



Content Style Guide

Our mission is to be Simple, Personal and Fair. To have one voice, across all channels. To create consistency among all departments that continually builds and strengthens brand recognition with our customers.

Chrysler Capital uses Associated Press Style for all communications.

Our tone is clear, respectful and appropriate. Avoid using big words where simple, more common words can be used. Use shorter sentences whenever possible. Avoid slang or jargon. Adapt the tone to the audience, but at the same time, be relatable. Be human. Be genuine.

The Mechanics

When in doubt, follow AP Stylebook.

Capitalization

Proper nouns and the first word of sentences are capitalized. Random words and words in the middle of sentences are not capitalized.

Although it does not follow AP Style, the preferred method for writing Chrysler Capital web addresses includes capital – e.g., ChryslerCapital.com and ChryslerCapital.com/Marketing.

Numbers

In general, numbers one through nine are always written out. Numbers 10 and up are numerical.

If a number begins a sentence, it should be spelled out, regardless of the denomination.

Any number larger than three digits should have a comma – e.g., 1,000.

With few exceptions, the “st” and “th” should be left off dates – e.g., June 18.

When writing the time, use numbers, followed by a.m. or p.m. and the time zone abbreviation (ET, CT, MT or PT). If the time is on the hour, do not include the minutes – e.g., 7 p.m.

Phone numbers should be separated with periods or hyphens – e.g., 855.563.5635 or 855-563-5635

Numerical dates should be separated by periods – e.g., 01.01.2022

Punctuation

Periods should be used to indicate the end of a full sentence. Periods should not be used at the end of bullet points. A period should always be placed inside quotation marks. Single-space following a period.

Commas – we follow AP Style and, therefore, do not use the Oxford or serial comma. Commas should be used naturally, to indicate a pause. Commas should always be placed inside quotation marks.

Colons should be used to offset a list within a sentence. If the list is bullet-pointed, no colon is necessary. Where a period can be used to break up a sentence, it is preferred. Don't use a colon instead. Single-space following a period.

Hyphens should be used to link words or indicate a range, with no space on either side of the hyphen.

Em dash can be used to indicate an immediate redirect. Use a true em dash, not a hyphen or double hyphen.

Quotation marks

- Periods and commas should always appear inside quotation marks
- Question marks and exclamation points may or may not need to be placed inside quotation marks, depending on the circumstance
- Single quotation marks should only be used to note a quote within a quote

Ampersand should not be used unless it is part of a company or brand name. It may also be used in some, limited circumstances where industry standard comes into play (e.g., wear & tear).

Asterisks should always have a corresponding asterisk with supporting content. The initial asterisk should appear outside any sentence-ending punctuation.

Percent symbol can be used in tables and graphs. When used in text, the word "percent" should be spelled out.

Trademarks and registered trademark symbols

Registered trademark symbols (®) –

- Required on FIAT, Jeep, SRT, Mopar, HEMI, ProMaster and ProMaster City
- The Jeep and Mopar registered trademark symbols are always subscript
- All headlines, subheads, banners and the first instance in the text of *each* page should get the registered trademark symbol

Trademark statements –

- If there is any reference in an image, photo or text, the trademark statement for the brand referenced must appear at the bottom of the page
- On emails, if it links back to the CCAP website, the trademark statements for all vehicle brands must be present – including Alfa Romeo
- If Wagoneer or a Wagoneer image appears on a page, the trademark statement must include both Jeep and Wagoneer

Copyright statements

CCAP only: (everything but website)

©2022 Santander Consumer USA Inc. All rights reserved.

Chrysler Capital is a registered trademark of FCA US LLC and licensed to Santander Consumer USA Inc. Lease agreements are owned by CCAP Auto Lease Ltd. and serviced by Chrysler Capital.

Chrysler, Dodge, Jeep, Ram and Wagoneer are registered trademarks of FCA US LLC. FIAT is a registered trademark of FCA Group Marketing S.p.A., used with permission.

All other trademarks are the property of their respective owners.

+FCA brand trademark statements, *if applicable*

(Chrysler, Dodge, Jeep, Ram, Wagoneer, Mopar and SRT are registered trademarks of FCA US LLC.

ALFA ROMEO and FIAT are registered trademarks of FCA Group Marketing S.p.A., used with permission.)

All other trademarks are the property of their respective owners.

SC and CCAP: (everything but website)

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CCAP and RL: (everything but website)

©2022 Santander Consumer USA Inc. All rights reserved.

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Websites – please note that for websites you must include the Consumer Access ID for SC/Roadloans. Footers required are determined based on logos/trademarks present on websites.

CCAP website:

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CCAP Incentives Snapshot

Incentives include:

- Nine CDFJR incentive flyers (California, Denver, Great Lakes, Mid-Atlantic, Midwest, Northeast, Southeast, Southwest, West)
- Special flyers – number varies each month
- Nine CDFJR incentive emails (California, Denver, Great Lakes, Mid-Atlantic, Midwest, Northeast, Southeast, Southwest, West)
- 18 mailers – nine are retail, nine are lease
- 18-36 statement panels – two-four for each region
- National offers for Web
- Regional offers for Web
- Cross-sell email offer sent to SC customers (doesn't happen every month)
- Rate sheets – Alfa Romeo Lease, Alfa Romeo Retail, Balloon, CCAP Standard Lease, CCAP Standard Retail, Commercial Lease and TRAC Lease; all are updated at the beginning of the month and there are occasional updates throughout the month
- CC Dealer Premier Rewards flyer updates
- Note as of 11/4/19: Heads up that FCA has asked that we eliminate the "DS" and "DT" designations from Ram 1500 moving forward. The "DS" should be referred to as "Ram Classic" and the "DT" should simply be "Ram 1500".

Incentive flyers

- Acquisition fees are forwarded by Marketing Specialist via email for review
 - Nine-tab spreadsheet (one tab for each region)
- Marketing Specialist gets color chart and uses it, along with reviewed acquisition fee spreadsheets to put together first run of all nine flyers
- Flyers are placed into Workfront for review/markup
- Flyers **should** receive a final once-over prior to being posted on the Chrysler Capital Dealer Website via DealerCONNECT

Special flyers

- Generally we can get started on these about a week before incentives hit
- Information and offers vary from month to month

Nine emails

- Email consists of monthly message from Shannon and offers that each region has chosen to highlight
- Monthly message is sent to Copy Editor for review/editing
- Monthly message is typically written by the business and sent over after Shannon has read and approved

- Each of nine regions submit offers they would like to highlight
- Offers are sent to Copy Editor for review
 - Offers should be consistent with other forms of incentive communications
- Nine regional messages are separated out and dropped into Workfront task for Design
- Once Design is done, each email is reviewed in Workfront, markups are made, if necessary, revisions are completed and, once copy is approved, each is sent to the Email Marketing Manager and the business for review/approval
- Once all business, FCA US LLC and Compliance approvals are obtained, the Email Marketing Manager will send over nine “Proof” emails to the Mailbox Content Team inbox in Outlook – one for each Business Center
- Check subject line, preheader and body copy for any typos or strange characters (Example, this - - showroom â€“ you won't want to miss out – may display instead of an em dash)
- Make sure all image elements are displaying correctly and links are going to the correct Business Center location
- Wait for the Email Marketing Manager to send over their “Email manager approved’ reply to the group
- If approved or any changes are required, FWD to Mailbox Marketing Approvals, the Email Marketing Managers and the appropriate Project Manager

18 mailers (nine are retail and nine are lease)

- Marketing Specialist obtains offers from RBMs and puts together document for mailers
- Content is reviewed prior to going to design
- Based on pre-made templates that Marketing Specialist copies and pastes into
- First two vehicles are the feature vehicles for the brochure – the other three should be arranged alphabetically
- Be aware of how the brochure reads – if the headline is “Purchase a” you want to change instances of “and” to “or”
 - For example, instead of “Purchase a Ram 1500 Regular, Quad and Crew Cab,” you want it to read “Purchase a Ram 1500 Regular, Quad or Crew Cab”
- Must ensure year, make, model of vehicle is correct throughout
- Must double-check all numbers to ensure they match throughout
 - Example –
A lease offer that has a \$229 payment in the headline but states the payment is \$299 in the disclaimer will need to be verified with the Marketing Specialist and corrected prior to printing
- Double check for missing punctuation, check spacing issues and awkward sentences caused by copying and pasting
 - Example –
Not compatible with any rebates. Offer valid November 1, 2022 – December 4, 2022 and must take retail delivery from dealer stock by December 4, 2022.
BECOMES
Not compatible with any rebates. Offer valid November 1, 2022 – December 4, 2022 and must take retail delivery from dealer stock by December 4, 2022.

- Proof when Design is finished

18-36 statement panels

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- Proof when Design is finished

National offers for web

- Marketing Specialist creates spreadsheet for content to proof
- Two tabs – one for retail offers and one for lease offers
- Check year, make and model of each vehicle
- Check for consistency across the spreadsheet

Regional offers for web

- Marketing Specialist creates 9 spreadsheets for content to proof
- Each region has two tabs – retail and lease
- Check year, make and model of each vehicle
- Check for consistency across the spreadsheet

Cross-sell email offer sent to SC customers

- Offers and disclaimers will be included with project brief

- Typically all offers, along with image, appear at the top of the email and disclaimers are at the bottom
 - Ensure numeric references correspond correctly; for example, a Ram offer should not end with a ¹ that corresponds with a ¹Chrysler Pacifica disclaimer
- Once content is transferred over to a Word doc, drop it into Box for Design
- When Design has completed their task, review the email in IV, noting any necessary changes/revisions
 - Email footer should include trademark statement for only the brands represented in the offer
- If content is good to go, approve and forward to Email Marketing Manager

Rate sheets

- Depending on the update for the month, these may go straight to Design and only come back for copy review after Design has made the requested updates
 - Updates that are limited to rate changes and updating the date do not need to go through Copy prior to going to Design
 - If there are content changes, they will go through Copy before going to Design
- When received back from Design, double-check rate changes to ensure accuracy
- If all is good, send it off for business review

Premier Dealer Awards flyers updates

- Nine flyers – one template
- In general, the Premier Dealer Awards flyers only have date changes each month

Random notes

An amortization schedule is useful to know and/or have handy –

| APR RATE | 36 Months | 48 Months | 60 Months | 72 Months |
|----------|-----------|-----------|-----------|-----------|
| 0.00% | \$27.78 | \$20.83 | \$16.67 | \$13.89 |
| 0.90% | \$28.16 | \$21.22 | \$17.05 | \$14.27 |
| 1.90% | \$28.60 | \$21.65 | \$17.48 | \$14.71 |
| 2.90% | \$29.04 | \$22.09 | \$17.92 | \$15.15 |
| 3.90% | \$29.48 | \$22.53 | \$18.37 | \$15.60 |
| 4.90% | \$29.93 | \$22.98 | \$18.83 | \$16.06 |
| 5.90% | \$30.38 | \$23.44 | \$19.29 | \$16.53 |
| 6.90% | \$30.83 | \$23.90 | \$19.75 | \$17.00 |

Everything is alphabetical with the most current model year first.

EcoDiesel is capitalized – both the E and the D; diesel by itself is not capitalized.

The correct order of the brands when written out or communicated verbally is Chrysler, Dodge, FIAT®, Jeep® and Ram.

Unless you're doing all caps throughout, only the L and X are capitalized on the FIAT 500. The c and e are not.

- See below:
 - 500c
 - 500e
 - 500L
 - 500X

The correct order for naming a vehicle is year, make, model, trim, cab, engine, drive train. If you do not have a piece of the information, you simply leave it out.

- For example:
 - 2022 Ram 1500 Big Horn Crew Cab V6 4x2
 - 2022 Chrysler 300 Limited AWD
 - 2022 Dodge Challenger R/T
 - 2022 FIAT® 500L

A Ram 1500 DT <trim line, cab, engine, drive train> is now just a Ram 1500. So, for example:

2022 Ram 1500 DT Big Horn Crew Cab V8 4x4 is NOW a 2022 Ram 1500 Big Horn Crew Cab V8 4x4

A Ram 1500 DS <trim line, cab, engine, drive train> is now a Ram 1500 Classic. So, for example:

2022 Ram 1500 DS Tradesman Crew Cab V8 4x4 is NOW a 2022 Ram 1500 Classic Tradesman Crew Cab
V8 4x4

Business/industry-specific lingo

adviser, not advisor (per AP)

aftermarket

APR (annual percentage rate)

backend

Balloon (uppercase in all mentions with regard to a contracted Balloon payment)

bank rate

Bankers Systems (capitalize as it's a proper name)

benefiting (one "t")

Best-in-Class towing, Best-in-Class payload (capitalize and hyphenate per FCA US)

Big Horn (Ram truck)

bookout/book out/booked out (one word as a noun, two words as a verb)

Business Center or BC (Chrysler Capital's name for the nine regions in California, Denver, Great Lakes, Mid-Atlantic, Midwest, Northeast, Southeast, Southwest and West)

BusinessLink (no space)

buyback

buy rate

Buying Center

callback

car-buying process

CCAP Auto Lease Ltd.

CDJR

Chargeback

charge-offs

Chassis Cab (model of Ram truck)

Chrysler Capital

Chrysler Capital Dealer Website, not Dealer Extranet (Extranet is SC)

Chrysler Capital Financing Handbook

Chrysler Capital Online Application Program, not Chrysler Capital Lead and Lending Program

Chrysler 300, 300S

Chrysler Pacifica

click through, clicking through; click-through rate (adj.)

co-branded

co-sign; co-signer (per AP, not Webster's)

companywide

contract, not loan contract

CSM (Commercial Sales Manager)
dba
dealer-installed factory equipment
Dealer Installed Option (DIO)
Dealer Relationship Manager (DRM)
DealerCONNECT – Chrysler Capital Dealer Website via DealerCONNECT
Dealertrack
decided, deciding, decision-maker, decision-making (per AP)
deep subprime
DMS (dealer management system)
Dodge Challenger
Dodge Charger
Dodge Durango (Durangos plural)
Dodge Grand Caravan
Dodge Journey
DTI (Debt-to-Income)
email
em dash
FCA US
F&I
FIAT®, not Fiat, in all instances except when with Fiat Chrysler Automobiles
FIAT 500L, 500e, FIAT 500X
Fiat S.p.A.
Fiat Chrysler Automobiles (FCA)
Financing Handbook (not playbook, that's internal)
first-time buyer
floorplan
floorplanning
4x4
four-wheel drive or 4WD
frontend
fuel-efficient vehicle
fuel efficiency
full-size automobile
GAP (Guaranteed Asset Protection) or GAP coverage/insurance, not GAP protection
generations – millennial (Gen Y), baby boomer, Gen X, Gen Z
guarantor, guaranty, third party guaranty (not “guarantee” even though that's AP style)
hardworking (one word per Dictionary.com)

Heavy Duty (when used as part of a proper name for a Ram truck); but heavy-duty category
SRT® Hellcat – must always be used in combination

HEMI®

IDRM (Inside Dealer Relationship Manager)

inlane

Jeep®

Jeep Cherokee

Jeep Compass

Jeep Gladiator

Jeep Grand Cherokee

Jeep Renegade

Jeep Wrangler

Kelley Blue Book or KBB.com

lease-end vehicles (hyphen); but “your lease end is right around the corner” (no hyphen)

lienholder

loan—don’t use

loan-to-value (LTV)

Lone Star (Ram 1500 Lone Star)

Longhorn (Ram truck)

markup (noun); mark up (verb)

Mid-Atlantic, capitalize “M” as opposed to how AP Style does it (per CC)

mid-size automobile

Mopar (not MOPAR)

mpg

mph

MRM (Maximum Residual MSRP)

MSRP (manufacturer’s suggested retail price)

near-prime

non-loyal

noncaptive

nonprime (preferred over “subprime”)

OEM (Original Equipment Manufacturer)

off-road

online

opt in, opted in, opt out (no hyphen); opt-ins (n.)

pay off (verb); payoff (noun)

pay stub (two words)

packet, not package
P.O. Box
pop up, pops up (v.); pop-up (n. and adj.)
pre-owned vehicle
preapproval
preapproved
prequalification
prequalified
prefund
prescreen
preselect
prime
principal (as in “dealer principal”)
private-label agreement or private-label arrangement
ProMaster®
ProMaster City®
prorate and prorated
PTI (Payment-to-Income)
Ram, not RAM
Ram 1500; Ram 1500 Lone Star; Ram 2500; Ram 3500; Ram 4500; Ram 5500
Ram Heavy Duty line (2500, 3500); but heavy-duty category
Ram Trucks (according to RamZone blog)
regarding (use instead of “in regard to”)
Regional Sales Manager (RSM)
rehash (not re-hash)
Residual Value Lease Guide or RVLG
re-sign, not resign
resubmit, resubmitted
re-tier, not retier
RouteOne
Salesforce
sign off
Single Payment Lease (initial cap)
smartphone
Social Security number
sold order protection (no hyphen per FCA US site)
SRT®

Standard Lease Rate Sheet

Standard Rate Sheet

step by step; step-by-step process

subprime (prefer to use nonprime)

superprime

third party guaranty (not “guarantee,” per industry standard)

tier, as in tiers 1-3

time zones – write CT, PT, MT and ET, not CST/CDT, PST/PDT, MST/MDT or EST/EDT

times – 9 a.m. and 3:30 p.m. (single digit on the hour, colon before minute; space and period for a.m. and p.m.); noon and midnight

touch points

TRAC lease

trade-in (n. and adj.); trade in (v.)

up-fit

up-front

up-to-date

used-car buyer

V6 and V8 (no hyphen, per FCA US websites)

VSC (Vehicle Service Contract)

Web

website

ZIP code