



CHRYSLER

Volume 1, Issue 8
January 2010

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**

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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"*

CMDA/NADA Winter Business Meeting

ATTN: ALL CHRYSLER MINORITY DEALERS

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 -14th.**

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 Minority Dealers Association

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 Diverse 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 the Diversity News and fax it to **248.512.1990**.

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



Network Diversity & Dealer Development

Marcus Foreman

Manager, Network Diversity & Dealer Development

Average Diversity Dealer - Same Store Performance (November 2009 YTD vs. November 2008 YTD)

Key Performance Indicators	November 2009	November 2008	Percent Change
Net Earnings	\$277,431	\$76,522	263%
%Profitable	65%	51%	29%
Return on Sales	0.99%	0.26%	283%
New Vehicle Net Profit	\$252,670	\$234,508	8%
Used Vehicle Net Profit	\$439,241	\$398,746	10%
Mechanical Net Profit	\$495,686	\$416,243	19%
Parts Net Profit	\$474,351	\$391,419	21%
Service Absorption	72.48%	65.41%	11%

All Dealer counts listed below are as of December 31, 2009:

- 105 Minority Dealers
- 4.5% of Chrysler's Dealer Network
- 7.0% of Chrysler's Retail Sales Volume
- 77% of Minority Dealers have Chrysler, Jeep, Dodge and Ram
- 48% of Minority Dealers are located in Metro Areas
- Average thru-put of 475 New Units

DODGE



Jeep



**“TOP TEN DIVERSITY DEALERS – RETAIL SALES”
DECEMBER 2009 (CYTD)**

<u>Dealer Code</u>	<u>Diversity Dealer</u>	<u>Sales (CYTD)</u>
1. 60201	Spring Chrysler Jeep Dodge	2,198
2. 60379	Landers McLarty DCJ	1,481
3. 60225	Mission Chrysler Jeep	1,417
4. 23867	Ancira Chrysler Jeep Dodge	1,316
5. 44962	Folsom Lake Dodge Chrysler Jeep	1,286
6. 67753	Tyson Motor Corporation	1,183
7. 45290	Olathe Dodge Chrysler Jeep	1,109
8. 57801	Galeana’s Van Dyke Dodge	1,107
9. 45091	Greenway Chrysler Jeep Dodge	1,060
10. 45160	Lander Chrysler Jeep Dodge	960

**“TOP TEN DIVERSITY DEALERS – RETAIL SALES”
DECEMBER 2009 (MTD)**

<u>Dealer Code</u>	<u>Diversity Dealer</u>	<u>Sales (MTD)</u>
1. 60201	Spring Chrysler Jeep Dodge	144
2. 23867	Ancira Chrysler Jeep Dodge	140
3. 60379	Landers McLarty DCJ	128
4. 44962	Folsom Lake Dodge Chrysler Jeep	116
5. 57081	Galeana’s Van Dyke Dodge	102
6. 67753	Tyson Motor Corporation	98
7. 45290	Olathe Dodge Chrysler Jeep	94
8. 68807	Performance Chrysler Jeep Dodge	80
9. 45091	Greenway Chrysler Jeep Dodge	80
10. 60225	Mission Chrysler Jeep	77



**“MARKETING INVESTMENT DIVERSITY DEALERS – RETAIL SALES”
DECEMBER 2009 (CYTD)**

<u>Dealer Code</u>	<u>Diversity Dealer</u>	<u>Sales (CYTD)</u>
1. 45057	Gulfgate Dodge	816
2. 45414	Bessemer Chrysler Jeep Dodge	688
3. 45107	Dodge City of McKinney	656
4. 60262	Stateline Chrysler Jeep Dodge	624
5. 60007	Superstition Springs CJ	524
6. 68349	La Brea Chrysler Jeep	512
7. 60276	Advantage Chrysler Jeep Dodge	417
8. 26765	Alhambra Chrysler Jeep Dodge	289
9. 68883	Stone Mountain Chrysler Jeep Dodge	279

**“MARKETING INVESTMENT DIVERSITY DEALERS – RETAIL SALES”
DECEMBER 2009 (MTD)**

<u>Dealer Code</u>	<u>Diversity Dealer</u>	<u>Sales (MTD)</u>
1. 45057	Gulfgate Dodge	61
2. 45107	Dodge City of McKinney	54
3. 45414	Bessemer Chrysler Jeep Dodge	50
4. 60262	Stateline Chrysler Jeep Dodge	39
5. 68349	La Brea Chrysler Jeep	37
6. 60007	Superstition Springs CJ	35
7. 60276	Advantage Chrysler Jeep Dodge	20
8. 68883	Stone Mountain Chrysler Jeep Dodge	14
9. 26765	Alhambra Chrysler Jeep Dodge	12

SALESPULSE



UP-TO-THE-MINUTE SALES NEWS FOR CHRYSLER, DODGE AND JEEP® SALES CONSULTANTS AND MANAGERS

WELCOME TO THE *SALESPULSE* CHECKUP FOR JANUARY 2010

Keeping Sales Managers and Sales Consultants current on all the exciting events happening at Chrysler Group LLC. Please take a moment to review and understand the details within this communication featuring the following stories:

- Award-winning month drives Chrysler Group LLC's December U.S. Sales
- Chrysler Group LLC announces "0% Financing" and the expansion of its "Invest in America" partnership
- National Sales Professional programs for January
- Chrysler Group LLC announces advertising agencies of record
- *Four Wheeler* magazine editors name Jeep® Wrangler Rubicon Best 4x4 Vehicle of the Decade
- Chrysler Group LLC's "Coming Home" corporate campaign
- MOPAR® FLO TV™ is now available in Chrysler Group LLC vehicles
- Dodge introduces Performance Appearance Package for Challenger

SALES HIGHLIGHTS

Award-winning month drives Chrysler Group LLC's December U.S. sales

- U.S. sales increase 36% compared with November 2009
- Chrysler Group increases month-over-month market share again
- Eleven Chrysler Group vehicles increase sales compared with December 2008
- Twenty of 24 Chrysler Group vehicles see December sales increase versus November 2009
- 2010 Ram Heavy Duty Pickup Truck named *Motor Trend's* Truck of the Year
- Chrysler Group vehicles win eight awards in the month of December
- Jeep named "Top Domestic Brand" in Kelley Blue Book's kbb.com® 2010 Residual Value Study
- 2010 Dodge Caliber has an all-new interior, arriving in dealer showrooms soon



CHRYSLER

"As we kick off the new year, Chrysler Group continues to build momentum with some of the best products in the marketplace, and we are enthusiastic about the new products coming this year," said Fred Diaz, President and Chief Executive Officer-Ram Brand and Lead Executive for the Sales Organization, Chrysler Group LLC. "Our great Chrysler, Jeep, Dodge and Ram products are being recognized by opinion leaders in the industry, and consumers are responding in a positive way. In 2010 the company will continue to earn the trust of consumers with exciting, high-quality vehicles that are priced right."

Chrysler Group reported total U.S. sales for December of 86,523 units. Sales increased 36% month-over-month and declined 4% year-over-year. The company finished the year with 931,402 units sold, a decline of 36% compared with 2008. Inventory is down 55% compared with December 2008, with 178,538 units in inventory, representing a 58-day supply. Overall industry figures for November are projected to come in at an estimated 11.3 million SAAR.

Complete story at [PR Newswire](#)

INCENTIVES

GMAC FINANCIAL SERVICES

Invest in
America 

Chrysler Group LLC announces "0% Financing" and the expansion of its "Invest in America" partnership

Chrysler Group LLC announces "0% Financing" for almost all 2010 model-year vehicles and the expansion of its "Invest in America" partnership with more than 90 million Credit Union members in the United States. The Credit Union member-preferred pricing program has been expanded to include all 2010 model-year vehicles. The incentives announced today are valid through March 1, 2010.

"Your local Chrysler, Jeep®, Dodge and Ram dealer has award-winning cars and trucks in stock that just became more affordable," said Steven G. Beahm, Vice President, Sales Operations – Chrysler Group LLC. "Most consumers will qualify for 0% financing available through GMAC Financial Services, and we also are offering attractive lease rates on some of our best-selling vehicles."

Chrysler Brand

Consumers purchasing Chrysler brand vehicles can choose 0% financing for up to 60 months or 1.9% financing for 72 months through GMAC Financial Services, or consumer cash of up to \$3,000. In addition, consumers who purchase a Chrysler 300 can receive "no charge" all-wheel drive. Also, consumers who purchase a Chrysler 300 can choose a "no charge" HEMI® engine in lieu of consumer cash or 0% financing.



Jeep®

Jeep® Brand

Consumers who purchase a Jeep brand vehicle can choose 0% financing for up to 60 months or 1.9% financing for 72 months through GMAC Financial Services or consumer cash of up to \$4,000. Current Jeep owners who purchase a Jeep Liberty, Commander or Grand Cherokee also qualify for \$500 owner loyalty bonus cash.

Dodge Brand

Consumers purchasing Dodge brand vehicles can choose 0% financing for up to 60 months or 1.9% financing for 72 months through GMAC Financial Services or consumer cash of up to \$3,000. In addition, consumers who purchase a Dodge Charger can receive "no charge" all-wheel drive. Also, consumers who purchase a Charger can choose a "no charge" HEMI® engine in lieu of consumer cash or 0% financing.

DODGE



RAM

Ram Brand

Consumers who purchase a Ram truck can choose 0% financing for up to 60 months or financing as low as 1.9% for 72 months through GMAC Financial Services or consumer cash of up to \$3,500.

Leasing

Chrysler Group LLC is offering attractive lease rates on several products, including:

- Jeep® Wrangler Sport two-door 4x4 for \$229 per month with approximately \$2,800 due at signing
- Dodge Journey SE for \$249 per month with approximately \$2,800 due at signing
- Chrysler Town & Country LX for \$289 per month with approximately \$2,900 due at signing
- Ram 1500 Quad Cab ST 4x4 for \$299 per month with approximately \$2,900 due at signing

Complete story at [Chrysler Media](#)

National Sales Professional programs for January

The **January Clearance Super Flat Pay** and **January Clearance Volume Based Bonus** programs are applicable on eligible **new and unused 2009 model year vehicles** and are additive to all other National & Regional Sales Professional Rewards.

Eligible Sales Professionals will receive a **Super Flat Pay** payment of **\$125**, and an additional payment of **\$125** if they qualify for the **Volume Based Bonus** (selling a minimum of five [5] total new and unused 2008/2009/2010 Chrysler Group LLC vehicles.)

The **January Focus Vehicle Flat Pay** and **January Focus Vehicle Volume Based Bonus** programs are applicable on eligible **new and unused 2010 model year vehicles** and are additive to all other National & Regional Sales Professional Rewards Programs.

Eligible Sales Professionals will receive a **Flat Pay** payment of **\$50**, and an additional **\$50** payment if they qualify for the **Volume Based Bonus** (selling a minimum of five [5] total new and unused 2008/2009/2010 Chrysler Group LLC vehicles.)

Sales Managers

Eligible designated managers will earn a **20%** over-ride payment of **\$25** for managing the retail sale or retail lease of every eligible 2009 vehicle that qualifies for the **January Clearance Super Flat Pay** program and an additional **20%** over-ride payment of **\$25** for every new and unused eligible 2009 vehicle that qualifies for the **January Clearance Volume Based Bonus** program.

Eligible designated managers will earn a **20%** over-ride payment of **\$10** for managing the retail sale or retail lease of every eligible 2010 vehicle that qualifies for the **January Focus Vehicle Flat Pay**, and an additional **20%** over-ride payment of **\$10** for managing every eligible 2010 vehicle that qualifies for the **Volume Based Bonus** program.

Check **DealerCONNECT** for specific details on these program and additional Dealer and Business Center incentives.

PRESS BOX

Chrysler Group LLC announces advertising agencies of record for the Chrysler, Dodge, Jeep® and Ram Truck brands

Chrysler Group LLC announced that it has named individual advertising agencies to manage the Chrysler, Dodge, Jeep® and Ram Truck brands.

"To establish a distinct identity and build upon the current brand equity, it is important that the Chrysler, Dodge, Jeep and Ram Truck brands retain individual agencies that fit with the brand direction. This includes helping to further identify each of the brand's specific values and culture," said Olivier Francois, President and CEO, Chrysler Brand and Head of Marketing, Chrysler Group LLC.

The following agencies will lead the advertising development for each of the brands:

- The Chrysler brand has assigned, Fallon, a Publicis Groupe agency, based in Minneapolis, Minnesota, as its creative agency of record
- The Dodge brand has assigned Wieden + Kennedy, a Portland, Oregon-based agency, as its creative agency of record
- The Jeep brand has assigned GlobalHue, a Southfield, Michigan-based independent agency, as its creative agency of record
- The Ram Truck brand has assigned The Richards Group, a Dallas, Texas-based independent agency, as its creative agency of record

Complete story at [Chrysler Media](#)

The Financial Data known as “Dealer Tip’s” has been intentionally omitted as we are preparing for the upcoming CMDA/NADA Winter Business Meeting in Orlando, FL at the Double Tree Resort – February 11th – 14th.

We hope to see you there!

To register – Log onto:
www.chryslerminoritydealers.org

Four Wheeler magazine editors name Jeep® Wrangler Rubicon Best 4x4 Vehicle of the Decade and four-door Jeep Wrangler Unlimited Rubicon as the "most significant" 4x4 vehicle



Four Wheeler magazine editors have named the Jeep® Wrangler Rubicon and Wrangler Unlimited Rubicon the Best 4x4 Vehicle of the Decade, while calling out the four-door Wrangler Unlimited Rubicon as the decade's "most significant" 4x4 vehicle.

"Jeep vehicles have earned many awards in the almost 70-year history of the iconic brand, but few have been as prestigious as these accolades from the editors at *Four Wheeler* magazine," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "Jeep Wrangler Rubicon is clearly the most capable production vehicle on the planet, and in four-door Unlimited form, families can enjoy the combination of capability, freedom, space and comfort that only Jeep can provide."



In recognizing the 2007-present Jeep Wrangler and Wrangler Unlimited Rubicon as the Best 4x4 of the Decade, Four Wheeler magazine editor Doug McColloch said, "The JK (current version) Wrangler represented a big step up in on-road ride and handling for Jeep's flagship ride, yet it's off-road capability wasn't compromised in the least. If anything, it was only enhanced. Considering how competent in the dirt the previous-gen(eration) TJ was, that was no small feat for Chrysler engineers to pull off. But somehow they managed to do it, creating the decade's best four-wheel drive in the process."

Complete story at [Chrysler Media](#)

Chrysler Group LLC's "Coming Home" corporate campaign

- Advertising campaign features Chrysler, Dodge, Jeep® and Ram vehicles throughout the years
- Aimed to inform consumers, suppliers and partners that Chrysler Group LLC is now a different company with a new alliance partner and a healthy product plan

Chrysler Group LLC's corporate campaign, "Coming Home," was created in response to requests from Chrysler Group dealers and research conducted which found that consumers do not realize that Chrysler Group has emerged from bankruptcy and is now a different company with a new alliance partner and a healthy product plan.

"This ad tells a story of Chrysler products bringing home loved ones throughout the years and our commitment to continuing to bring them home. It was important to tell this story during the holiday season because it is a time when families come together," said Olivier Francois, Head of Marketing, Chrysler Group LLC. "We want current and future customers, suppliers and partners to know that we are here and we are committed to earning their trust and restoring our reputation."

The ad features a driver bringing home a leather travel bag throughout the years in various Chrysler, Dodge and Jeep® vehicles. The travel bag symbolizes the continuation of life with all Chrysler Group brands and is the string that ties the entire story together. While various Chrysler, Dodge and Jeep vehicles are featured throughout, the ad begins with a 1930s Chrysler Airflow and ends with a 2010 Chrysler 300 sedan.

Complete story at [Chrysler Media](#)





MOPAR® FLO TV™ is now available in Chrysler Group LLC vehicles

- Watch live sports, breaking news, kids' programs and primetime network shows in the back seat
- Programming features CBS Mobile, CNBC, Comedy Central, FOX News, MSNBC, MTV, NBC 2Go, Nickelodeon and more
- FLO TV™ is available for \$629 plus installation, includes one-year subscription
- Mobile TV option includes 3-year/36,000-mile warranty for new vehicles and 12-month/12,000-mile warranty on used vehicles

Chrysler Group LLC is the first automaker in the United States to offer live mobile TV to consumers with the capacity for as many as 20 channels through FLO TV™ Auto Entertainment. The system offers something for everyone: college and professional sports, breaking news, children's shows, primetime sitcoms, reality TV and daytime dramas.

"We want to offer our customers the ultimate in entertainment," said Pietro Gorlier, President & Chief Executive Officer, Mopar Service, Parts & Customer Care. "With FLO TV™ Auto Entertainment, we are the first automaker to offer mobile TV with the capacity for as many as 20 channels."

Complete story at [Chrysler Media](#)

Dodge introduces Performance Appearance Package for Challenger

Mopar® is giving Dodge Challenger even more of a muscular appearance.

"Our mission at Mopar is to add value to all of our brands," said Pietro Gorlier, President and Chief Executive Officer – Mopar Service, Parts and Customer Care, Chrysler Group LLC. "Our 'Moparized' Dodge Challenger is a great example of how we can further enhance the value of all of our Chrysler, Jeep®, Dodge Car and Ram Truck vehicles."

"We worked closely with Mopar to further enhance the appearance of Dodge's modern-day muscle machine," said Ralph Gilles, President and Chief Executive Officer – Dodge Car Brand. "Our additional design cues effectively communicate the vehicle's world-class handling, performance and cutting-edge technology."

Complete story at [Chrysler Media](#)



SalesPulse eMail Headquarters, Chrysler World Headquarters/1000 Chrysler Drive, Auburn Hills, MI 48326.



DODGE



Jeep



Dodge, Chrysler, Jeep, Ram, Mopar and the Pentastar logo are registered trademarks of Chrysler Group LLC. GEM and design is a registered trademark of Global Electric Motorcars, LLC, a wholly owned subsidiary of Chrysler Motors LLC.



“We at Dodge are thrilled the Dodge Challenger owners love their ride so much that they would definitely buy another one”

Challenger named ‘most satisfying’ by magazine

Ralph Gilles, President and Chief Executive Officer, Dodge Car Brand and Senior Vice President—Product Design, submitted the following letter to the editor to CNNMoney.com in response to an article published Dec. 8, 2009:

“We at Dodge are thrilled the Dodge Challenger owners love their ride so much that they would definitely buy another one. Dodge Challenger embodies the other often difficult to measure, but very important dimension

of an iconic automobile. The Challenger is all about the visceral joy of driving and that indescribable but very real relationship that an owner can have with his chosen freedom device. The inner beauty of the Challenger is that it is multidimensional, successfully combining performance, technology, drop dead good looks and no compromise reliable everyday drivability.”



“In the 14 years of the Polk Automotive Loyalty Awards, no other vehicle has earned as many awards as the Chrysler Town & Country,” Stephen Polk, Chairman, President and CEO of R. L. Polk & Co.

Town & Country wins 9th Polk Loyalty Award

The Chrysler brand earned a top industry recognition at this year’s 14th Annual Polk Automotive Loyalty Awards as the 2010 Chrysler Town & Country was named “Automotive Loyalty Award—Minivan” for the ninth year in a row.

“In the 14 years of the Polk Automotive Loyalty Awards, no other vehicle has earned as many awards as the Chrysler Town & Country,” Stephen Polk, Chairman, President and CEO of R. L. Polk & Co., said. “The Chrysler Town & Country’s ninth consecutive award is a

true testament to loyalty at the highest level and Chrysler brand’s understanding of customer needs in the minivan segment.”

The awards recognize manufacturers for superior owner loyalty performance and are determined when a household that owns a new vehicle returns to market and purchases or leases another new vehicle of the same model or make.

“We are honored that our minivan customers continue to choose the

Chrysler Town & Country over any other minivan for nearly a decade,” Olivier Francois, President and CEO, Chrysler Brand, said. “The 2010 Chrysler Town & Country continues to be the best vehicle to transport people and things with minivan-first second- and third-row fold-in-floor Stow ‘n Go® seating, segment-exclusive Sirius Backseat TV with family-friendly programming and unsurpassed 17 city/25 highway mpg fuel economy with a 4.0-liter aluminum engine—a label unbeaten among minivans.”



**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