

BIG FINISH 2011

SPECIAL YEAR-END INVITATION!

Get in on this exclusive Chrysler Group Friends Program offer and get a **BIG discount on your next new eligible purchase or lease.**

It's been a great year for Chrysler Group and we're out to finish it in a big way. So we're extending this special offer to friends, neighbors, business associates and extended family members of our employees and retirees. Simply contact any Chrysler employee or retiree you may know and ask them to sponsor you for a Chrysler Group Friends Program discount. They'll do the rest!

You'll receive a special purchase/lease control number good at any participating Chrysler, Jeep, Dodge or Ram dealership or FIAT Studio. There'll be no need to negotiate with the selling dealer because when you walk in with your number and your preferred status, you can receive the **Preferred Price¹ (1% below factory invoice)** on most new Chrysler, Jeep, Dodge, Ram and FIAT vehicles and enjoy great deals like these:

									
Pricing Example 2012 Chrysler 200 S		Pricing Example 2012 Jeep Grand Cherokee Laredo 4x4		Pricing Example 2012 Dodge Journey Crew FWD		Pricing Example 2012 Ram 1500 Crew Cab Big Horn 4x4		Pricing Example 2012 FIAT 500 Hatchback Sport	
MSRP ²	\$ 26,970	MSRP ²	\$ 32,415	MSRP ²	\$ 29,290	MSRP ²	\$ 38,715	MSRP ²	\$ 19,200
Factory Wholesale Price	\$ 25,930	Factory Wholesale Price	\$ 30,890	Factory Wholesale Price	\$ 28,027	Factory Wholesale Price	\$ 35,841	Factory Wholesale Price	\$ 18,451
Preferred Price ¹	\$ 25,745	Preferred Price ¹	\$ 30,656	Preferred Price ¹	\$ 27,821	Preferred Price ¹	\$ 35,557	Preferred Price ¹	\$ 18,341
Total Reduction Off MSRP	\$ 1,225	Total Reduction Off MSRP	\$ 1,759	Total Reduction Off MSRP	\$ 1,469	Total Reduction Off MSRP	\$ 3,158	Total Reduction Off MSRP	\$ 859

Plus Any Eligible Incentives³

Purchase or lease before January 3, 2012

Discover the vehicles that have won the praise and admiration of automotive enthusiasts everywhere. Take advantage of this exclusive offer and help us finish this great year in a big way. Contact your Chrysler sponsor today and receive your exclusive Preferred Price discount today! You'll be glad you did!



DODGE

CHRYSLER

Jeep



¹The Preferred Price is the maximum amount you will be charged by a participating U.S. dealer for an eligible vehicle. See dealer for details. A \$75 administration fee applies. The Dodge Viper and all SRT models are not currently eligible for this program. ²Manufacturer's Suggested Retail Price. Excludes destination, tax, title and registration fees. ³Not all incentives may be available, as they vary by region and residency of buyer. See dealer for complete details. Chrysler, Jeep, Dodge and Ram are registered trademarks of Chrysler Group LLC. FIAT is a registered trademark of Fiat Group Marketing & Corporate Communication S.p.A., used under license by Chrysler Group LLC. ©2011 Chrysler Group LLC. All rights reserved.

