		\$228,252		107.98%		

Metric	Qualified	Performance
Loyalty (October)	YES	97.2%
ARO Compliance (October)	YES	94.6%
Maintenance Penetration (Sep, Oct, Nov)	YES	\$69.66
Qualifier - Min. 3 out of 5	YES	4 out of 5
(October) Sales (with Wholesale Redistribution)		\$241,593
(October) Market Share		114.2%
Wholesale Redistribution (November)		\$0
Hit and Win Bonus Disc. - Applied to December Purchases (Must be Loyal, ARO, Maintenance Penetration and Min. 3 out of 5) 4% - at least \$500,000 October Sales or Market Share >= 100% 5% - at least \$850,000 October Sales		4.0%
Participation Bonus Disc. - Applied to December Purchases Additional 1% - 8/8 Qualifiers and >= 110% of Sales Objective		0.0%
Wholesale Certified (October) Additional 1% discount for Wholesale Certification	NO	0.0%

Total Discount Applied to November Purchases (earned prior month)	5.00%	Q9
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November MTD Dealer Rewards Discounts Received	
(November) Eligible Purchases (Non - Promo)	\$237,077
Calculated Discount Applied to Purchases	4.9%
November MTD Dealer Rewards Discounts Received	\$11,629

Retail and Wholesale represent sales calculated at Mopar Dealer Net and exclude warranty and wholesale redistribution. FCA Service Contract amount reflects activity paid to dealer. Accessory Custom Shop reflects Dealer Sales to the end customer. Tires purchased outside of Mopar are reduced from total sales. Order Period is from 7th of this month to the 6th of the following month. MTD = 1st of the month through last day of month.

\*2020 YTD Missed Opportunity = (YTD Eligible Purchases \* 9%) - YTD Dealer Rewards Discount Received  
Reports prior to Oct-2019 are available under Parts > Reports > Mopar Parts Sales Reports > Incentives  
Last Close Date Reported = Nov 30, 2020  
Last Receive Date Reported = Dec 1, 2020

## SUMMARIZED RETAIL INVOICES

This example report lists all  
retail and internal invoices  
for any given month.



November-2020

Dealer Code :  
Dealer Name :  
Group Size :

Business Center :  
DOM :  
District :

Retail and Internal Repair Orders			
Invoice Number	Repair Order Number	Close Date (MM/DD/YYYY)	Mopar Parts (USD)
29506		11/10/2020	3,466.10
29642-1		11/09/2020	176.75
29667		11/10/2020	131.00
29708		11/04/2020	37.80
29709		11/10/2020	917.50
29781-1		11/05/2020	19.80
29843		11/02/2020	228.00
29850		11/24/2020	49.50
29854-1		11/03/2020	56.60
29854-2		11/04/2020	71.00
29866		11/02/2020	77.95
29870		11/13/2020	(10.05)
29871		11/02/2020	18.45
29877		11/02/2020	30.00
29880		11/02/2020	5.50

## SUMMARIZED WHOLESALE INVOICES

This report is a list of all  
wholesale invoices for any  
given month.



November-2020

Dealer Code :  
Dealer Name :  
Group Size :

Business Center :  
DOM :  
District :

Wholesale Invoices for Mopar Parts			
Invoice Number	Repair Order Number	Close Date (MM/DD/YYYY)	Mopar Parts (USD)
29520-3		11/09/2020	43.00
29544-1		11/04/2020	383.00
29752		11/12/2020	69.15
29754		11/02/2020	12.05
29755		11/02/2020	15.95
29778		11/09/2020	690.35
29786		11/04/2020	602.50
29786-1		11/04/2020	39.50
29786-2		11/05/2020	423.00
29804		11/02/2020	354.00
29813		11/02/2020	159.35
29822		11/03/2020	55.85
29852		11/02/2020	214.80
29853		11/02/2020	133.25
29860		11/05/2020	41.00



## PURCHASE/DISCOUNT DETAILS

This report provides day-by-day detail of purchases and discounts for any given month.



November-2020

Dealer Code :  
Dealer Name :  
Group Size :

Business Center :  
DOM :  
District :

Date	Gross Purchases	Net Purchases	Purchase Discount	Purchase Discount %
11/02/2020	\$13,124.50	\$12,521.17	\$603.33	4.60%
11/03/2020	\$10,546.52	\$10,025.25	\$521.27	4.94%
11/04/2020	\$11,178.15	\$10,627.11	\$551.04	4.93%
11/05/2020	\$8,624.87	\$8,200.97	\$423.90	4.91%
11/06/2020	\$12,309.80	\$11,661.60	\$648.20	5.27%
11/09/2020	\$3,794.93	\$3,628.97	\$165.96	4.37%
11/10/2020	\$22,681.72	\$21,604.15	\$1,077.57	4.75%
11/11/2020	\$14,128.52	\$13,436.88	\$691.64	4.90%
11/12/2020	\$10,980.87	\$10,453.17	\$527.70	4.81%
11/13/2020	\$10,364.78	\$9,847.06	\$517.72	4.99%
11/16/2020	\$6,322.11	\$6,019.36	\$302.75	4.79%
11/17/2020	\$2,888.56	\$2,746.71	\$141.85	4.91%
11/18/2020	\$27,140.53	\$25,819.00	\$1,321.53	4.87%
11/19/2020	\$9,437.56	\$9,002.96	\$434.60	4.61%
11/20/2020	\$6,573.62	\$6,281.25	\$292.37	4.45%
11/23/2020	\$11,426.77	\$10,865.20	\$561.57	4.91%
11/24/2020	\$17,859.06	\$16,868.15	\$990.91	5.55%
11/25/2020	\$8,811.44	\$8,373.72	\$437.72	4.97%

## QUALIFICATION

The top left of the qualifications report displays the Loyalty and ARO for the previous month and Maintenance Penetration for the Rolling Three Months. The bottom left of the report provides a daily status of achievement on the following qualifiers:

- Maintenance Penetration
- wiAdvisor Utilization
- MVP Revenue
- Enrolled Customer
- Accessory Rewards Outbound Sales PNUR
- First Year Retention

The top right of the report is a static table that provides criteria on how much can be earned (up to 9% percent) based on the number of qualifiers reached and the sales level achieved. The bottom right lists all 8 qualifiers (five program qualifiers plus Loyal, ARO Compliance and Maintenance Penetration), their applicable time periods and the program description.



November-2020

Dealer Code :  
Dealer Name :  
Group Size :



Business Center :  
DOM :  
District :

Loyalty (October)	
YES	97.2%
ARO Compliance (October)	
YES	94.6%
Maintenance Penetration (November)	
YES	\$69.66
Maintenance Penetration	
= $\frac{\text{Total Net Maintenance Purchased \$ (Rolling 3 Months)}}{\text{Total Unique FCA US LLC VIN Count (Prior 3 Months)}}$	
Balance to Go	\$0
	\$206,056 = \$69.66 (Target = \$65)
Min. Net Maintenance Purchases needed to hit Target this month = \$192,270 (2,958* \$65)	
wiAdvisor Utilization	
= $\frac{\text{Total \# of wiAdvisor Pushes (Rolling 3 Months)}}{\text{Total Repair Order Count (Rolling 3 Months)}}$	
Balance to Go	2,434
	0 = 0.00% (Target = 75%)
Min. \# of wiAdvisor Pushes needed to hit Target this month = 2,434 (3,240*75%)	
MVP Revenue	
= $\frac{\text{Total MVP Revenue (SVL and FIN Channels, not including CPOV base) \$ (Rolling 3 Months)}}{\text{Vehicle Sales (Prior 3 Months)}}$	
Balance to Go	\$0
	\$273,540 = \$741.30 (Target=\$276)
Min. MVP Revenue needed to hit Target this month = \$101,475 (369*\$276)	
Enrolled Customer	
= $\frac{\text{Connected + Non-Connected Vehicle Enrollment (Current Month)}}{\text{Total Vehicles Sold (Current Month)}}$	
Balance to Go	0
	33+17 = 71.00% (Target = 70%)
Min. Total Vehicle Enrollment needed to hit Target this month=49 (70*70%)	
Accessory Rewards Outbound Sales PNUR	
= $\frac{\text{Total Accessory Rewards Outbound Sales \$ (Current Month)}}{\text{Retail Vehicle Sales Target (Current Month)}}$	
Balance to Go	\$0
	\$32,514 = \$485.28 (Target = \$303)
Min. Accessory Rewards Outbound Sales needed to hit Target this month = \$20,301 (67* \$303)	
First Year Retention (FYR)	
= $\frac{\text{\# of Customers Serviced Between Oct-2019 and Sep-2020}}{\text{Retail + Lease Vehicles Sold Less Fleet (Sep-2019)}}$	
Prior Year FYR = 62.83%	
BC Avg FYR = 55.15%	
Tot Mkt Ret = 64.7%	
Current FYR	59.13% (Target = 60%)

Requirements for Discount Earned												
Loyalty >= 90%, ARO >= 92%, Maintenance Penetration >= \$65 per VIN, and Minimum 3 out of 5												
5% Hit and Win Base Discount At Least \$850,000 in Outbound Sales				4% Hit and Win Base Discount At Least \$500,000 in Outbound Sales or Market Share >= 100%				No Hit & Win Base Discount				
Qualifier	% of Sales Objective				% of Sales Objective				% of Sales Objective			
	>= 110%   >= 100%   >= 90%   < 90%				>= 110%   >= 100%   >= 90%   < 90%				>= 110%   >= 100%   >= 90%   < 90%			
	Discount Earned				Discount Earned				Discount Earned			
5 out of 5	9%	8%	7%	5%	9%	8%	6%	4%	9%	8%	6%	4%
4 out of 5	7%	7%	6%	5%	6%	6%	5%	4%	6%	6%	4%	3%
3 out of 5	6%	6%	5%	5%	5%	5%	4%	4%	4%	4%	3%	2%
Note: Additional 1% discount for Wholesale Certification												

Note : Additional 1% discount for Wholesale Certification

Discount earned in November will apply to December Purchases.

Qualifier #	Dealer Rewards Qualifier	Qualifier Status	Timing	Months Measured	Program Description
1	Loyalty Greater than or equal to 90%	YES	Prior Month	Oct	Sell 90% or more of eligible parts from Mopar on FCA US LLC repair orders.
2	ARO Compliance	YES	Prior Month	Oct	Utilize Mopar Automated Dealer Parts Replenishment System (AROS) to fulfill at least 92% of parts orders.
3	Maintenance Penetration	YES	Rolling 3 Months	Sep-Nov	Achieve Maintenance Penetration target of at least \$65 per unique FCA US LLC VIN, based on a rolling 3-month period.
4	Convenience Metrics	NO	Metrics dependent	Metrics dependent	Must achieve 4 out of 5 Convenience metrics: wiAdvisor Utilization, wiAdvisor Online Scheduling Service, wiAdvisor Mobile Check-In, Express Lane, CFAFE Certified Dealer. Sign up for wiAdvisor and achieve at least 75% utilization rate, based on a rolling 3-month period.
	wiAdvisor Utilization	NO	Rolling 3 Months	Sep-Nov	Enrolled in wiAdvisor and certified for wiAdvisor Online Scheduling.
	wiAdvisor Online Scheduling Certification	NO	Current Month	Nov	Enrolled in wiAdvisor and wiAdvisor Mobile Check-In installed and dealer trained.
	wiAdvisor Mobile Check-In	NO	Current Month	Nov	Obtain a validated Mopar Express Lane program status, with qualified Express Lane signage.
	Express Lane Operations	YES	Current Month	Nov	Customer First Award for Excellence (CFAFE)- Must be certified by J.D. Power for the Customer First Award For Excellence (CFAFE) Program AND eligible for the CFAFE quarterly incentive payment.
	CFAFE Certified Dealer	YES	Current Month	2020-Q3	
5	Mopar Vehicle Protection (MVP) Revenue	YES	Rolling 3 Months	Sep-Nov	Achieve Total MVP Revenue (SVL and FIN Channels, not including CPOV Base) of at least \$275 per vehicle, based on a rolling 3-month period.
6	Enrolled Customer	YES	Current Month	Nov	Achieve Owner Account Enrollment (Connected and Non-Connected Vehicle Enrollment) at 70% for current month.
7	Accessory Rewards Outbound Sales PNUR	YES	Current Month	Nov	Achieve Accessory Rewards Outbound Sales PNUR dealer target for current month.
8	First Year Retention (FYR)	YES	Rolling 12 Months	Oct-2019 to Sep-2020	Achieve First Year Retention (FYR) target of 60% or 3% increase YOY or beat the BC average or Total Market Retention beat BC Average.

\* FYR includes Retail+Lease Vehicles Sold Less Fleet only - does not include scrapage. Number of Customers Serviced includes at least one Customer Pay Service visit. Rolling 3 Months = prior 2 months plus current month to date. Maintenance purchases will count in the month they are delivered/shipped and invoiced. Purchases made on or close to the last day of the month are not guaranteed to be included in that month qualifier calculation. MVP Revenue from Contracts sold on or close to the last day of the month are not guaranteed to be included in that month qualifier calculation. CFAFE 2019 Q4 status applies to Feb-Mar-Apr-2020. CFAFE 2020 Q1 status applies to May-Jun-Jul-2020. CFAFE 2020 Q2 status applies to Aug-Sep-Oct-2020. CFAFE 2020 Q3 status applies to Nov-Dec-2020 & Jan-2021. Detailed reports are available under Parts > Reports > Mopar Parts Sales Reports.

November-2020

Dealer Code :  
 Dealer Name :  
 Group Size :

Business Center :  
 DOM :  
 District :

## SUMMARIZED LOYALTY INVOICES

This report shows the loyalty calculation at the top, followed by non-Mopar® parts sold by invoice and repair order number. The bottom of the report lists all Loyalty invoices for any given month.



Mopar Parts on Retail and Internal Repair Orders for FCA Vehicles plus Magneti Marelli Outbound Parts Sales and FCA Tire Sales on Non-FCA Vehicles		\$158,628
Magneti Marelli Outbound Parts Sales	\$487	
FCA Tire Sales on Non-FCA Vehicles	\$2,035	
Non-Mopar Parts on Retail and Internal Repair Orders for FCA Vehicles		\$2,085
All Parts on Retail and Internal Repair Orders for FCA Vehicles plus Magneti Marelli Outbound Parts Sales and FCA Tire Sales on Non-FCA Vehicles		\$160,713
All Parts on Retail and Internal Repair Orders for FCA Vehicles plus FCA Tire Sales on Non-FCA Vehicles		\$160,226
Loyalty (November)		99.0%

Non Mopar Parts Detail						
Invoice Number	Repair Order Number	Close Date (MM/DD/YYYY)	Customer Number	Non Mopar Part	Non Mopar Description	Non Mopar parts (USD)*
RO55667	55667	11/10/2020	1050	9917719B	CALIPER	148.77
RO55673	55673	11/10/2020	20526	W610138	WHEEL CYL	129.96
RO55731	55731	11/11/2020	14272	AS049	CHAMPIRO TIRE	95.70
RO55525	55525	11/09/2020	17733	310500	LEAK DET PUMP	89.00
RO55595	55595	11/14/2020	14934	17004900101	3 WAY TERMINAL	49.99
RO55904	55904	11/17/2020	29057	5901	COOLANT KIT	39.85
RO56191	56191	11/23/2020	28739	6600	TRANS KIT	39.75



# ARO COMPLIANCE SUMMARY REPORT

This report lists ARO Compliance by week for the past five months.

## Compliance Summary Report

Automatic Replenishment Order



Date:

Dealer:

ARO Compliance Threshold: 92 %

Year	Month	Week in the Month	Total Number of Proposed BSLs	In Compliance					Out Of Compliance						Dealer Added BSLs	
				UnModified	Increased	Total	%	Compliant	Decreased	Excluded for 52 Weeks	Excluded for 10 Weeks	Excluded Until Next Demand	Total	%		
2020	NOVEMBER	Month Avg:	This compliance is used during December:				95.0	Yes							5.0	
		5	2,600	2,454	9	2,463	94.7		18	67	51	1	137	5.3	2	
		4	2,593	2,459	8	2,467	95.1		16	68	41	1	126	4.9	1	
		3	2,591	2,463	7	2,470	95.3		14	77	29	1	121	4.7	2	
		2	2,591	2,462	6	2,468	95.3		15	75	32	1	123	4.7	1	
		1	2,605	2,464	6	2,470	94.8		16	77	40	2	135	5.2	1	
		Month Avg:	This compliance is used during November:				94.6	Yes							5.4	
2020	OCTOBER	4	2,625	2,479	7	2,486	94.7		15	80	43	1	139	5.3	0	
		3	2,623	2,478	8	2,486	94.8		16	71	49	1	137	5.2	1	
		2	2,624	2,472	8	2,480	94.5		14	67	62	1	144	5.5	0	
		1	2,615	2,459	7	2,466	94.3		15	59	74	1	149	5.7	1	
		Month Avg:	This compliance is used during October:				94.9	Yes							5.1	
2020	SEPTEMBER	4	2,608	2,462	9	2,471	94.7		14	39	83	1	137	5.3	2	
		3	2,628	2,488	7	2,495	94.9		14	37	81	1	133	5.1	3	
		2	2,624	2,486	7	2,493	95.0		15	38	77	1	131	5.0	2	
		1	2,638	2,493	8	2,501	94.8		16	40	80	1	137	5.2	3	
		Month Avg:	This compliance is used during September:				95.0	Yes							5.0	
2020	AUGUST	5	2,625	2,491	8	2,499	95.2		14	41	71	0	126	4.8	2	
		4	2,629	2,496	8	2,504	95.2		12	41	72	0	125	4.8	3	
		3	2,656	2,512	8	2,520	94.9		14	53	69	0	136	5.1	1	
		2	2,661	2,517	9	2,526	94.9		12	55	68	0	135	5.1	2	
		1	2,657	2,515	9	2,524	95.0		12	53	66	2	133	5.0	1	
		Month Avg:	This compliance is used during August:				94.9	Yes							5.1	
2020	JULY	4	2,647	2,508	10	2,518	95.1		13	58	58	0	129	4.9	1	
		3	2,640	2,498	10	2,508	95.0		14	58	60	0	132	5.0	0	
		2	2,657	2,509	11	2,520	94.8		14	59	64	0	137	5.2	1	
		Month Avg:	This compliance is used during July:				95.0	Yes							5.0	

**Note:** Advance Stocked Parts (New Model, Accessories and Marketing) will not adversely affect your Compliance %. They are included in your "In Compliance" if you have accepted them, but are not included in your "Out of Compliance" if you have not accepted them. Therefore these parts can increase your Compliance % but cannot decrease it.

## OBJECTIVE

This report shows the objective calculation by month for the current quarter.



## GROWTH FACTOR

This report shows the growth factor expected based on the market share percentage achieved.



November-2020



Dealer Code :  
Dealer Name :  
Group Size :

Business Center :  
DOM :  
District :

October 2019 Day Rate	\$10,055.97
November 2019 Day Rate	\$11,299.62
December 2019 Day Rate	\$10,145.10

Growth Factor	1.00%
---------------	-------

October 2020 Objective Rate	100% of \$10,055.97 * 1.01 % = \$10,156.53
November 2020 Objective Rate	100% of \$11,299.62 * 1.01 % = \$11,412.62
December 2020 Objective Rate	100% of \$10,145.10 * 1.01 % = \$10,246.55

Objective = (Objective Rate) \* Sales Days

October Objective	=	\$10,156.53 * 22	=	\$223,443.65
November Objective	=	\$11,412.62 * 20	=	\$228,252.32
December Objective	=	\$10,246.55 * 22	=	\$225,424.12

Selling days represents Monday through Friday where dealers have provided sales activity.

Prior year sales have been adjusted for price changes (October 2020 - 4.00%, November 2020 - 4.00% and December 2020 - 4.00%).

November-2020



Dealer Code :  
Dealer Name :  
Group Size :

Business Center :  
DOM :  
District :

Market Share Required	Growth Factor
100%	1%
90%	2%
80%	3%
70%	4%
60%	5%
50%	6%
40%	7%
30%	8%
20%	9%
0%	10%

Previous Quarter Market Share	110.52%
Growth Factor =	1%

## POTENTIAL REPORT

This report shows the dealer parts market potential based on assigned vehicles in operation (VIO).



November-2020

Dealer Code :  
Dealer Name :  
Group Size :



Business Center :  
DOM :  
District :

Repair Parts Potential				
Model Year	VIO Quantity	Parts Potential Per VIO (USD)	Annual Repair Potential (USD)	Prior Qtr Repair Potential (USD)
2010	194	\$625.08	\$121,266	\$30,316
2011	275	\$692.66	\$190,482	\$47,620
2012	371	\$631.18	\$234,168	\$58,542
2013	329	\$665.11	\$218,821	\$54,705
2014	722	\$529.80	\$382,516	\$95,629
2015	796	\$480.63	\$382,581	\$95,645
2016	603	\$401.46	\$242,080	\$60,520
2017	808	\$333.56	\$269,516	\$67,379
2018	918	\$279.85	\$256,902	\$64,226
2019	853	\$191.04	\$162,957	\$40,739
<b>Total</b>	<b>5,869</b>		<b>\$2,461,289</b>	<b>\$615,322</b>

Billing Days	256	64
--------------	-----	----

$$\text{Prior Month Market Share} = \frac{\text{Prior Month Sales}}{\text{Prior Month Potential}}$$

$$\text{Prior Month Market Share} = \frac{\$241,593}{\$211,517} = 114.22\%$$



## VIO DETAILS

This report shows assigned VIOs by model year and top 10 ZIP codes.



November-2020



Dealer Code :  
Dealer Name :  
Group Size :

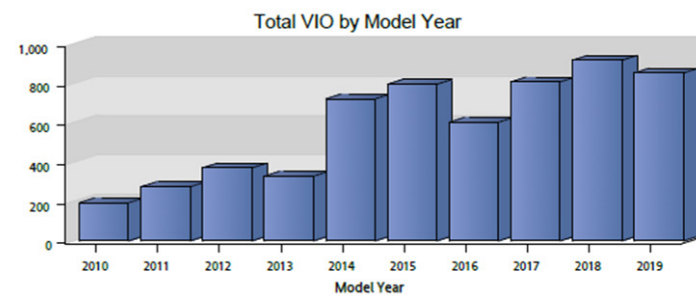
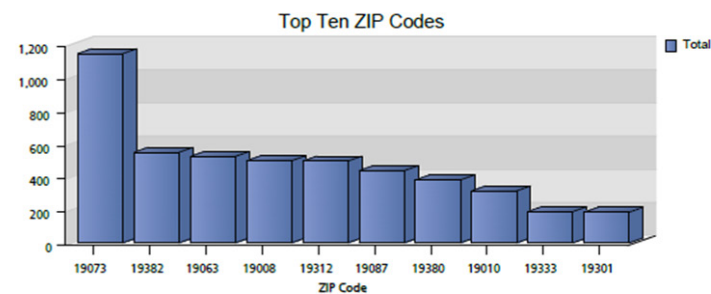
Business Center :  
DOM :  
District :

### Top Ten Zip Codes

Model Year	VIO
2010	194
2011	275
2012	371
2013	329
2014	722
2015	796
2016	603
2017	808
2018	918
2019	853

ZIP Code	VIO
19073	1,143
19382	547
19063	522
19008	496
19312	494
19087	436
19380	380
19010	314
19333	189
19301	185

Available 3,534



## DEALER ERRORS


This report lists transactions that have various errors (e.g., invoice number left blank or return quantity greater than 1,000). Dealers have the opportunity to correct errors and resend the data through DMS within that month and five days after month end.



## ERROR MATRIX

This error table describes the types of possible errors.






November-2020

Dealer Code :  
 Dealer Name :  
 Group Size :

Business Center :  
 DOM :  
 District :

Dealer Errors													
Invoice Number	Line number	Repair Order Number	Part Number	Customer Number	Close Date mm/dd/yyyy	Shop/Counter Flag	Transaction Type	Quantity	Unit Cost (USD)	Unit Price (USD)	VIN	Payment Type	Error Code



November-2020

Dealer Code :  
 Dealer Name :  
 Group Size :

Business Center :  
 DOM :  
 District :

Error Matrix		
Error Code	Error Code Description	Error Field
001	Invoice Number is Blank	Invoice Number
002	Close Date was set to a future date making it invalid	Close Date
003	Shop/Counter indicator was not "S" or "C"	Shop/Counter Flag
005	All Transactions must be R=Retail, W=Wholesale or I=Internal. Others will be rejected as an error	Retail/Wholesale/Internal Flag
006	D2D Indicator is not "0", "1" or Blank	D2D Indicator
008	RO No. is Blank when Shop/Counter flag is "S"	RO No.
009	Return quantity was greater than 1000 (-1000) or Quantity Sold was greater than 1000	Quantity
010	Unit Cost was less than 0 or Greater than \$20,000	Unit Cost
011	Unit Sale price was less than 0 or Greater than \$20,000	Unit Sale
015	Operation Payment Type is not "C", "W", "I" or Blank	Operation Payment Type
016	Quantity * Unit Cost is greater than \$100,000	Extended Cost
019	Sale of part number is greater than 5% of part purchased during the last 18 months from MOPAR	Quantity
032	Invalid Bulk Part Number	Part Number

## **ELIGIBLE PARTS/ACCESSORIES PURCHASES AND SALES**

### **To be eligible for Mopar parts incentive programs, parts must be:**

- Applicable new or remanufactured FCA parts purchased from FCA, an authorized FCA dealer, or a Mopar distributor
- Sold as a retail, wholesale or internal transaction
- Reported under the appropriate transaction type
- Reported under the appropriate payment type
- Purchased or sold during the specified program period
- Shipped by Close of the Month or end of the specified program period
- Invoiced by FCA by Close of the Month or end of the specified program period
- Valued at Dealer Net at the time of the transaction
- Accessory Custom Shop Package sales are reflected at the time reported via the New Vehicle Delivery Report (NVDR) system
- FCA/Mopar Vehicle Protection (MVP) Service Contracts

## **INELIGIBLE PARTS/ACCESSORIES PURCHASES AND SALES**

- High Warranty Usage parts purchases (defined as majority of parts usage are for warranty purpose)
- Select Performance parts purchases and sales
- Warranty parts sales
- Campaign parts purchases and sales
- Dealer-to-Dealer (D2D) purchases and sales
- Used part purchases and sales
- Non-Mopar/Aftermarket part and accessory purchases and sales
- Fraudulent or misrepresented Mopar purchases and sales
- Drag Pak vehicle purchases and sales
- Merchandising materials purchases and sales
- Miscellaneous purchases and sales of parts as specified under a particular incentive program



## DEALER REWARDS FAQs

These Frequently Asked Questions (FAQs) are designed to help you understand the programs.

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### 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. 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. At what time is a sale calculated 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 customer returns of Mopar Parts 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 five 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 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 through May 6.





## **SALES OBJECTIVE**

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

- A. Sales from the same month prior 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, then multiplying the 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 your objective.

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

- A. Your sales day rate is calculated by taking the 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 five-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.

## **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 rewards.

### **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.



## 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 of at least 92% in order to receive maximum program rewards.

### **Q. Why is ARO Compliance required 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@fcagroup.com](mailto:5300ARO@fcagroup.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<sup>®</sup> 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 92% compliance to earn maximum 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). Details will appear on your weekly parts invoice (similar to the way stock order discounts were traditionally reported). Part exceptions include High Warranty Usage Parts, Drag Pak vehicle and parts, Jeep® Wrangler JK8 kit, campaign parts, merchandising materials and other miscellaneous parts.

### 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 affecting Dealer Rewards?

- A. Do not create a Repair Order (RO) or Invoice to make an Inventory Adjustment or to remove the parts from inventory that are 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. Dealer Inventory Adjustments are monitored and subject to chargeback if your dealership receives any incentives based on these Inventory Adjustments being recognized as outbound sales. If you need more details regarding your DSP functionality, please contact your DSP representative. For other questions related to Inventory Adjustments and MRA transactions, 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:
- At least 90% Loyal
  - At least \$65 Maintenance Penetration
  - At least 92% ARO Compliant
  - Qualify in at least three of the five Dealer Rewards Metrics
  - 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, you must have a Loyalty Score of at least 90%, Maintenance Penetration of at least \$65, ARO Score of at least 92% and at least three of the five 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 \$850,000 or more	Not Applicable	5%
Total Monthly Sales between \$500,000 and \$849,999	Not Applicable	4%
Not Applicable	100% or Greater	4%

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

Additional 1% given to dealer with wholesale certification.



FOR DEALER REWARDS ASSISTANCE,  
CONTACT THE CALL CENTER AT: (800) 521-3186.