

# FCA DIGITAL Benefits & Program Rules

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## LEADS

- Dealers will receive brand site leads  
*This includes Chrysler.com, Dodge.com, Jeep.com, RamTrucks.com, FiatUSA.com, and AlfaRomeoUSA.com*
- Dealers will receive FCA Event Leads
- Dealer's website and location will be listed within the "Find a Dealer" search results on any of the brand sites
- Dealers have a deep link to their inventory listing within the "Find a Dealer" search results on all brand sites
- Dealers have a deep link from the Search New Inventory page on all brand sites that links directly to the dealer's VIN specific vehicle details page



## PRODUCTS

- To ensure dealers are receiving the best products and services in the market place FCA Digital goes through vetting and review of current and future vendors
- Dealers are able to purchase products and services offered through the FCA Digital program at discounted rates
- Dealers have access to the Engage Analytics platform, which showcases all digital analytics across FCA Digital programs including your website, leads, advertising, reputation, and showroom activity
- FCA has invested in additional resources to provide dealers with in-depth analytics to improve media best practices and conversions on the dealer sites



## SUPPORT

- Dealers have access to call or email FCA Digital VIP Support for any FCA Digital program-related questions
- Dealers have access to a BC-based Digital Advisor for customized on-site digital training and support. Dealers interested in the FCA Digital Advisor should reach out to FCA Digital VIP Support
- Some dealers will have access to a BC-based FCA Digital Process Trainer. Dealers interested in the FCA Digital Process Trainer should reach out to FCA Digital VIP Support.
- Complimentary concierge service is provided by FCA for all dealers. This service reaches out to customers to assist dealers with setting an appointment at the dealership. Dealers can opt-out of this service by calling the FCA Digital VIP Support Team



## RETAIL

- Dealers receive BusinessLink branding and content along with BusinessLink Commercial custom pages (if applicable)
- Dealers receive exclusive FCA Digital pages and tools to support their Fixed Operations (i.e. Mopar Dynamic Coupon Library, integrated eScheduling (optional))
- Dealers receive exclusive FCA Digital promotional pages and tools that support key retail events (i.e. New Vehicle Launch landing pages, customer personalization, etc.)
- National and BC level sales campaign creative is provided automatically
- Select dealers enrolled in the FCA Digital program have opportunities be included in BC and/or nationally funded campaigns or promotions



## PAP

- Select FCA Digital products and services are eligible for 1:1 PAP and Bonus PAP reimbursement
- Automatic submission of PAP and FMAP Funds for certain products and services
- Automatic Bonus PAP Fund matching at 1:1 for certain products and services (see [www.fcapap.com](http://www.fcapap.com) for more details)



## ADDED BENEFITS

- Dealers receive 8 FCA Digital provisioned call tracking numbers for sales, service, parts and commercial departments Dealers receive an automatic inventory feed including In-Transit, CPOV and New inventory
- Dealers receive automatic incentive integrations with additional FCA quality assurance
- Dealers benefit from CPOV inventory syndication to popular third party sites at no additional cost
- Consolidated billing of all FCA Digital providers through the dealer's parts statement

## Design

- Background customization is allowed.
- Header customization is allowed.\*
- Content can be added to pages inside of the editable areas within the templated widgets available by their provider.\*\*
- Website font can be changed.
- Website color can be changed.
- Dealer may add, delete, and order their web tiles and slideshow.
- Primary navigation is editable.
- Navigation must be maintained to one row (no wrapping).
- Brand logo(s) must be displayed in the header.
- Competitive Brand logos are not allowed.

## Inventory

- Competitive make new vehicles are not allowed on FCA Digital websites.
- Competitive make used vehicles are allowed on FCA Digital websites.(Note: cannot be displayed on the homepage)
- Sharing of new inventory between multiple physical locations is allowed across dealerships within a 100 mile radius. When inventory is shared across sites, the physical location of the vehicles must be identified on the VLP and VDP.
- Sharing of used inventory between multiple locations is allowed.
- Manufacturer Suggested Retail Price must be displayed on the VLP and VDP

## URLs

- Program Site URLs must be registered/owned by FCA Digital to ensure brand site deep links and additional media is being directed to the FCA Digital approved website.

## Tracking Numbers

- FCA Digital provisioned sales, parts, service and commercial call tracking phone numbers must be listed in the header on all pages where a phone number is listed.
- Call tracking phone numbers listed throughout the site must be consistent with FCA Digital provisioned call tracking numbers (ie. Dealer images, SEO content, etc.).

## 3rd Party Tools & Websites

- All links on a dealer's website must remain within the dealer site environment (Note: Exceptions will be allowed for social media sites (Facebook, Instagram Twitter, YouTube), approved FCA sites/materials, and charity/local events).
- Websites may not host links or redirect to dealer group, retail, or secondary sites.
- 3rd Party Plug-in tools which do not collect leads or un-approved website data are allowed.
- Pop-ups are allowed on the home page.
- If a non-certified tool or service is found on a dealer's FCA Digital website, it must be removed and/or replaced within 10 business days of FCA Digital notifying the dealership.
- If a non-certified tool or service is found on a dealer's FCA Digital website, FCA Digital Support may remove it from the website if the dealership does not do so within 10 business days.

## Legal

- Dealer provided content must be compliant with all applicable copyright and state laws- Dealer is responsible for identifying legal compliance.



## Design

- Background customization is not allowed.
- Header customization is not allowed. Dealer logos and other customizations can be added to the footer.
- Content can be added to pages inside of the editable areas within the templated widgets available by their provider.\*\*
- Website font cannot be changed.
- Website color cannot be changed.
- Dealer may add, delete, and order their web tiles and slideshow.  
(Total primary number of slides limited to five for Alfa Romeo)
- Primary navigation is editable.
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- All Alfa Romeo dealers are required to have a program site.

## Legal

- Dealer provided content must be compliant with all applicable copyright and state laws- Dealer is responsible for identifying legal compliance.