

**CLIENT: FCA**

**CONTENT: MY22 ProMaster City® Business Benefits**

**DATE: 04/28/21**

**CHANGE LOG**

|  |  |  |  |
| --- | --- | --- | --- |
| **Section/Element** | **By** | **Date** | **Summary** |
| Business Benefits | Kim Watson | 04/28/21 | Initial Copy |
| Business Benefits | Kim Watson | 05/12/21 | SEO Keywords + Heading Levels |
| Business Benefits | Kim Watson | 05/26/21 | PQA R1 |
| Business Benefits | Kim Watson | 09/20/21 | PQA R2 – no changes to this page |

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**BUSINESS BENEFITS**

# HERO — COMPONENT TYPE

|  |  |
| --- | --- |
| **UI Element** | **Copy** |
| Preheadline | 2022 RAM PROMASTER CITY® BUSINESS BENEFITS |
| Headline | **GET THE JOB DONE** |

# SERVICES AND FEATURES SECTION HEADER

|  |  |  |
| --- | --- | --- |
| **UI Element** |  | **Copy** |
| Headline | H2 | **PROGRAMS THAT WORK FOR YOU** |

# SERVICES AND FEATURES

|  |  |  |
| --- | --- | --- |
| **UI Element** |  | **Copy** |
| Tile 1 Headline | H2 | **RAM CUSTOM GRAPHICS** |
| Tile 1 Body |  | Add anything from a crisp logo to an all-over design that helps your business stand out wherever the job takes you. |
| Tile 1 Button |  | Explore Custom Graphics |
|  |  |  |
| Tile 2 Headline | H2 | **RAM TELEMATICS™** |
| Tile 2 Body |  | Maximize efficiencies with access to real-time data about your business vehicles, drivers, fuel efficiency, productivity and more. |
| Tile 2 Button |  | Explore Ram Telematics™ |

# UPFIT SECTION HEADER

|  |  |  |
| --- | --- | --- |
| **UI Element** |  | **Copy** |
| Headline | H2 | **UPFIT YOUR BUSINESS** |

# UPFIT TOOL COPY

|  |  |  |
| --- | --- | --- |
| **UI Element** |  | **Copy** |
| Headline | H2 | **FIND THE RIGHT UPFIT** |
| Body |  | Get Ram Brand-designed upfit packages or create a totally custom set up that’s tailored to your business needs. |
| CTA |  | Explore Upfits |

# VIP BUSINESS PERKS SECTION HEADER

|  |  |  |
| --- | --- | --- |
| **UI Element** |  | **Copy** |
| Headline | H2 | **KEEP YOUR BUSINESS ON TRACK** |

# VIP BUSINESS PERKS

|  |  |  |
| --- | --- | --- |
| **UI Element** |  | **Copy** |
| Tile 1 Headline | H2 | **BUSINESS*LINK*** |
| Tile 1 Body |  | Enroll in Business*Link* at no charge and enjoy VIP business perks like dedicated account managers, expedited services, complimentary shuttles and more at participating dealerships. |
| Tile 1 Button |  | Explore Business*Link* |
|  |  |  |
| Tile 2 Headline | H2 | **TAX BENEFITS** |
| Tile 2 Body |  | Ram trucks and vans are generally considered Section 179 property for U.S. federal income tax purposes. Discover the tax regulations that may allow you to deduct up to 100% of your truck or van purchase(s) in the year it was placed in service. |
| Tile 2 Button |  | Explore Tax Benefits |

# WORK ZONE — SECTION HEADER

|  |  |  |
| --- | --- | --- |
| **UI Element** |  | **Copy** |
| Headline | H2 | **THE RAM PROMASTER CITY® IN ACTION** |

# WORK ZONE VIDEO — COMPONENT TYPE

|  |  |  |
| --- | --- | --- |
| **UI Element** |  | **Copy** |
| Headline | H2 | **REAL OWNERS, REAL STORIES** |
| Body |  | Discover how real people use their Ram ProMaster City® Vans to drive their business. |
| Button |  | Play Work Zone Video |

**WARRANTIES — CAPABILITY GRAPH**

|  |  |
| --- | --- |
| **UI Element** | **Copy** |
| Headline | **MADE TO LAST** |
| Warranty 1 | 3 YEAR  BASIC LIMITED WARRANTY+  36,000 MILE |
| Warranty 2 | 5 YEAR  ROADSIDE ASSISTANCE+ +  60,000 MILE |
| Warranty 3 | 5 YEAR  POWERTRAIN LIMITED WARRANTY+  60,000 MILE |
| Warranty 4 | 3 YEAR  ALL PANEL ANTI-CORROSION PERFORATION LIMITED WARRANTY+  UNLIMITED MILE |
| Warranty 5 | 5 YEAR  OUTER PANEL ANTI-CORROSION PERFORATION LIMITED WARRANTY+  UNLIMITED MILE |
| Disclaimer – all warranties | + Visit Mopar.com for full details and a copy of the limited warranty.  ++Visit Mopar.com for full details and a copy of the Roadside Assistance Service. |

**MODELIZER —  HEADER**

|  |  |
| --- | --- |
| **UI Element** | **Copy** |
| Headline | **CHOOSE YOUR RAM PROMASTER CITY®** |
| body | Available in multiple configurations. Select a vehicle to explore. |
| CTA | Build & Price |

**E-SHOP — CTA BANNER**

|  |  |
| --- | --- |
| **UI Element** | **Copy** |
| Headline | **START SHOPPING FROM HOME** |
| Body | The Ram Trucks E-Shop Program now delivers the complete dealership experience online, from vehicle inventory to finance. Home delivery is available through participating dealerships. |
| CTA | Start Buying Process |

# LFA BANK

|  |  |
| --- | --- |
| **UI Element** | **Copy** |
| Tile 1 headline | **<dynamic ##> DEALERS NEAR YOU** |
| Tile 1 Body | Locate Dealers |
| Tile 1 button | Find A Dealer |
|  |  |
| Tile 2 headline | **<dynamic ##> RAM PROMASTER CITY® MODELS IN YOUR AREA** |
| Tile 2 Body | Find Your Van |
| Tile 2 button | Search New Inventory |
|  |  |
| Tile 3 headline | **GET THE BROCHURE** |
| Tile 3 Body | Download the 2022 Ram ProMaster City® brochure to get all the details |
| Tile 3 button | Download Brochure |
|  |  |