

# Limited Rebates: Price Models

Good Ads!



## “Starburst” Option

\$15,995 purchase price

All rebates assigned to dealer

Tax, title, registration & doc fees extra.

Current GM Owners Save additional \$1000

## “Comparison” Option

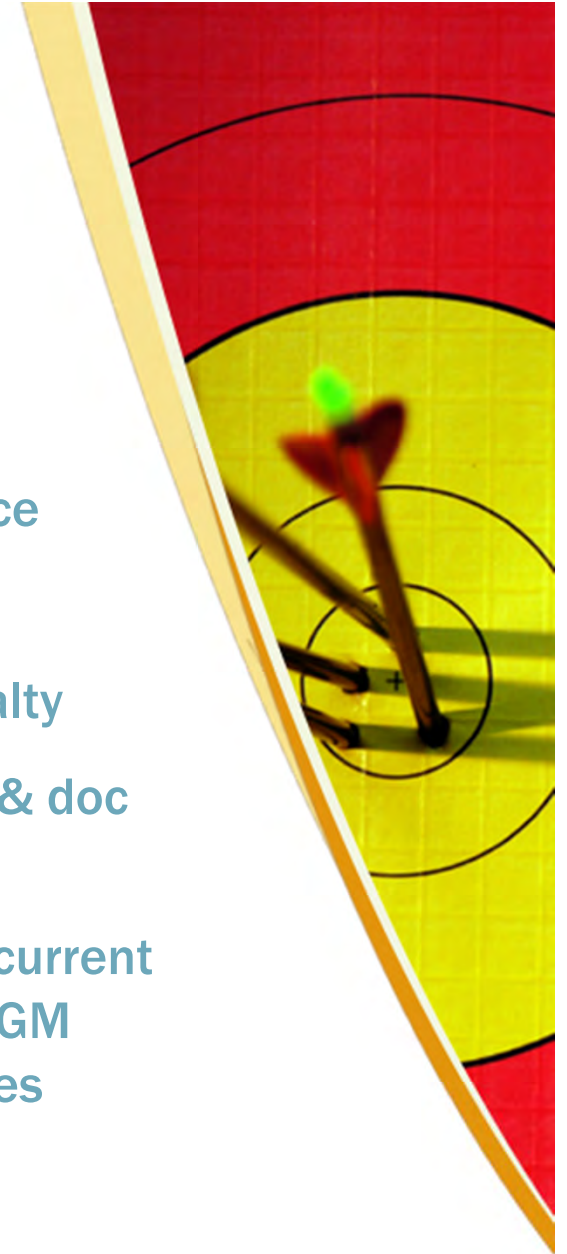
\$15,995 purchase price

OR

\$14,995 with GM Loyalty

Tax, title, registration, & doc fee extra.

GM Loyalty rebate for current owners/lessees of GM products. All rebates assigned to dealer.



# Limited Rebates: Price Bad Ads!



## Example 1

2011 Ford Focus

BUY FOR \$18,500

Offer available to current ford  
owners only.

## Example 2

2011 Ford Focus

MSRP: \$20,000

Loyalty \$500

FMC Rebate \$ 1,000

Military \$500

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YOU PAY: \$18,000



# Limited Rebates: Payments Good Ad!

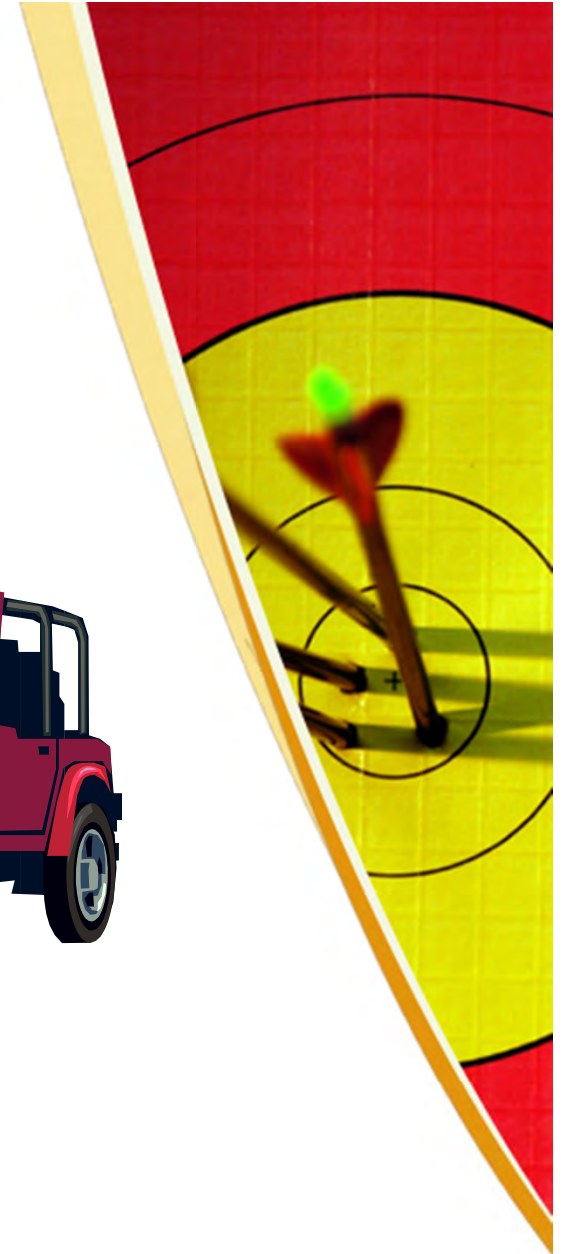


24 mo. Lease \$299/mo.

Or \$199/mo. with Lease Loyalty\*

*\*Requires owning/leasing a 2004 or  
newer Chrysler Product*

0 due at lease inception, plus tax, title,  
registration and doc fees. 24,000  
miles, excess charge of .20/mile.



## Limited Rebates: Payments

**BAD AD!**

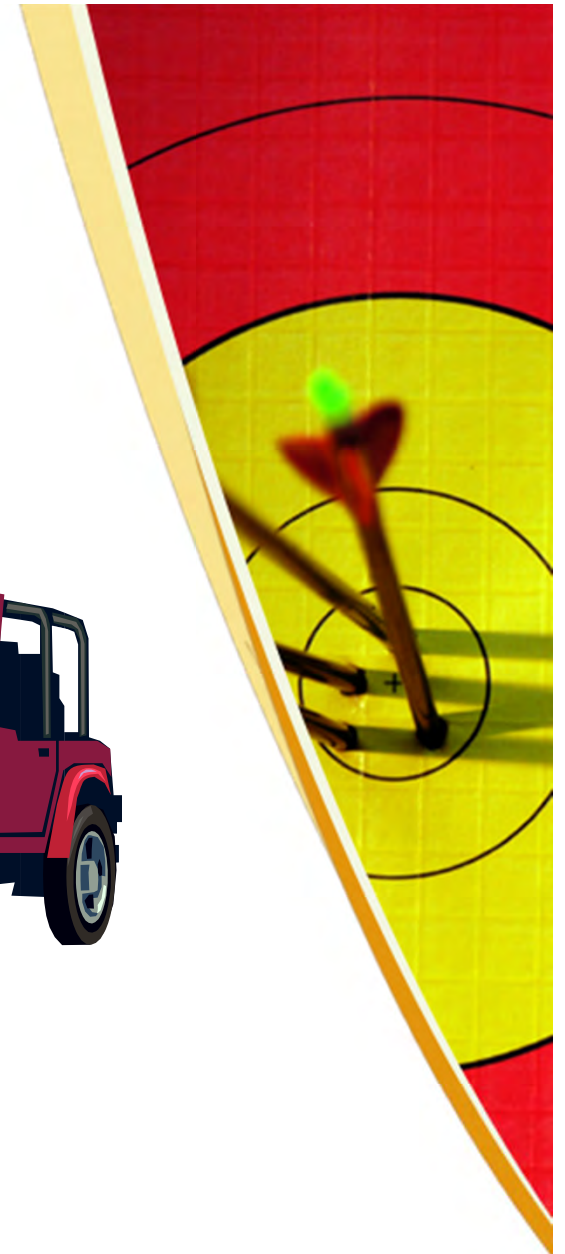


24 mo. Lease for \$199/mo.\*

*\*Requires owning/leasing a 2004 or newer Chrysler Product*

0 due at lease inception, plus tax, title, registration and doc fees. 24,000 miles, excess charge of .20/mile.

- **Ad should give payment for both loyalty & non-loyalty consumers.**
- **Prices should be same color, size, font.**



# Limited Rebates: Amount Due at Lease Inception

**GOOD AD!**



24 mo. Lease \$299 mo.  
\$2000 due at inception or  
\$0 due at inception with  
Lease Loyalty\*.



*\*(requires owning a 2004  
or newer Chrysler Product).*

Tax, title, registration and doc fee  
extra. 24,000 miles allowed,  
.20/mile thereafter.



# Limited Rebates: Amount Due at Lease Inception

**BAD AD!**



24 mo. Lease \$299/mo.

**\$0 due for loyal customers\***

\$1000 due without loyalty. Tax, title, registration and doc fee extra. 24,000 miles allowed, .20/mile thereafter.

- **Amount due at inception not equal in color, size, font. Both should be in the body of the ad.**
- **Loyal is not defined.**





# Limited Rebates- Savings Examples

## GOOD AD



Save **\$2000** on all new Ford F150's through 12/31/11!

Save **\$2500** if you are a Recent college grad or active military member.

## BAD AD



Save up to **\$6000** on all F-150's in stock!

(Must qualify for military, loyalty, recent grad, AARP, & FFA rebates for maximum savings)

