



# 2025 Program Year Volume Incentive Program (VIP)

**Date Submitted:** October 10, 2024

**Prepared For:**

Kelly MacLaren

Canadian Home Builders Association

141 Laurier Avenue W Suite 500

Ottawa, ON, K1P5J3

**FAN#:** N4065

**Prepared By:**

Sean Cress

Ram Professional & Commercial Account Manager

One Riverside Drive

Windsor, ON, N9A5K3

**Mobile:** (905) 866-3466

**Email:** sean.cress@fleet.stellantis.com

2025 VIP for Canadian Home Builders Association N4065 Version-3-6390





**- Private & Confidential -**

October 10, 2024

Canadian Home Builders Association  
141 Laurier Avenue W Suite 500.  
Ottawa,  
ON , K1P5J3


Attn: Kelly MacLaren

Subject: **2025 Program Year Vehicle Volume Incentive Proposal for:**  
**Canadian Home Builders Association**

Dear Kelly MacLaren,

Thank you for the opportunity to provide a proposal for your 2025 Program Year Canadian vehicle fleet requirements. "Program Year" or "PY" mean the period of time during which FCA Canada Inc.(FCA) fleet vehicle program is provided to you for the eligible models of one, or more than one, model year(s), all as described in the chart set out below in this letter.

FCA is pleased to present the following offer to Canadian Home Builders Association

		Account Name: Canadian Home Builders Association FAN# : N4065 Date: October 10, 2024
Brand	2025 Model	2025 PY VIP Incentive Amount (Off-Invoice Credit)
JEEP	Compass North 4x4	\$6,750
JEEP	Compass (All other models excluding Sport and North)	\$6,750
FIAT	Fiat 500e	\$750
ALFA ROMEO	Giulia (excludes Quadrifoglio)	\$1,250
JEEP	Gladiator	\$5,750
JEEP	Grand Cherokee Laredo only (2-Row excludes 4xe)	\$3,750
JEEP	Grand Cherokee (2-Row excl. Laredo and 4xe)	\$10,250
JEEP	Grand Cherokee 4xe Only (2-Row WLX*74)	\$1,500
JEEP	Grand Cherokee L Laredo only (3-Row)	\$3,750
JEEP	Grand Cherokee L (3-Row excl. Laredo)	\$10,250
RAM	Promaster 1500 (excludes BEV)	\$4,250
RAM	Promaster 2500 (excludes BEV)	\$5,750
RAM	Promaster 3500 (excludes BEV)	\$5,750
RAM	ProMaster Cut-Away (excludes BEV)	\$2,750
RAM	ProMaster EV (excludes Delivery Van VFLL59)	\$3,750
RAM	ProMaster EV Delivery Van VFLL59 Only	\$6,750
RAM	Ram Cab Chassis 3500 Gas	\$2,750
RAM	Ram Cab Chassis 3500 Diesel	\$2,750
RAM	Ram Cab Chassis 4500 / 5500 4x2 Gas	\$2,750
RAM	Ram Cab Chassis 4500 / 5500 4x2 Diesel	\$2,750

RAM	Ram Cab Chassis 4500 / 5500 4x4 Gas	\$2,750
RAM	Ram Cab Chassis 4500 / 5500 4x4 Diesel	\$2,750
ALFA ROMEO	Stelvio (excludes Quadrifoglio)	\$2,250
ALFA ROMEO	Tonale (excludes PHEV)	\$1,250
ALFA ROMEO	Tonale PHEV Only	\$250
JEEP	Wagoneer / Grand Wagoneer (including L models)	\$6,750
JEEP	Wagoneer S BEV	\$2,250
JEEP	Wrangler (excluding 2DR, 4xe, 392)	\$7,250
JEEP	Wrangler 392	\$1,000
JEEP	Wrangler 4xe	\$1,000
Dodge	Dodge Charger Daytona BEV Only (Excludes R/T)	\$500
Dodge	Durango GT / RT (excl. SRT, Hellcat)	\$7,750
Dodge	Hornet GT (excludes PHEV)	\$1,200
Dodge	Hornet RT (PHEV Only)	\$250
Ram	Ram 1500 Quad/Crew 4X2 (DT models - Excludes BEV)	\$675
Ram	Ram 1500 Tradesman Crew 4X4 (DT models - Excludes BEV)	\$4,550
Ram	Ram 1500 Tradesman Quad Cab 4X4 (DT models-Excludes BEV)	\$3,550
Ram	Ram 1500 BigHorn Crew 4X4 (DT models - Excludes BEV)	\$7,050
Ram	Ram 1500 BigHorn Quad Cab 4X4 (DT models -Excludes BEV)	\$5,050
Ram	Ram 1500 Crew 4X4 excl. Tradesman / BigHorn (DT models - Excludes BEV)	\$11,300
Ram	Ram 2500 / 3500 Regular Cab Pickup	\$10,000
Ram	Ram 2500 / 3500 Mega/Crew 4x2 Big Horn/Tradesman	\$12,000
Ram	Ram 2500 / 3500 Mega/Crew 4x2 Laramie/Longhorn/Limited	\$12,000
Ram	Ram 2500 / 3500 Mega/Crew 4x4 Big Horn/Tradesman/Powerwagon	\$12,000
Ram	Ram 2500 / 3500 Mega/Crew 4x4 Laramie/Longhorn/Limited	\$12,000

Brand	2024 Model	2025 PY VIP Incentive Amount (Off-Invoice Credit)
RAM	Ram 2500 / 3500 Regular Cab Pickup	\$ 11,000
RAM	Ram 2500 / 3500 Mega/Crew 4x2 Big Horn/Tradesman	\$ 12,500
RAM	Ram 2500 / 3500 Mega/Crew 4x4 - Laramie/Longhorn/Limited	\$ 12,500
RAM	Ram 2500 / 3500 Mega/Crew 4x4 Big Horn/Tradesman/Powerwagon	\$ 12,500

### **IMPORTANT NOTES:**

- As noted in the above chart, the VIP Incentives offered to you will be deducted from the factory invoice for all your vehicle orders placed in accordance with these terms by either your fleet management company or an FCA dealer and are in addition to any equipment option packages for vehicle price discounts. These VIP incentives cannot be combined with any FCA fleet or retail programs or incentives. All amounts noted on this letter refer to Canadian Dollars (CAD).
- Please use your Fleet Account Number (FAN#) **N4065** for all Canadian vehicle purchases.
- Your orders should be coded with 4FN (Fleet Sale) and 4DG (Deduct Holdback).
- The VIP incentives will cover all your subsidiary companies.

- To meet your urgent or immediate vehicle needs our Canadian dealer network can provide your vehicles with the net cost effect of the VIP Incentive applied for out-of-stock deliveries. (Dealer Stock)
- FCA reserves the right to amend any concession amount should FCA at its own discretion enter into any price repositioning action including adjustment of options or option packages of a specific vehicle model line or lines during a specific Program Year period.
- In the event that a vehicle model is discontinued or significantly changed during this agreement period, which is then replaced by a new model of the same size and price class, FCA reserves the right to revise the amount of concessions being offered in this agreement.
- All vehicles must be delivered in Canada and remain in-service for a minimum of 6 months and 12,000 km with the original owner.
- FCA reserves the right to amend and cancel this program at any time during this Program Year and will notify Canadian Home Builders Association, in writing prior to this occurring.

### **PRICE PROTECTION:**

- All sold fleet orders in our order system prior to a price increase in the Program Year but delivered after the price increase in the same Program Year will be price protected to the original order date.
- Dealer orders and deliveries taken from dealer stock do not qualify. Freight Charges are not price protected.

### **WARRANTY COVERAGE:**

- **FCA vehicles are covered under the FCA 3-year or 60,000 km Basic Limited Warranty, as well as, our 5-year or 100,000 km Powertrain Limited Warranty, complete with 24 hour Roadside Assistance, ZERO deductible and fully transferable at no charge. (The 5/100 Warranty does not apply to SRT Models. Service Contracts are available).** - The Cummins Turbo Diesel engine is protected by a separate Limited Warranty, covering the engine for 5 years or 160,000 Kilometres. Hybrid System and High Voltage Battery limited warranty coverage is for 8-years or 160,000 km.

### **ORDER-TO-DELIVERY:**

Preferred Scheduling (Shipping) Periods or P.S.P.'s are also available for any orders which require a delayed build. The P.S.P. allows you to order a vehicle now and to choose a specific month and week, which you would prefer to have your vehicles built at the factory. You must also allow for transit time in addition to the PSP period.

The FCA Web-site provides access and information to all our Fleet Accounts. By logging on to [www.fcafleet.ca](http://www.fcafleet.ca), your fleet representative can access the following information: [Dodge, Chrysler, Ram Trucks, Jeep, Fiat Fleet Services](#)

- The complete Ram, Chrysler, Dodge, Fiat and Jeep vehicle line-up with links to the FCA home web-site and provides the ability to equip a vehicle on-line.
- Configure a FCA vehicle model of your preference.
- Access to Fleet Buyers Guide and Digimag. [Buyer's Guide : 2024 Fleet Buyer's Guide \(rrd.com\)](http://rrd.com)
- Contact information for the FCA Fleet team. [Contact | Fiat Chrysler Automobile Canada Fleet](#)
- Vehicle Status reports – request a Fleet Web ID to gain access to either Individual Order Status or the Complete Status of your entire fleet\*
- E-mail capability of Status report\*
- Request a brochure\*
- Locate a dealer\*
- Recall information\*

\* - [Tools | Fiat Chrysler Automobile Canada Fleet](#)

FCA is pleased to have this opportunity to be of service to Canadian Home Builders Association and we look forward to meeting your vehicle requirements in the upcoming years.

Sincerely,

**FCA Canada Inc.**

*Sean Cress*

Sean Cress

Ram Professional & Commercial Account Manager

**Canadian Home Builders Association, is requested to provide concurrence to this proposal (VIP) below:**

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Signature: \_\_\_\_\_ Name: \_\_\_\_\_

Date: \_\_\_\_\_