



CHRYSLER

Volume 1, Issue 7

December 2009

NETWORK DIVERSITY & DEALER DEVELOPMENT

MISSION: TO DEVELOP A CULTURALLY DIVERSE DEALER NETWORK THAT REPRESENTS CHRYSLER'S CUSTOMER BASE AND THE COMMUNITIES THAT ITS DEALERS SERVE

INSIDE THIS ISSUE:

CAR-Research	2
CMDA/NADA Winter Business Meeting	2
Chrysler Group LLC Management Standards	3
Chrysler Group LLC Customer Care Standards Initiative	4
DAP-7	5

We're on the Web!

www.minoritydealers.com

“Listed Below are some of the benefits of CMDA membership:

- *Training and Advertising Reimbursement*
- *Vendor Discounts*
- *Dealer Mentorship*
- *Meetings with Chrysler Senior Management”*

Happy Holidays!

We want to take this time to wish you a Happy Holiday! We hope you enjoy your loved ones, friends and family during this holiday season! As we take time to reflect on 2009, we should also re-charge for 2010. Take this time to enjoy the Holiday Season!



ATTN: ALL CHRYSLER MINORITY DEALERS

We want to provide you with a year-end reminder about the Chrysler Minority Dealers Association (CMDA). This association was established by Chrysler Group minority dealers in 1968. The main focus then was to have a way to address the concerns of minority dealers through a single powerful voice to Chrysler's top management. While CMDA's concerns are vaster, its overall purpose is still relevant and valuable.

In today's competitive environment its survival of the fittest and the more information you have, the better prepared you will be. The CMDA offers mentorship to its

members. You have the ability to learn from the successes and failures of your peers. The real power of CMDA is driven by the collective hard work, energy and enthusiasm of its members.

We encourage you to get involved in the CMDA or at-least reach out to gather more information. Here is your chance to start out the New Year with a renewed focus on moving your business forward through learning and exchanging with other ethnic minority Chrysler, Jeep and Dodge dealers.

Listed below are some of the benefits of CMDA membership:

- Training and Advertising Reimbursement
- Vendor Discounts
- Dealer Mentorship
- Meetings with Chrysler Senior Management

If you are interested in learning more about CMDA or would like to join, complete the **DAP-7** form attached at the end of this newsletter and fax it to **248.512.1990**.

A CMDA member will follow up with you to answer any questions you may have regarding membership.



CAR-Research – CMDA Approved Vendor

“CAR-Research can provide your dealership with a single-source Customer Relationship Management (CRM) solution to help you increase sales and profits.”

ATTN: CMDA DEALERS

Chrysler Group LLC and the Chrysler Minority Dealers Association (CMDA) are happy to announce the approval of CAR-Research as a Chrysler Minority Dealers Association consulting/training company. CAR-Research has experienced “car-guys” that bring years of retail management experience to your dealership. They will help train, educate and motivate your sales teams to help you increase lead conversion, staff productivity, accountability and overall dealership revenue. CAR-Research

can provide your dealership with a comprehensive single-source Customer Relationship Management (CRM) solution to help you increase sales and profits. As a CMDA member you will have access to the following:

- Discounted rates on all CAR-Research programs
- Experienced Account Managers to help train your staff
- A great CRM tool to help drive sales and profits.

We look forward to collectively working with CAR-Research to help

you improve your dealerships effectiveness. We believe CAR-Research can assist you manage your customer traffic at your dealership, ultimately resulting in increased sales and profits.

If you have any questions, please don’t hesitate to call Kurt Kubicki, Vice President of Marketing for CAR-Research. Kurt can be reached at 832.452.5474.

Again, we look forward to the many benefits of the tools offered by CAR-Research.

Check out CAR-Research on the web:

www.car-research.com

CMDA/NADA Winter Business Meeting

“CMDA would like to invite all Chrysler Group LLC minority dealers so they can share the unique interaction that CMDA has with Chrysler Group, LLC.”

Mark your calendar to attend the 2010 CMDA/NADA Winter Business Meeting.

The 2010 Winter Business Meeting will be held during the NADA Convention at the Double Tree International Hotel in Orlando, FL., February 11th -13th.

In the Winter Business Meeting, you will have the

opportunity to learn first hand from Chrysler’s Senior Management. What better opportunity will you have to interact with Chrysler Group, LLC than this meeting?

CMDA would like to invite all Chrysler Group LLC minority dealers so they can share the unique interaction that CMDA has with Chrysler Group, LLC.

We encourage you to come and see what Chrysler Group LLC and CMDA have in store for you.

If interested, please contact Anna Morris at 502.449.4440.

We look forward to seeing you in Orlando.

CMDA is on the web at:

www.chryslerminoritydealers.org

CHRYSLER GROUP LLC MANAGEMENT STANDARDS:

Launching Now

Building on the momentum of the recently launched Customer Care Standards, Chrysler Group LLC's Management Standards are launching in December 2009. These standards address key dealership operational areas in the following categories:

- Capital
- Employee
- Facility
- Training
- Sales
- After Sales



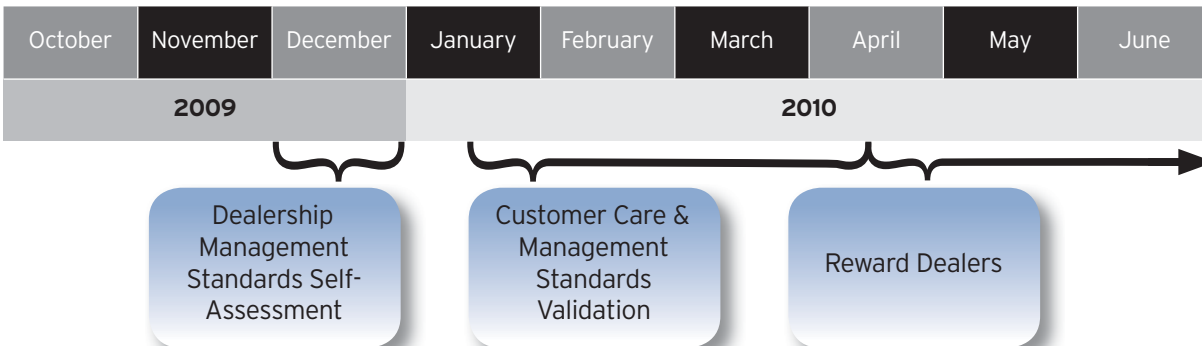
While the Customer Care Standards focus on practices that directly impact a customer's perception of their dealership experience, the Management Standards are focused on functional business practices designed to ensure process consistency throughout the Dealer network. Like Customer Care Standards, Management Standards are designed to help dealers function at their peak level of performance. A complete list of the Management Standards is available in the Dealer Standards section under the My Dealership tab on DealerCONNECT.

During the month of December, dealership management teams have had the opportunity to assess their current performance against the new Management Standards, using the same, easy-to-understand format used previously in the Customer Care Standards Self-Evaluation form (all forms will be available via DealerCONNECT). In mid-January, third-party validation actions will begin for both Management and Customer Care Standards. Results will begin to be available in late January, with Dealer rewards scheduled to impact in mid-April.

To help Dealers and their management teams track their progress, a Validation Report will be accessible via DealerCONNECT. This report is currently under construction, but is expected to be finalized soon. This "ongoing" scorecard will help Dealers and Field support personnel track their progress as well as identify areas of strength and opportunities for improvement.

A Frequently Asked Questions document is available on DealerCONNECT (DealerCONNECT>My Dealership>Dealer Standards>Management Standards Dealership Resources>Management Standards FAQ) and provides answers to many of the most common questions asked about the new Management Standards.

The launch of the new Management Standards is building upon the momentum of the successful Customer Care Standards launch and continues Chrysler Group LLC's customer-oriented approach to doing business. These Standards, together with our collective efforts to succeed, will ensure a prosperous and exciting future for our corporation, our dealers, and all our employees.



CHRYSLER GROUP DEALER STANDARDS

CHRYSLER GROUP LLC CUSTOMER CARE STANDARDS INITIATIVE:

Launched and Gaining Momentum

Chrysler Group's Customer Care Standards, launched in October 2009, were created to improve dealer network performance.

The recent success of the Standards launch is a great "first step" toward improving long-term owner loyalty and service retention in dealerships across the country.

Customer Care Standards are designed to help you provide a consistently superior shopping, buying and ownership experience for your customers. Third-party CSI and SSI studies, as well as customer loyalty metrics, indicate that we have much work to do in the area of customer treatment. Customer Care Standards, which cover Sales, After Sales and Dealership, will help your management teams recognize what your dealership is doing well and where there are opportunities to improve.

To help implement Customer Care Standards, dealers and management teams attended a half-day Summit Meeting in October. Business Center representatives are now following up these Summit Meetings by conducting In-Dealership Meetings at every dealership. During the In-Dealership Meetings, personnel are introduced to the Customer Care Standards and learn about their role in implementing them.

To measure ongoing improvement efforts, your management team has been provided with several tools, including a Standards Maximizer, Dealership Culture Builder and Monthly Progress Report.

This is just the beginning of a new culture at Chrysler Group LLC, a culture of customer-oriented change that motivates us all to challenge the old ways of doing business and take a fresh approach – one that enables us to thrive and lead the way for a better tomorrow.



CUSTOMER CARE STANDARDS

Customer Care Standards Virtual Classroom Online (VCO) Webinar and Web Courses

This November, Chrysler launched the first live webinar in a planned series – the Customer Care Standards Management Update (Course Code: CCSMUOL). This optional, no-charge, 60-minute VCO session is designed for Dealer Principals, General Managers and Department Managers. This interactive webinar discusses challenges, solutions and best practices related to the implementation of Customer Care Standards. Ideas generated during the session are distributed to all participants.

Three new no-charge Web courses are also available to assist your personnel in adopting the recently introduced Customer Care Standards.

One 30-minute course is dedicated to each of the three sets of Customer Care Standards: Dealership, Sales and After Sales. Each course will help participants understand:

- How customer expectations drive the Customer Care Standards
- What the Customer Care Standards are and how to implement them in day-to-day activities
- How Customer Care impacts all areas of the dealership
- How adhering to the Customer Care Standards allow us to create an exceptional customer experience

Your employees can access the correct course for their position by logging into the Chrysler Academy Learning Center and clicking on the Customer Care Standards graphic on their home page (main tab).

Completion of one of the Customer Care Standards Web courses is required for all dealership personnel who did not attend the Customer Care Commitment Summit Meeting in October.



**Chrysler Minority
Dealers Association
Consent Form
DAP-7** (Rev. 11-09)

Date: _____

Chrysler Group LLC
National Dealer Placement Manager
CIMS: 485-03-71
1000 Chrysler Drive
Post Office Box 218001
Auburn Hills, MI 48321-8001

RE: Chrysler Minority Dealers Association

Gentlemen:

In accordance with the request of the Chrysler Minority Dealers Association, I consent to the following:

TO ALLOW CHRYSLER GROUP LLC TO RELEASE TO THE ASSOCIATION FINANCIAL DATA RELATING TO MY DEALERSHIP.

TO ALLOW CHRYSLER GROUP LLC TO ASSESS \$20.00 FOR EACH RETAIL VEHICLE SHIPPED TO MY DEALERSHIP. I UNDERSTAND THAT THIS ASSESSMENT IS NOT PART OF THE VEHICLE PURCHASE PRICE AND THAT THESE MONIES ARE NOT REFUNDABLE AND WILL BE FORWARDED BY CHRYSLER GROUP LLC TO THE ASSOCIATION MONTHLY. I FURTHER UNDERSTAND AND AGREE THAT THIS ASSESSMENT MAY BE RAISED FROM TIME TO TIME BY NOTICE TO CHRYSLER GROUP LLC FROM THE CHRYSLER MINORITY DEALERS ASSOCIATION.

Dealer Firm Name: _____

DBA: _____

City/State: _____

Signed: _____
(SAME PERSON WHO SIGNS THE SALES AGREEMENT)

Title: _____

BC & Dealer Code: _____

cc: Dealer
Dealer Agreement Portfolio
Retail Dealer Development Department
BC Office