

Viper Contest – Sales Promotion Announcement



Chrysler LLC and the Viper Club of America have joined forces to offer this exciting new program!

Program Description:

Become a Viper sales advocate and earn rewards for Viper referral that results in a 2008/2009 model year Viper sold order and help **your** VCA secure the “Top Prize” and earn prizes for yourself along the way!

Reward Detail:

- **National Level Top Prize**

- If at least 150 VCA Members make referrals that result in dealer sales of 08/09 Vipers, the VCA will receive a new Viper for use as a raffle car without cost.

- **Regional Level Prizes (maximum of 2 referrals per club member)**

- Individual refers 1 sold order and then receives \$1000 certificate for Dealer Service or Mopar accessories.
- Individual refers 2 sold orders and then receives an *additional* \$500 for Dealer Service or Mopar accessories.
- Regional Club achieves 10 total sold orders will then receive **\$2500** donation towards their club events. Maximum of one donation per Regional Club.

- **Contest Rules**

- Print and fill out referral form and give to prospective customer.
- Customer takes form to Dealer and Club Member receives credit for sold unit

Referral Form



Viper Sales Referral Form



Viper Club of America – Sales Advocate Contest

Viper Club Member:

Print Name: VCA Member ID:

Signature: Date:

Club Member Email:

Club Name:

Print Name:

Customer:

Print Name:

Signature: Date:

Dealer Information:

Franchise Name:

Dealer Code: Vehicle VON
(order number)

***Dealer Action Required. Please fax completed form to 248.553.2138. Questions? Please call us at 800.998.1110.**