



MSER

MOPAR SERVICE EXCELLENCE REWARDS

2018 Official Program Rules

The 2018 Mopar Service Excellence Rewards program is designed to motivate the Service and Parts personnel in your dealership to inspect every vehicle, resulting in additional sales of suggested routine maintenance parts and labor. It has expanded to include rewards and recognition for selling Mopar Vehicle Protection, Activating Uconnect and Sirius XM Satellite Radio plus special programs for Parts Counter Personnel, Express Lane Personnel and Used Vehicle Personnel. The program is ever expanding and is a popular means of rewarding excellence by 77% of all FCA Dealerships.

Enrollment process:

MSER requires that information be submitted from your DMS on a regular basis. If your DMS is not compatible you may not be eligible to participate. Contact 1-866- 909-MSER (6737) to verify if your DMS qualifies.

- **CDK Dash, ADP Dash, ADP Alliance and DealerTrack/Arkona are not compatible at this time.**

Dealers who were enrolled in 2017 MSER:

Dealers who were enrolled in 2017 MSER need to do nothing to continue participation *with the exception of dealers in the state of New York*. New York Dealers will need to be enrolled in Service Sample prior to January 1, 2018. New York Dealers who have not re-enrolled will be removed from the MSER program beginning January 1, 2018.

Dealers who were not enrolled in the 2017 MSER Program:

Visit www.moparser.com and locate the "Click here to register" link. You will need to enter your dealer code, sID and email address. Additional setup instructions will be emailed to you. YOUR ENROLLMENT IS NOT COMPLETE until you follow the instructions in that email. If you need assistance, please contact Mopar Service Excellence Rewards Team at (866) 909-MSER (6737).

Enrollment Fees:

Dealer Principal/General Manager must approve enrollment and authorize payment for dealership personnel to participate in this reward program.

Dealership Size	Enrollment Fee
Parts Group Size 1 or 2	\$75 Per Month
Parts Group Size 3	\$150 Per Month
Parts Group Size 4 and 5	\$200 Per Month
FIAT ALFA ROMEO Studios	No Fee

** Dealers in Guam and Puerto Rico are not eligible at this time.*

The enrollment fee is charged on the dealership's Mopar Parts Statement. Dealerships pay monthly starting with completion of enrollment. Dealers who enroll on or after the 21st of any month will not be charged for that month but will begin the next month.

Mopar Service Excellence Rewards Program

Service Advisors and Technicians earn rewards based on the installation and sales of select parts during a designated period on customer repair orders starting from the completed enrollment date. Magneti Marelli rewards will also be paid on internal repair orders. Eligible product groups, eligible parts, and corresponding reward amounts can change each quarter.

Review the payout chart located on the homepage to see the featured parts for the quarter. Each payout chart is posted the first day of the quarter and an email is sent to all enrolled participants if their email address has been included on the MSER website. There could be new additions and possible deletions during the quarter. You will receive an email directing you to the website to see any changes.

If you would like to be reminded via text message of the new payout chart you may opt in to Text Messaging by completing the form on your Profile page located at the top of the home page. Complete the request to opt in and you will receive a text message to let you know the payout chart has been updated or other important information is on the website. The cell phone will not be used for any other purpose.

Service Manager & Parts Manager Rewards:

Service Manager and Parts Manager can earn a bonus override based on the rewards the dealership's Service Advisors and/or Service Technicians earn during the program starting from the completed enrollment date.

MSER Program Rules:

- MSER Program Headquarters recommends both a Service Manager and Parts Manager be enrolled in the program, however only one is *required* to be enrolled for any and all participants to be paid.
- Repair Orders will qualify when one of the following inspection labor ops are used 90, 9016, 9020, 9023 or 9025.
- Alternative inspection labor op codes are allowed. Additions or changes to inspection labor op codes will be accepted during the program period and will be active as of the date of entry. See the Opcode tab on the program website.

Mopar Vehicle Protection Service Lane Rewards

Dealers enrolled in MSER are automatically entitled to the benefits of selling Mopar Vehicle Protection plans on the Service Lane; there are no additional enrollment requirements or fees.

Mopar Vehicle Protection Additional Program Rules:

- Mopar Vehicle Protection plans must be sold on and credited to the Service Lane when processed on Dealer CONNECT VIN Driven.
- Vehicle Inspections are not a requirement to qualify for rewards on a MVP plan - with the exception of the MVP Pre-Owned Inspection where required.
- Only option codes listed on the website are eligible for rewards. MVP reserves the right to change eligibility of any plan code at any time.
- Mopar Vehicle Protection qualified plan sales must be entered in VIN Driven with a sales source of Service Department (SVL) and must have a Service Advisor sID entered as the Dealership sID when put into VIN Driven.
- The enrolled Service Manager is required to log in to the MSER program website and approve payment of rewards to Service Advisors on every qualified Mopar Vehicle Protection plan sale within 60 days. Any plan reward not approved within this time frame will be forfeited.
- The Service Manager has the option to automatically pay the sID on the sold plan with the understanding changes and reversals cannot be made.
- 90% of the Service Lane sales must be on vehicles registered in your home state.

Parts Counter Rewards

Participation in this portion of the MSER program is optional. To participate, enrollment is required. See the Parts Counter tab of the website for enrollment requirements.

Enrollment Fee: No additional fee

Purpose: To increase sales of wholesale parts within the dealership and reward those individuals responsible for selling featured parts in a wholesale environment each month on MSER.

Rules:

On the first of the month, Mopar will identify specific parts for Parts Department Personnel that will be eligible for cash rewards deposited on the "Rewarding Excellence® Visa®" Debit card.

These qualified part numbers will be accumulated and reported as a result of parts invoices entered into your Dealer Management System (DMS) and processed through CDK.

Rewards earned on qualified parts will be combined and put into a pool to be distributed. Because there is no way to identify the individual responsible for the sale of the wholesale part, it will be necessary for the Parts Counter Manager to identify the individuals to be rewarded.

Qualified Sales:

- Dealers must be enrolled in Mopar Service Excellence Rewards Program – no additional fee will be assessed.
- Dealers must enroll a Parts Counter Manager. See the following section for details.
- Only "invoices" will be considered for "Parts Counter" payments.
- Close date must be within the same month that the part is featured. For example, if an invoice is closed on May 1 and contains a part featured on the April payout chart, it will not be counted.
- Transaction types must be Retail, Internal or Wholesale.
- Parts sold as Dealer to Dealer sales will also qualify. D2D sales must be coded as 0 or 1 to qualify.
- The invoice sale type must be:
 - o S (sale) with a positive quantity or
 - o C (credit) with a negative quantity
- The following portions of the invoice must be filled in, any blanks will cause automatic rejection of the invoice regardless of other qualifiers:

- o Mopar Part Number
- o Unit Cost <\$0 or >\$20,000
- o Unit Price <\$0 or >\$20,000
- o Quantity <-20,000 or >20,000
- o Wholesale/Retail flag
- o Customer number

Reward total must be greater than \$10 for the reward pool to be open for distributions. The following position codes are eligible to receive rewards and will appear in the drop-down box for the Parts Managers use in distributing the rewards.

- Parts Manager–08
- Assistant Parts Manager–40
- Parts Advisor–14
- Parts Administrator–19
- Parts Director–32

Express Lane Rewards

Participation in this portion of the MSER program is optional. To participate, enrollment is required. Dealership must be a validated Express Lane dealership in order for dealership employees to be eligible for rewards. See the Express Lane tab of the website for enrollment requirements.

Enrollment Fee: No additional fee

MSER Bonuses

Bonuses throughout the year will be announced monthly or quarterly:

Eligible bonus product groups, eligible parts, corresponding bonus reward amounts and qualifying positions can change each month.

Rules applying to all portions of the MSER Program

- Dealer Principal/General Manager must approve dealership participation.
- Participating products will be listed on the Mopar Playbook and www.moparser.com.
- Rewards will only be given on the sale of eligible part numbers. Part numbers can be found on the website.
- Only qualified Service Lane and Express Lane customer repair orders are eligible.
- Parts sold must have been purchased by the dealership no more than 90 days prior to the designated promotion period.

- Rewards will be issued for repair orders **from completed enrollment date forward**.
- Installation of targeted maintenance parts will qualify for reward, **only after vehicle inspection indicates replacement is necessary and with customer authorization**. Dealership agrees to provide an inspection for all customers utilizing Vehicle Checkup form 83-003-5002 or its equivalent.
- Vehicle Inspections are not required on qualified Mopar Vehicle Protection sales or Parts Counter Invoice sales.
- Reward payments will be issued to personnel listed in the dealer's "My Personnel" section of DealerCONNECT with the correct home address, SID and last 4 digits of the social security number. Personnel must be employed at the earning dealership and in "My Personnel" at time of reward issuance in order to be eligible for payment.
- Reward results will be posted on www.moparser.com. All eligible products must be purchased and billed through your Mopar parts account and/or Mopar Dealer Tire Invoice to be eligible for rewards.
- All documentation, vehicle inspection forms, associated RO's, purchase invoices associated with rewards must be retained by the dealer for at least 90 days after the conclusion of the program for audit purposes.
- FCA/Mopar reserves the right to delete, modify, or cancel any aspect of this program and its awards. FCA/Mopar reserves the right to terminate any dealer from the program who violates these program rules or abuses the program or its intent.

Payment Process:

RewardingExcellence.com

The Rewarding Excellence Performance Center is the home for many of your MSER Reward Dollars!

Here's how you get there:

1. Go to RewardingExcellence.com
2. Log on using your SID/TID and password

Questions? Contact Us. 888-887-6192 Questions@RewardingExcellenceCard.com Monday through Friday, 9 a.m.–9 p.m. ET www.RewardingExcellence.com

General Conditions:

All designated Mopar Service Excellence Rewards Participants must be employed at the Dealership at the time of achievement and time of reward distribution to receive the rewards. Claims for rewards under this Program do not affect nor are they affected by claims made under any other FCA/Mopar Program except for limitations expressly set forth in these or in the OFFICIAL PROGRAM RULES of

such other programs. FCA/Mopar reserves the right to amend, modify or cancel the subject program at any time without advance notice. No substitution or transfer of rewards by participant permitted. All federal, state and local taxes are the sole responsibility of participant. All federal, state and local laws and regulations apply. All materials submitted under this Program become the property of FCA/Mopar and will not be returned. Except where prohibited by law, by accepting a reward, participant agrees that FCA/Mopar and their related and affiliated companies may use the participant's name, address (city, state), photograph, image, likeness, and/or rewards information for advertising, publicity and promotional purposes without further notice, prior approval, and/or compensation. By accepting reward(s), participants agree to hold FCA/Mopar, their respective directors, officers, employees, distributors, affiliates, subsidiaries, advertising/public relations/promotional agencies and assigns, harmless and forever discharge against any and all claims, demands, losses and liability, of any nature whatsoever, which they may now or hereafter assert, include but not limited to, claims for injury, death, or illness arising out of or claimed to be arising out of the Program entry, reward acceptance, or use/misuse of reward. Participants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this Program or use or redemption of any reward. By participating in this Program, entrants agree to be bound by these Official Program Rules. FCA/Mopar is not responsible for any typographical or other error in the printing, the offering or in the administration of the Program. Each participant will be responsible for all taxes associated with rewards payments and will receive a 1099 form reporting their reward payments.

If you have any questions regarding this program please call Mopar Service Excellence Rewards Team at (866) 909-6737(MSER).