



**VEHICLE  
PROTECTION**  
A PRODUCT OF CHRYSLER GROUP LLC

## The Service Lane Sales Advantage



C O N F I D E N T I A L   I N F O R M A T I O N





- **“No Dealer Risk. Chrysler is 100% the Obligor.”**
- **Name and Brand Recognition**
- **Mopar Vehicle Protection Contracts are honored throughout the country by all Chrysler Dodge Jeep & Ram Dealerships.**
- **Claims are submitted and acknowledged within 24 hours through DealerCONNECT.**
- **MVP does not approve the use of “like kind and quality/used” parts, Mopar or Re-Manufactured only.**
- **Dealers are self-authorized up to \$3,000 on claims against our service contracts.**



- **Being a Service Advisor, you have an advantage over a Finance Manager when it comes to offering Service Contracts.**
- **You have a degree of credibility as a person who has helped the customer with a situation that was beyond their own ability.**
- **You have fixed their problem, and have a favorable rapport with the customer. They will listen to you when it comes to protecting their vehicle against future repair costs.**
- **This credibility is something that other departments cannot duplicate.**
- **These points, coupled with the fact that you will see far more customers than anywhere else in the dealership on a daily basis is a true advantage.**

- Now we need to determine what plans to offer on the Service Lane.  
Consider the products that you have the best chance of selling that you are the most comfortable in offering to a customer.
  
- Major Mechanical Plans:
  - Powertrain
  - Added Care
  - Max Care
  
- Convenience & Maintenance Plans:
  - Lube Oil and Filter Services
  - Auto Appearance Care
  - Motoring Assistance
  - Triple Value Package

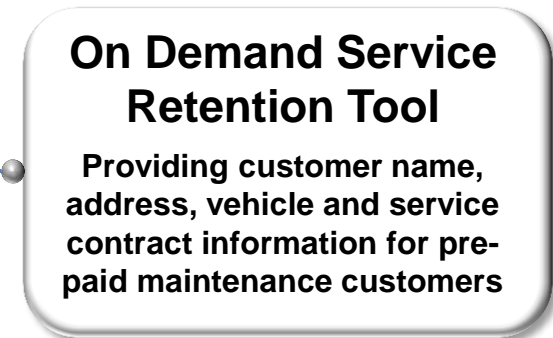
## **When discussing the price of a contract with your customer:**

- The price should always be consistent with the those that are available through the Finance office.

## **The reason for this is to avoid a situation:**

- The customer might have been offered a contract when they purchased their vehicle, and the service contract price was \$2,000. At the time, for whatever reason, they elected not to purchase one. If you are offering the same contract for only \$1,500 this could cause conflict and/or distrust.

# Why Service Lane Sales





- **Please check the website for these other Training Tutorials:**
  - Dealer Profile/Building Contracts
  - Payment Plans for Service Lane Sales (SLS)
  - Chrysler Group Credit Card
  - Service Lane Plans
  - Convenience and Maintenance Plans



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## Payment Plans for the Service Lane



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**The Mopar Vehicle Protection Dealer Payment Plan is an interest-free customer billing process that enables you to increase your sales of MVP plans. The plan may be offered to any customer purchasing MVP coverage for 24 months or longer. Your dealership will start receiving payments monthly after the Administration Fee has been paid. Stores will continue to receive payments for as long as the customer continues to make monthly payments, up to the time when the contract is paid in full or is cancelled.**

- **Easy administration and your monthly reporting is on DealerCONNECT**
- **Customers receive a monthly bill from MVP and all billing, collections, late notices and customer inquiries handled by the administrator**
- **No background credit checks are required**

# Dealer Payment Plan – Regular Remit



Administration fees table	New Vehicle & C&M Plans	Used Vehicle Plans
12 month dealer payment	\$60	\$160
18 month dealer payment	\$110	\$210
24 month dealer payment	\$140	\$240

- A 10% Down Payment is required for ALL plans placed on ANY Payment Plan
- There must be 12 months remaining on the contract beyond the payment plan term selected
- Customer cost cannot exceed 50% of MSRP including administration fees but not including tax
- Service Lane Payment Plan options remain at 12 or 18 months only

# Payment Plan Website – Welcome Page




Welcome to  
**Chrysler Group Payment Plan**

[Home](#) [My Profile](#) [My Account](#) [Payments](#) [Message Center](#) [Contact Us](#) [Change Password](#) [Logout](#)


Welcome: **ROBERT**

**Chrysler Payment Plan Call Center**  
1-800-595-6286  
Monday - Friday  
8:00 am to 8:00 pm EST

**Your current balance  
as of  
01/11/2013 is:**

 **\$293.73**

Due on: 01/11/2013

 **Make a Payment**

- ▶ View Your Latest Invoice
- ▶ Manage Paperless Billing


**Alerts**

Your current Account status is:  
**Cancellation Pending**

To reinstate your account and restore your repair coverage you must contact Chrysler Group Service Contracts at 1-800-521-9922 for assistance.

**Your Loan**

Your current Loan status is:

 **46%** **Paid**

Loan Amount: \$2,350.00  
Amount Paid: \$1,077.10  
Balance Remaining: \$1,272.90  
Payments Remaining: 13



## Chrysler Group Payment Plan

Home My Profile My Account Payments Message Center Contact Us Change Password Logout

Welcome: ROBERT

**My Account**

- » Account Details
- » Account Status
- » Correspondence
- » Statement History

**Account Details**

VIN	<input type="text"/>		
Contract Number - Option Code	<input type="text" value="- CVM8100N"/>	Account Status	<input type="text" value="Active"/>
Account Number	<input type="text"/>	Loan Created Date	<input type="text" value="26 Sep 2011"/>
Customer Name	<input type="text" value="ROBERT"/>	Loan Closed Date	<input type="text"/>
Contract Sale Date	<input type="text" value="23 Sep 2011"/>	No. of Payments Required	<input type="text" value="24"/>
Contract Sale Price	<input type="text" value="\$2,625.00"/>	Payment Due	<input type="text" value="15th of the Month"/>
Down Payment Amount	<input type="text" value="\$275.00"/>	Payment Schedule Ends	<input type="text" value="15 Oct 2013"/>
Loan Amount	<input type="text" value="\$2,350.00"/>	Coverage Expiration Date	<input type="text" value="10 Jul 2017"/>
Balance Remaining	<input type="text" value="\$1,272.90"/>		

Also available is the Rapid Remit option. The customer benefits do not change, however, the dealership payment differs. Dealerships will receive Rapid Remit funds after the Administration Fee has been deducted from the customer's payments.

Administration fees table	New Vehicle & C&M Plans	Used Vehicle Plans
12 month dealer payment	\$90	\$190
18 month dealer payment	\$180	\$280

- Only 12 & 18 month payment plans will be eligible for the Rapid Remit option
- Dealerships will receive Rapid Remit funds after the Administration Fee has been deducted from the customer's initial payment(s)
- It may take more than one payment to collect the full Administration Fee
- The Dealership will NOT receive the Rapid Remit funds until the entire administration fee has been collected



- <https://MVP-PaymentPlan.msxi.com>
- **Effective September 17, 2014**
- **Reporting**
  - Customers in default
  - Remittance statements
  - Payment Plan Contracts Sold
  - Customer Transactions
  - Customer Refunds
- **Subscribe to Email Alerts**
  - Emails indicating customers that have missed a payment
  - Emails with customers information so you may contact and provide guidance prior to cancellation of their MVP plan
- **Refund Letters**
  - Copies of the customer refund letters will also be available





- **Please check the website for these other Training Tutorials:**

- Dealer Profile/Building Contracts
- The Service Lane Sales Advantage
- Chrysler Group Credit Card
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## The Service Lane Plans



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## Easy for Customers to Understand:

- Whether sold in the business office or on the Service Lane, these plans have been re-packaged to make them easier to understand.
- They are not packaged as the traditional new vehicle plans that start from the in-service date out to expiration. Instead, they are packaged to start with the expiration of the 3/36 Basic Warranty to eliminate customer confusion.

## Easy to Sell:

- “If it’s mechanical... it’s covered.” These plans work with the underlying 3/36 warranty, regardless of powertrain coverage.
- Eligible vehicles, both Chrysler Group and competitive make, must have a minimum 3/36 Basic Warranty – no extended powertrain warranty is required.
- They may be sold after the first 12 months or 12k miles and still within the 3/36 Basic Warranty period.
- This plan not only covers over 5,000 components, it includes rental car allowance, towing assistance and many other great benefits.

## Two Option Codes Are Available:

Option Code	Mileage	Deductible	Warranty
2MAX	30,000	\$100	3/36 Basic
2MAXUL	Unlimited	\$100	3/36 Basic



- **Pre-Owned Tiers of Protection offer plan terms at 12,000 mile intervals, 15,000 mile intervals and unlimited mileage intervals.**
- **Recently, the eligibility has been increased to 10 model years and 150,000 miles!**
  - This gives your customers the option to purchase the coverage that most fits their needs
- **Unprecedented “UNLIMITED Mileage” and “Mileage at Time of Sale” parameters for Pre-Owned Tier and Wrap plans.**

**This Represents a Unique Offering & Huge Market Advantage!**



## Eligibility for Pre-Owned “X” Plans

- Both Chrysler and Competitive make vehicles (5/60 or longer Powertrain Warranty)
- Allows MVP to sell on Domestic, Asian and European vehicles
- CPOV vehicles with a 6/80 or 7/100 are also eligible (\$150 deductible)
- Vehicle eligibility has recently been extended to 10 model years and 125,000 miles!



- Highly simplified pre-owned plans that are easy to price, sell and administer
- Three coverage levels, all 2 year, 24k mile plans with \$100 deductible
  - *Added Care, Added Care Plus, Maximum Care*
- One Price for CJDR and Competitive Make vehicles with up to 80,000 odometer miles:
  - *2005MY and newer Chrysler Group and competitive make vehicles – gasoline powered*
  - *Regardless of existing warranty coverage*
  - *No Diesels, Hybrids, or Specialty Class*
- Eligible for 12 Month Interest Free Payment Plan
- Pre-existing conditions are not covered. All Pre-owned vehicles must be inspected prior to sale of plan



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## C&M Plans for the Service Lane



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- **It's a simple fact:** The increased quality of the Chrysler vehicles has caused dealers warranty claims to drop significantly.
- **Most dealers are looking for other avenues to generate service department traffic:** By selling prepaid maintenance plans you will be guaranteeing your customers return for service and this will increase your dealership's revenue and maximize your profits.
- **By participating in Service Lane selling process:** You can help raise the Dealership's Mopar Vehicle Protection Penetration levels so that you can maximize the incentive programs. If a dealer is enrolled in MSER and *STARPerformers*, MVP pays both service and F&I for qualified plans sold on the Service Lane.
- Service Lane selling will build up your **Dealership's Customer Loyalty** and boost your **Dealership's Long Term Service Retention**.

# Owner Care Convenience Package







- \$0 Deductible Per Repair Visit
- \$35/First Day Rental For any dealership mechanical repair or maintenance service (excludes bodywork)
- \$35/Day Car Rental Allowance (5 days)
- LOF at 3,000 Mile Intervals - \$30 Dealership Reimbursement
- LOF at 5,000 Mile Intervals - \$30 Dealership Reimbursement
- \$100 Towing Allowance & \$1,000 Trip Interruption Coverage
- Available Only For Vehicles Without a New or Pre-Owned Major Plan
- Owner Care Convenience Upgrade is available for vehicles with a major plan and includes the same customer benefits!




# Additional Oil Change Options



NAME OF CONTRACT	TYPE OF OIL	OIL BENEFITS	DEALER REIMBURSEMENT PER SERVICE	IDEAL APPLICATIONS
<b>ESSENTIAL CARE</b>	 <b>CONVENTIONAL Pennzoil®</b>	Cleans out engine sludge lesser oils leave behind. <sup>1</sup>	<b>\$20.00</b>	<p>Gasoline engines that require conventional oil.</p> <p>Perfect "loss leader" to improve service retention.</p>
<b>ESSENTIAL CARE PLUS</b>	 <b>CONVENTIONAL Pennzoil®</b>	Cleans out engine sludge lesser oils leave behind. <sup>1</sup>	<b>\$25.00</b>	<p>Gasoline engines that require conventional oil.</p> <p>Covers cost of Pentastar V6 and 4.7L V8 LOF services.</p>
<b>ESSENTIAL CARE SELECT</b>	 <b>CONVENTIONAL Pennzoil®</b>	Cleans out engine sludge lesser oils leave behind. <sup>1</sup>	<b>\$30.00</b>	<p>Gasoline engines with high oil capacity that require conventional oil.</p> <p>Perfect for 5.7L Hemi V8 LOF services.</p>
<b>ESSENTIAL CARE ROTELLA® T DIESEL</b>	 <b>Shell Rotella® T Triple Protection®</b>	<p>Up to 22% reduction in iron wear.<sup>2</sup></p> <p><b>PLUS</b></p> <p>Proven protection with over 50 million miles of durability testing.</p>	<b>\$60.00</b>	For diesels using 10+ quarts of conventional oil, covers Cummins diesel LOFs, as well as Ford PowerStroke and GM Duramax.

# Additional Oil Change Options



NAME OF CONTRACT	TYPE OF OIL	OIL BENEFITS	DEALER REIMBURSEMENT PER SERVICE	IDEAL APPLICATIONS
<b>ESSENTIAL CARE ROTELLA® T6 SYNTHETIC DIESEL</b>	 <b>FULL SYNTHETIC Shell Rotella® T6</b>	Fuel economy savings up to 1.5%. <sup>1</sup> <b>PLUS</b> Extended-drain capable <b>PLUS</b> Excellent extreme high/low-temperature protection <b>PLUS</b> Excellent engine cleanliness and wear protection	<b>\$90.00</b>	Synthetic package for diesels using 10+ quarts of oil.  Recommended for extreme heat and cold conditions, heavy loads, towing, etc. Covers Cummins diesel LOFs, as well as Ford PowerStroke and GM Duramax.
<b>ESSENTIAL CARE PLATINUM SYNTHETIC</b>	 <b>FULL SYNTHETIC Pennzoil Platinum®</b>	Exceeds car manufacturers' most stringent standards for cleanliness and protection. <sup>2</sup> <b>PLUS</b> Cleans out engine sludge better than our conventional and synthetic blend oils. <sup>3</sup>	<b>\$50.00</b>	Synthetic upgrade package.  Consider for vehicle uses in extreme heat and cold conditions, heavy loads and towing, high performance engine, enthusiasts and collectors, etc. Ideal for Dodge Dart customers.
<b>ESSENTIAL CARE ULTRA SYNTHETIC</b>	 <b>ULTRA-CLASS FULL SYNTHETIC Pennzoil Ultra™</b>	No leading synthetic keeps engines closer to factory clean. <sup>4</sup> <b>PLUS</b> Keeps pistons up to 25% cleaner than Mobil. <sup>5</sup>	<b>\$65.00</b>	Synthetic upgrade package.  Ideal for SRT Hemi engines (7 quarts) and SRT Viper V-10 (8.5 quarts), upcoming 3.6L V6 Diesel (Grand Cherokee and future products).



- **Uses the new Pennzoil Synthetic Blend**
- **Dealer Reimbursement of \$35**
- **Variety of vehicle Lube, Oil and Oil Filter change packages tailored to the specific service needs of any customer:**
  - **Available Plan Terms range from 1 to 6 Years**
  - **LOF Services accommodate 6-Month or 3-Month service interval requirements**
- **Plan can be offered or sold in a variety of ways:**
  - **Sales Department**
  - **Service Department**
  - **Dealer Packed into new or pre-owned car deals to create a special Dealership or Association Promotion**

# Reimbursement Chart



Product	Oil Type	Services		Dealer Reimbursment	
		Oil Change	Tire Rotation	Oil Change	Tire Rotation
Mopar Premium Care	Conventional	Yes	Yes	\$20/Service	\$10/Service
Mopar Premium Care Synthetic	Synthetic	Yes	Yes	\$50/Service	\$10/Service
Essential Care	Conventional	Yes	No	\$20/Service	N/A
Essential Care Plus	Conventional	Yes	No	\$25/Service	N/A
Essential Care Select	Conventional	Yes	No	\$30/Service	N/A
Essential Care Gold Synthetic Blend	Synthetic Blend	Yes	No	\$35/Service	N/A
Essential Care Platinum Synthetic	Synthetic	Yes	No	\$50/Service	N/A
Essential Care Ultra Synthetic	Synthetic	Yes	No	\$65/Service	N/A
Essential Care Rotella T Diesel	Conventional	Yes	No	\$60/Service	N/A
Essential Care Rotella T6 Synthetic Diesel	Synthetic	Yes	No	\$90/Service	N/A

# Triple Value Package



**Eligibility: 2003 to Current model year vehicles under 125,000 miles**

*(Crossfire, Viper, Prowler, Diesels, SRT-10, and other synthetic oil vehicles are not included)*

## **Provides:**

- **\$0 Deductible and Oil, Oil filter and Lube** (2 per year, dealer reimbursement = \$30)
- **Road Hazard Tire and Wheel Coverage** – Full Coverage Edition for all four tires and wheels damaged due to road hazard conditions
- **\$1,000 Trip Interruption Protection**

## **Triple Value Package Options**

<u>Term</u>	<u>Mileage</u>	<u>Plan Code</u>
1 Year	Unlimited	TVP1
2 Year	Unlimited	TVP2
3 Year	Unlimited	TVP3
4 Year	Unlimited	TVP4
5 Year	Unlimited	TVP5



## Eligible Vehicles:

- **New & Pre-Owned Chrysler & competitive make vehicles**
- **2003 model year to current model year with no more than 80,000 miles**

## Provides:

- **Unlimited “ding & dent” coverage for:** New and Pre-Owned Chrysler & Competitive make vehicles with a **\$0 deductible**
- **Vertical Coverage for:** “ANY” size dent that qualifies for Paintless Dent repair
- **Horizontal Coverage for:** “Dings & Dents” no larger than 4 inches in diameter
- **Repair service:** Must be performed at the selling dealer





- **Provides unlimited “ding & dent” coverage for:** New and Pre-Owned Chrysler & Competitive make vehicles

## Plus

- **Unlimited coverage for:** Glass chips & cracks
- **Unlimited coverage for:** Tear, rip, and burn hole damage to interior leather, vinyl, & cloth trim panels, seats, carpeting, & floor mats
- **Vertical Panels:** Covers “ANY” size dent that qualifies for Paintless Dent Repair (PDR)
- **Horizontal Panels:** Covers dings & dents within a 4” diameter area
- **Windshield Glass:** Covers cracks & chips (within 1.5” diameter for chips & 6” for cracks)
- **Interior Soft Trim:** Covers rips, tear & burn holes to leather, vinyl, & cloth seats, door panels, carpeting, & floor mats (within 2” diameter area)



- **Dealership Incentive:** Dealership personnel must enroll in the program with the Dealer Principal's permission.
- **Excellence Card Awards will be either \$10 or \$25 per contract sold based on plan terms.**
  - 1-2 year / 3-5 year respectively
- **Dent Zone has set up a website to use when describing how their products work. The web site also offers a short video clip that is designed to assist you in selling the products to your customers. Visit [www.dentzone.com](http://www.dentzone.com).**



- **With a \$0 Deductible per repair visit, all of the following are included:**
  - \$100 “Sign-And-Go” Roadside Assistance
  - \$100 Towing Allowance
  - \$35 First Day Rental
  - \$35/Day Car Rental Allowance
  - \$1,000 Trip Interruption Coverage
- **Key Fob Loss Replacement**
  - Maximum of one replacement per year, up to \$300 per occurrence and up to three total replacements per plan.
- **Emergency Battery, Belt & Bulb Replacement**
- **Emergency Concierge Service**
  - Provides assistance finding hotel accommodations or alternate transportation needs 24 hours per day due to mechanical breakdown.

- **Mopar Premium Care<sup>SM</sup> promotes increased Service & Parts profits by bringing customers back to your dealership for all their automotive needs.**
- **Variety of vehicle Lube, Oil and Oil Filter change and tire rotation packages tailored to the specific service needs of any customer:**
  - Available Plan Terms range from 1 to 6 Years
  - Services include basic vehicle inspection, fluid level check, battery condition, tire tread depth and brake inspection
- **Dealer LOF Reimbursement is \$20 and tire rotation at \$10**
- **Also available in a synthetic version for LOF reimbursement up to \$50 with tire rotation at \$10**



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