



Chrysler Engage (Clarity) Email Campaign  
March 2015  
DBC Offers



# Chrysler Email

SUBJECT LINE

<Name>, hurry before the curtain goes down on this great deal



Dealer Name Linking to Website

## RETURN FOR AN ENCORE PERFORMANCE

And an Incredible Offer Worth the Applause



<<FIRST NAME>>, thank you for your recent visit to **Dealer Name Here Link**. All the excitement, style and performance of Chrysler can be experienced once again when you stop back for a second showing and a great deal!

### Lease the 2015 Chrysler 200 S Sedan AWD for Just \$219 per Month

Now through <b>March 31, 2015</b> , get an amazing lease offer on the Chrysler 200 S, the next-generation midsize sedan. Drive in before the curtain closes on a great deal!	<b>\$219 per month/36 months</b> <b>\$2,639 due at signing</b>
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See your local dealer for details.



#### Take Another Spin

Picture yourself behind the wheel of any 2015 Chrysler vehicle at a great value from **Dealer Name Here Link**. From the highly-ranked Town & Country to the stylish 300, find your Chrysler now at [www.chrysler.com](http://www.chrysler.com).

**SEE OUR SELECTION**

Chrysler is a registered trademark of FCA US LLC  
You received this email because of your interest in Chrysler vehicles. At Chrysler, we respect your privacy. If you do not wish to receive further communications from Chrysler, [click here](#).

• Links to dealer site

• Image links to [www.chrysler.com](http://www.chrysler.com)

• Links to dealer site

• Links to dealer site

• Links to [www.chrysler.com](http://www.chrysler.com)  
• Links to dealer inventory

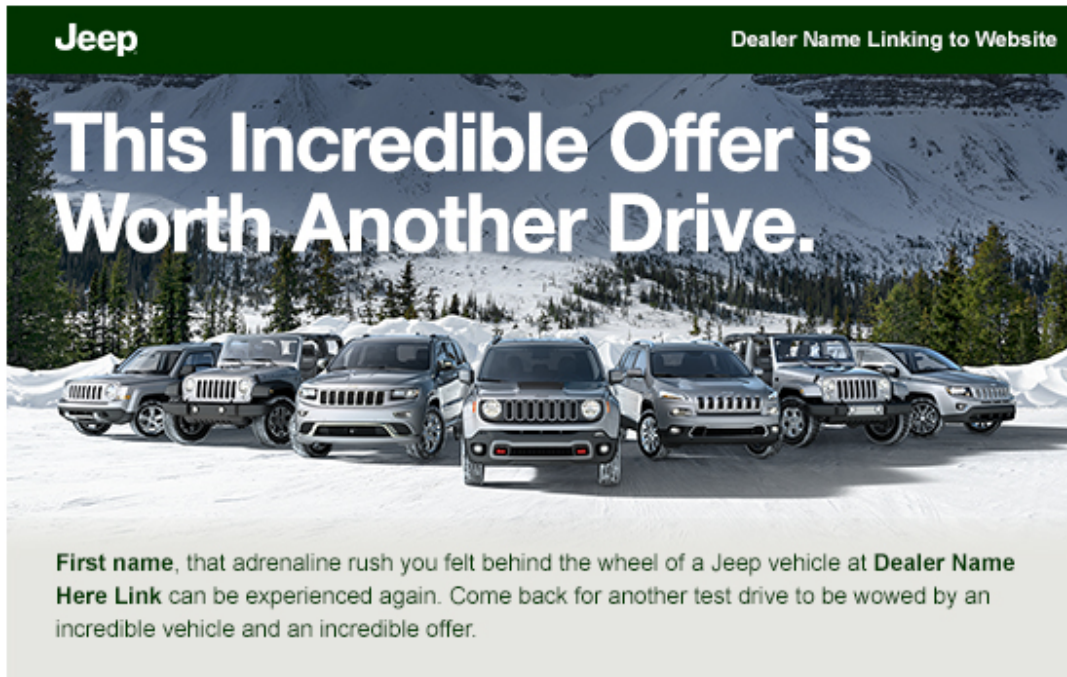
• Links to opt-out landing page



# Jeep Email

SUBJECT LINE

<Name>, the Jeep adventure has never more affordable



**Jeep** Dealer Name Linking to Website

## This Incredible Offer is Worth Another Drive.

**First name**, that adrenaline rush you felt behind the wheel of a Jeep vehicle at **Dealer Name** **Here Link** can be experienced again. Come back for another test drive to be wowed by an incredible vehicle and an incredible offer.

• Links to dealer site

• Image links to [www.jeep.com](http://www.jeep.com)

• Links to dealer site

## Get \$2,250 Back on the 2015 Jeep Cherokee Latitude 4X4

Right now, we're offering \$2,250 in cash incentives on the 2015 Jeep Cherokee Latitude – the ultimate in luxury and power.

This offer includes:


**\$1,000 Consumer Cash**

**\$ 500 Bonus Cash**

**\$ 750 Fast Start Bonus Cash\***

# Jeep®

\*Fast Start Bonus Cash is a limited time offer valid 3/3/2015 – 3/16/2015. See your local dealer for details.



### The Adventure's Just Starting

Whatever you have planned this spring, from your dream trip to a trip around the block, a Jeep vehicle from **Dealer Name Link** can take you there. From the rugged Wrangler to the luxurious Grand Cherokee, find your adventure at [www.jeep.com](http://www.jeep.com).

**SEE OUR SELECTION**

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# RAM Email

SUBJECT LINE

<Name>, here's the RAM truck offer you've waited for

Dealer Name Linking to Website

## Only the Seatbelt Should Hold You Back

The Truck and the Offer You've Waited For



[First Name], experience the strength of a RAM truck all over again at [Dealer Name Link]. As you gear up for projects – and adventure – this spring, RAM has the muscle, performance and durability to power any trip you take.

**Don't miss your second chance at a great deal!**

**2015 RAM Quad Cab Express 4X4**

**\$199**  
per month lease

\$199 per month/24 months  
\$2,599 due at signing  
CCAP Ultra low mileage lease



**RAM**



RAM is your partner for every job or just your companion on any trip. From the powerful 2500 to the spacious Promaster® van, **Dealer Name Link Here** is offering great deals now. Learn more at [www.ramtrucks.com](http://www.ramtrucks.com).

**SEE OUR SELECTION** ▶

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• Links to dealer site

• Links to dealer site

• Links to [www.ramtrucks.com](http://www.ramtrucks.com)  
• Links to dealer inventory

• Links to opt-out landing page



# Dodge Email

SUBJECT LINE

<Name>, drive in for a second look and a great deal on Dodge

<Dealer Name Linking to Website>

# Experience Déjà Vroom

Drive in for a Second Look and a Great Deal



<Name>, all the excitement you felt behind the wheel of a Dodge at [Dealer Name Link](#) can be experienced again. Stop back in for another test drive and get ready to hold on tight as we wow you with performance and price!

### Get \$2,250 Off the 2015 Dodge Dart SXT

To thank you for your recent visit, we're offering you <b>\$2,250</b> in cash incentives on the 2015 Dodge Dart SXT, the most technologically advanced vehicle in its class.	This offer includes: \$1,000 Consumer Cash \$500 Chrysler Capital Cash \$750 Fast Start Bonus Cash*
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\*Fast Start Bonus Cash is a limited time offer valid 3/3/2015 – 3/16/2015.





### Give Us a Spin This Spring

From the sporty Dart to the family-friendly Grand Caravan, [Dealer Name](#) has the Dodge that can take you anywhere. Find the vehicle and price you've been waiting for!

[SEE OUR SELECTION](#)

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- Links to dealer site

- Links to dealer site

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- Links to opt-out landing page



# FIAT Email

SUBJECT LINE

<Name>, the thrill of FIAT awaits at an unbelievable price

Dealer Name Linking to Website

## Relive the Rush

Take Another Spin, Get an Amazing Deal



[First Name], remember the rush you felt when you got behind the wheel of a chic and speedy FIAT at [Dealer Name Here Link]? Now prepare to be blown away by a deal that makes this iconic vehicle too hard to pass up.

**Lease the 2015 FIAT 500 Sport Automatic for Just \$199 per Month**

For a limited time, get an amazing lease offer on the most stylish vehicle this side of Naples. The FIAT 500 Sport Automatic will move you, and so will this offer.

**\$199 per month/36 months**  
**\$199 due at signing**  
**CCAP Ultra low mileage lease**



From the head-turning 500 Abarth to the open-air 500C Cabrio, **Dealer Name Here Link** has the FIAT that can take you anywhere in style this season. Discover our vehicle lineup and incredible deals now at [www.fiat.com](http://www.fiat.com).

**SEE OUR SELECTION >**



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