

Chrysler Group LLC Announces November 2010 Incentives

Ram Truck Brand

Ram Truck Brand is replacing its Ram 60-day Handshake with Engine Bonus Cash on 2010 and 2011 model year Ram 1500 Regular, Quad and Crew Cab models; Ram Heavy Duty trucks, and Ram Chassis Cabs equipped with V6, V8 and Cummins diesel engines. Consumers purchasing a 2010 or 2011 Ram Truck equipped with a V6 engine are eligible for \$500 in Engine Bonus Cash, and are eligible for \$1,000 for a Ram Truck equipped with a V8 or Cummins diesel engine.

In addition to the Engine Bonus Cash, consumers purchasing a 2010 Ram 1500 Regular, Quad or Crew Cab are eligible for \$500 in Ally Bonus Cash. Consumers purchasing a 2010 Ram 1500 Quad Cab SLT or 2010 Ram 1500 Crew Cab SLT are eligible for \$750 in Bonus Cash that can be used in conjunction with the Engine Bonus Cash and the Ally Bonus Cash.

In addition to the Engine Bonus Cash, consumers purchasing a 2011 Ram 1500 Quad Cab SLT or 2011 Ram 1500 Crew Cab SLT are eligible for \$750 in Bonus Cash and an additional \$1,500 in Bonus Cash on the Big Horn and Lone Star models.

The new Engine Bonus Cash can be added to attractive financing rates or available Consumer Cash:

- Consumers purchasing a 2010 Ram 1500 Regular Cab, Quad Cab or Crew Cab, a 2010 Ram Heavy Duty or a 2010 Dodge Dakota are eligible for Consumer Cash up to \$3,500 or financing as low as 0 percent for 60 months, or 1.9 percent for 72 months
- Consumers purchasing a 2010 Ram Chassis Cab are eligible for \$5,000 in Consumer Cash or financing as low as 0 percent for 60 months
- Consumers purchasing a 2011 Ram 1500 Quad Cab or Crew Cab or a 2011 Ram Heavy Duty are eligible for \$1,000 in Consumer Cash or financing as low as 0 percent for 36 months, or up to 4.9 percent for 72 months
- Consumers purchasing a 2011 Ram 1500 Regular Cab, 2011 Dodge Dakota or 2011 Ram Chassis Cab are eligible for Consumer Cash up to \$2,000 and financing rates as low as 2.9 percent for 36 months or up to 6.9 percent for 72 months

Jeep® Brand

Consumers who purchase most Jeep Brand 2010 model year vehicles can choose financing as low as 0 percent for 60 months or Consumer Cash up to \$4,500.

Consumers buying a 2010 Jeep Grand Cherokee can choose 0 percent financing for 72 months or Consumer Cash of \$4,500.

- Consumers who purchase a 2010 Jeep Liberty, 2010 Jeep Grand Cherokee or 2010 Jeep Commander are eligible for up to \$4,500 in Consumer Cash. Consumers are eligible for up to an additional \$1,000 in Ally Bonus Cash if the purchase is financed through Ally Financial
- Consumers who purchase a 2011 Jeep Patriot are eligible for \$1,000 in Consumer Cash or financing as low as 0 percent for 36 months
- Consumers purchasing a 2011 Jeep Liberty are eligible for up to \$1,000 in Consumer Cash and financing as low as 1.9 percent for 36 months. In addition, consumers are eligible for \$1,000 in Bonus Cash
- The Jeep Brand also offers attractive leases through Ally Financial and U.S. Bank

Dodge Brand

Consumers purchasing most 2010 model year Dodge Brand vehicles can choose from 0 percent financing for up to 60 months or Consumer Cash of up to \$3,000.

- Consumers purchasing a 2010 Dodge Charger can choose 0 percent financing for up to 72 months or \$3,000 in Consumer Cash
- Consumers who purchase the 2010 Dodge Grand Caravan can choose financing as low as 0 percent for up to 60 months or Consumer Cash of \$2,000
- Consumers who purchase the 2010 Dodge Nitro can choose from financing as low as 0 percent for 60 months or Consumer Cash of \$3,000. In addition, consumers are eligible for \$1,000 in Bonus Cash
- Consumers who purchase the 2011 Dodge Caliber can choose from financing as low as 0 percent for 36 months or Consumer Cash of \$1,000
- Consumers who purchase the 2011 Dodge Nitro can choose from financing as low as 0 percent for 36 months or Consumer Cash of \$2,000
- The Dodge Brand also offers attractive leases through Ally Financial and U.S. Bank

Chrysler Brand

Consumers purchasing 2010 model year Chrysler Brand vehicles can choose financing as low as 0 percent for up to 60 months or Consumer Cash of up to \$3,000.

The Chrysler Brand also offers attractive leases through Ally Financial and U.S. Bank.