

August 25, 2015

To: CBC FCA Dealers

Subject: Summer Clearance Select Retail Bonus Cash – Ram Quad Cab R47 Recall

On August 4th, the Summer Clearance Select Retail Bonus Cash program was launched on select 15MY vehicles, including Ram Quad Cab.

Effective today, any 15MY Ram Quad Cab VIN, which had the Summer Clearance Select Retail Bonus Cash incentive code applied to it and was affected by the R47 recall has been removed from incentive eligibility under the Summer Clearance Select Retail Bonus Cash program.

For every 15MY Ram Quad Cab VIN removed from the Summer Clearance Select Retail Bonus Cash program, FCA has issued four (4) additional \$250 Ram coupons. Those incremental Ram Coupons are currently visible in DealerCONNECT under the Bonus Bucks link (Program ID 43CF1).

Please reach out to your Area Sales Manager with questions.

California Business Center