



2018 JEEP FACILITY GRAPHICS PROGRAM
IMBRANDED.COM

experience  EXCELLENCE



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Introduction

Congratulations on your new Jeep facility! At i.M. Branded we are proud to partner with you and assist in creating a facility that amplifies the excitement of one of America's most popular and historic automotive brands.

Within this document are details for the Jeep Facility Graphics Program along with options for you to choose from. Please review and complete this form to initiate your branding order. We will be contacting you to assist and answer any questions you may have.

Sincerely,



Jereme Brown

Branded Program Representative

Mobile: 734-320-4215

jbrown@imbranded.com

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Compliant Jeep facilities consist of the following branding:

- A. (1) 90"w x 70"h Signature Jeep Lounge Graphic
- B. (1) 48"w x 18"h Jeep Café Graphic
- C. (6) 48"w x 36"h Jeep Office Graphics (Subscription)
- D. (4) 60"w x 45"h Manager's Office Jeep Heritage/Detail Graphics
- E. (2) 48"w x 36"h Jeep Restroom Graphics
- F. 60"w x 6"h Jeep Branded Distraction Frosted Vinyl Band (Full Glass Walls)



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A. Signature Jeep Lounge Graphic

Quantity: 1

A dynamic two-part graphic featuring contrasting finishes, precision contour cutting and dimensional layering.

This high impact graphic is crafted to capture the excitement and uniqueness of the Jeep brand. Its eye-catching design will be the focal point of the customer lounge.



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B. Jeep Café Graphic

Quantity: 1

These images highlight the sense of adventure, ruggedness and freedom associated with the Jeep brand. Customers will find themselves imagining the many exciting places their new Jeep will take them.

The café graphic is 48"w x 18"h dye-sublimation to aluminum with radiused corners and cleat mounted.

Select your choice of (1) image from the right.



Check the box next to the (1) image you prefer.



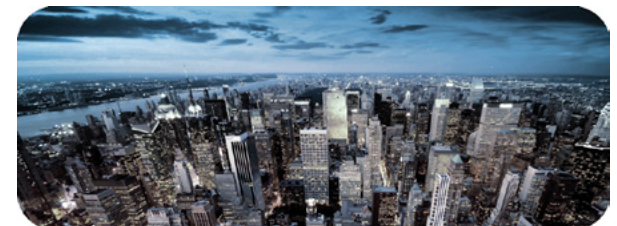
B1 (48"w x 18"h) Environmental



B2 (48"w x 18"h) Lifestyle



B3 (48"w x 18"h) Lifestyle



B4 (48"w x 18"h) Environmental

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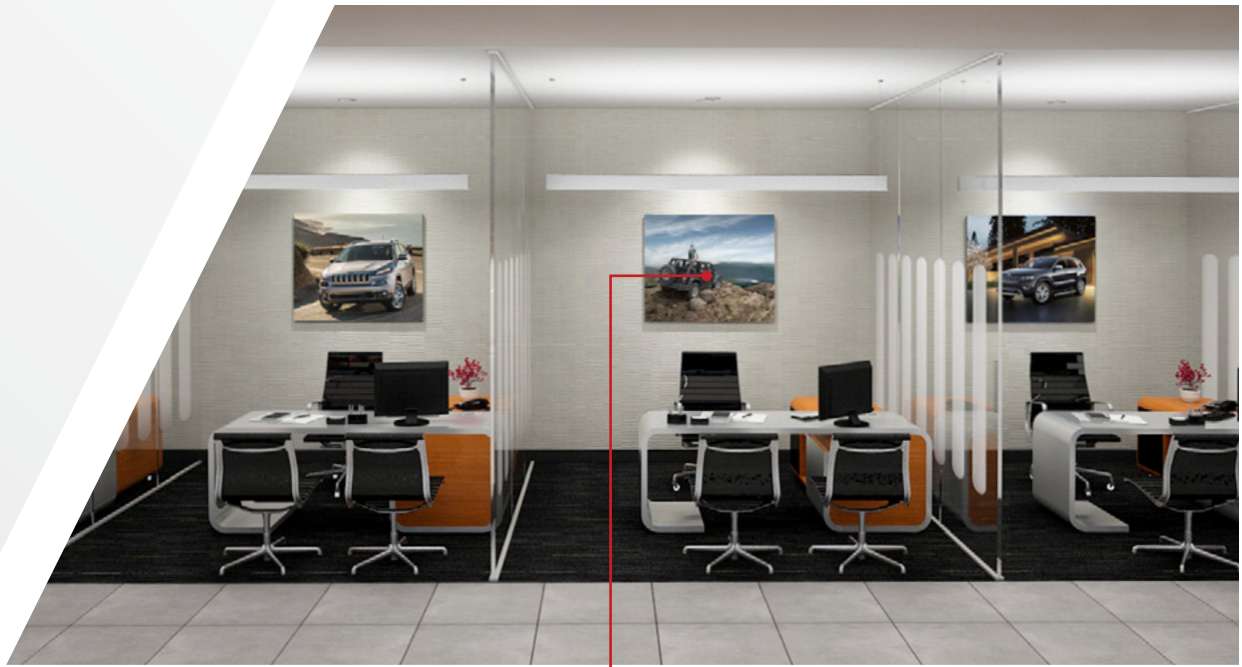
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C. Jeep Office Graphics

Quantity: 6

These office images highlight the very best of the Jeep products you sell. Each image is automatically updated annually through a subscription. Never again will you have to worry about outdated or obsolete graphics on display.

Jeep office graphics are 48" w x 36" h tensioned fabric with a low profile silver frame.



Participating Jeep facilities will receive (6) new graphics per year by subscription through MarketCenter.



Images shown are for reference only.

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D. Manager's Office Jeep Heritage/Detail Graphics

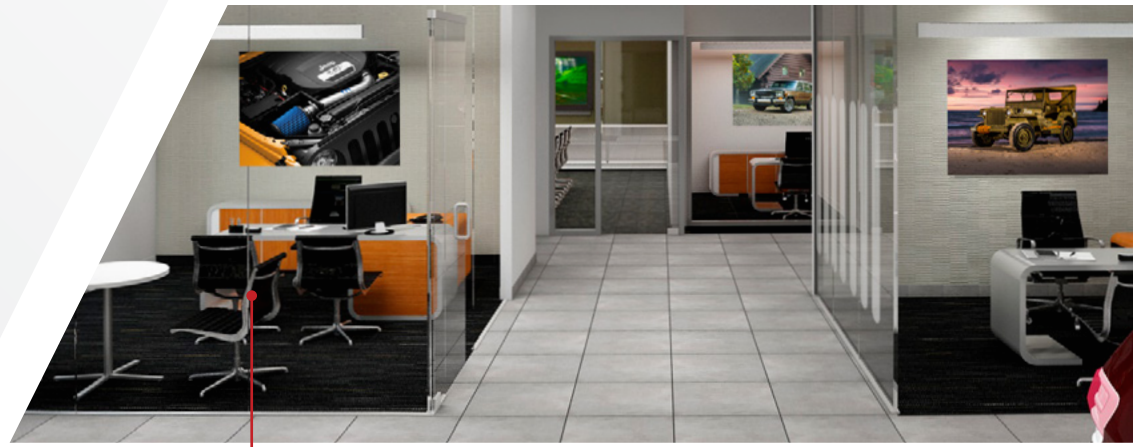
Quantity: 4

Historical images of legendary Jeep vehicles emphasize the grand heritage of the Jeep brand.

Lifestyle images celebrate the spirit and energy of the Jeep customer.

Jeep manager's office graphics are 60" w x 45" h tensioned fabric with a low profile silver frame

Select your choice of (4) images from the right.



Check the box next to the (4) images you prefer.



D1



D2



D3



D4



D5



D6



D7



D8



D9



D10



D11



D12



D13



D14



D15



D16

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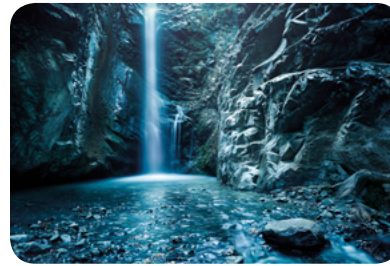
E. Jeep Restroom Graphics

Quantity: 2

The Jeep restroom graphic is 36"w x 24"h dye-sublimation to aluminum with rounded corners and cleat mounted.

Select your choice of (2) images from the right.

Check the box next to the (2) images you prefer.



E1



E2



E3



E4



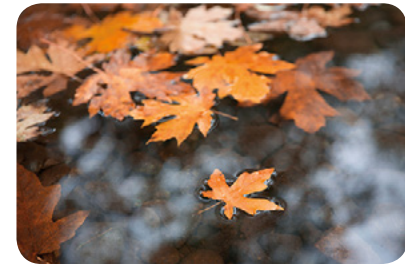
E5



E6



E7



E8

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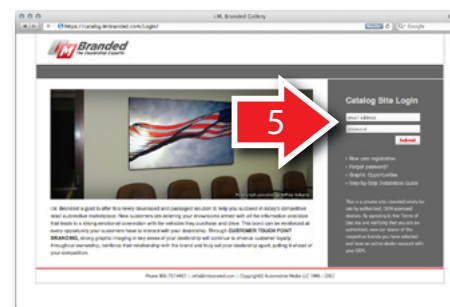
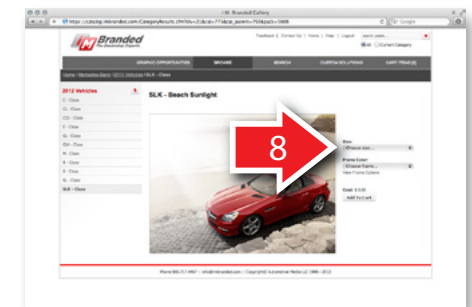
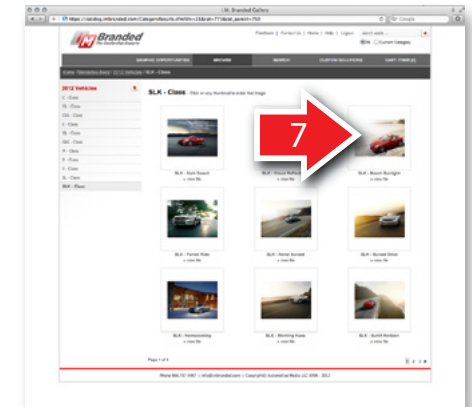
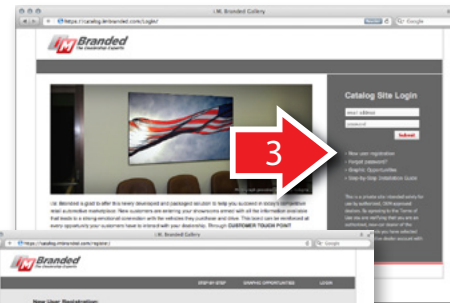
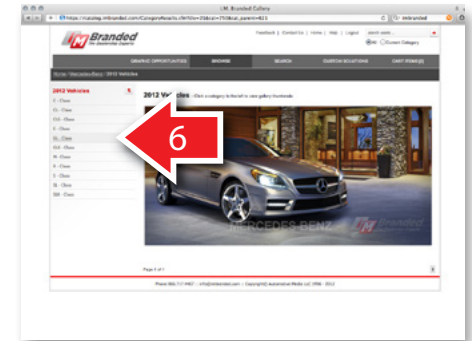
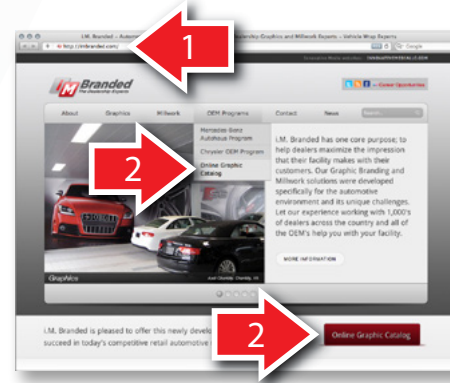
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Order Additional Graphics Online

Want more of a good thing? Visit iMBranded.com and order from our extensive Jeep image library.

- 1) Visit www.imbranded.com.
- 2) Click on "Online Graphic Catalog" using the large button to the lower right... or, by using the drop down menu under "OEM Programs"
- 3) Click on "New User Registration" to open the new user account registration page.
- 4) Input your new user account information. Select applicable brands/input your desired password. Then click "Submit".
- 5) Shortly thereafter you will receive a confirmation e-mail containing your user name, password and a link to begin your online ordering. Click on the link, and remember to bookmark the login page.

- 6) Once logged in, use the menu on the left to navigate by vehicle Make/Year/Model. Choose from thousands of images stored in our database.
- 7) Click on the thumbnail images to see a larger preview.
- 8) Choose the size and frame color you prefer. Add the item to your cart. Continue navigating to any additional images you may desire.
- 9) When you're done, proceed to your cart to quickly and easily check-out. In just a few days, you will receive your branded graphics.



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Graphics for Life Subscription Terms and Conditions

These Terms and Conditions of Sale (the “**Terms and Conditions**”) govern the relationship between AUTOMOTIVE MEDIA, LLC, a Michigan limited liability company d/b/a i.M. Branded (the “**Seller**”) and the purchaser(s) of *Graphics for Life*, as identified on the Enrollment Form (the “**Purchaser**”). These Terms and Conditions and the executed Enrollment Form constitute the entire agreement between Seller and Purchaser with regard to the subject matter hereof (together, the “**Agreement**”). The Seller and Purchaser acknowledge that although *Graphics for Life* is a program supplied by Seller to franchised dealers of FCA USA, LLC (“**FCA**”), and FCA supports the same, FCA is not a party to the Agreement, and has no obligation(s) whatsoever with respect to the Agreement.

Acceptance – By signing or otherwise submitting the Enrollment Form to Seller, or by accepting any goods or services pursuant to the *Graphics for Life* program, Purchaser acknowledges that it has read, understands and accepts the Agreement, including these Terms and Conditions. No order, term, amendment, condition or other proposal or modification to the Agreement shall be binding upon Seller unless accepted in writing by an authorized officer of Seller.

Term – The term of the Agreement shall commence on the date the Enrollment Form is signed by Purchaser, or otherwise submitted by Purchaser to Seller (the “**Effective Date**”) and shall continue for an initial term ending on July 31 of the year following the Effective Date. The term shall automatically renew for successive one year period(s) of August 1 through July 31 of the following year unless terminated pursuant to this Section. The initial term may not be terminated. After the initial term, either party may terminate the term at any time by providing written notice not later than ninety (90) days prior to the end of the then-existing term, provided, however, that Purchaser’s termination of the Agreement prior to the end of the then-existing term shall not relieve it of its obligation to pay any remaining monthly update fees for the balance of the then-existing term. Seller shall have the right to terminate the Agreement at any time.

Goods and Services – Seller shall provide the goods and services to Purchaser pursuant to the *Graphics For Life* program. Purchaser acknowledges and agrees that all standards, content, artwork and schedules for the *Graphics for Life* program are or may be determined by FCA in its sole and absolute discretion and accordingly Purchaser waives and releases any and all claims of any nature it may have against Seller with regard to such matters. The goods and services sold by Seller pursuant to this Agreement are sold as-is with no warranties express or implied and Seller expressly disclaims all warranties express or implied. Purchaser acknowledges that all design rights, copyrights, trademarks, know-how and rights of a like nature, with respect to the images in the *Graphics for Life* program, are owned by FCA and sold under license by Seller. Purchaser shall not reproduce, copy, or otherwise redistribute any artwork or items of a like nature.

Prices and Payment

- a. **Start Up Fee** - The Start-Up Fee shall be paid by the Purchaser through “Dealer Statement Billing” and will be billed upon Seller’s receipt of the Enrollment Form. The only exception will be for those dealers who have not yet received their dealer codes. In that case, the Start-Up Fee will be due with the Enrollment Form, or the product(s) will ship after the dealer code is available.

- b. **Monthly Subscription Fee** - Purchaser shall pay monthly subscription fees (each, a “**Subscription Update Fee**” and collectively, the “**Subscription Update Fees**”) for future graphics updates under the *Graphics for Life* program. During the initial term of the Agreement, Purchaser shall pay a monthly Subscription Update Fee for the twelve (12) months of the initial term. The Subscription Update Fees shall be invoiced and paid by the Purchaser through Dealer Statement Billing monthly. If the Effective Date falls between August 1 and December 31, Purchaser shall be obligated to pay (together with the Start -Up Fee) all monthly Subscription Update Fees retroactive to August 1 (i.e., as if the initial term had started on August 1 of such year). If Purchaser terminates this Agreement pursuant to Section 2 hereof, such termination shall not relieve Purchaser of its obligation to pay the remaining (up to 12) monthly Subscription Update Fees for the balance of the then-existing term.
- c. The Start Up Fee and the Subscription Update Fees are for the graphic products only and do not include any amounts for shipping, handling, freight insurance, fees, custom duties or Federal, State or Local excise sales, use, service, occupation, gross income, property or similar taxes, all of which are the sole responsibility of the Purchaser, and shall be included in the Dealer Statement Billing.

Limitation of Liability – No action shall be brought for any breach of this Agreement more than one (1) year after the accrual of such cause of action. Seller’s total liability arising out of or related to the Agreement, including these Terms and Conditions, whether for breach of contract, warranty, negligence, strict liability, in tort or otherwise, is limited to the Start Up Fee and the amount of any monthly Subscription Update Fees actually paid by Purchaser. SELLER SHALL HAVE NO LIABILITY TO PURCHASER FOR ANY INCIDENTAL, INDIRECT, EXEMPLARY, PUNITIVE, SPECIAL OR CONSEQUENTIAL DAMAGES WHATSOEVER.

Disputes, Jurisdiction and Venue – The Agreement, including these Terms and Conditions, and all disputes between the Purchaser and Seller shall be governed by the laws of the State of Michigan without regard to principles of conflicts of law. The Purchaser agrees that any and all disputes brought by it against Seller shall be brought exclusively in the state or federal court situated in or nearest to Oakland County, Michigan. Purchaser consents to and does hereby submit to the jurisdiction of such courts.

Entire Agreement – These Terms and Conditions, together with the Enrollment Form, comprise the complete agreement between Seller and Purchaser with respect to the *Graphics for Life* program, and they supersede all prior or contemporaneous proposals, oral or written, understandings, representations, conditions, warranties, and all other communications between Seller and Purchaser relating to the *Graphics for Life* program. The Agreement may be amended only by the mutual written agreement of the parties. In case of any inconsistency between these Terms and Conditions and any other agreement included with or relating to the *Graphics for Life* program, these Terms and Conditions shall take precedence. These Terms and Conditions may be amended by Seller from time to time.

Acceptance Signature

Printed Name

Date

Title

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Agreement

Please complete this form and return the document to jbrown@imbranded.com.

	Check one: <input type="checkbox"/> New Construction <input type="checkbox"/> Renovation	
Cost Summary —	Dealer Name: <input style="width: 100%;" type="text"/>	Dealer Code: <input style="width: 100%;" type="text"/>
(A) Signature Jeep Lounge Graphic 1 @ 90"w x 70"h..... \$3,209.00	Site Contact: <input style="width: 100%;" type="text"/>	Phone: <input style="width: 100%;" type="text"/>
(B) Jeep Café Graphic 1 @ 48"w x 18"h..... \$333.00	Secondary Site Contact: <input style="width: 100%;" type="text"/>	Phone: <input style="width: 100%;" type="text"/>
(C) Jeep Office Graphics (Subscription) 6 @ 48"w x 36"h..... \$1,200.00	Dealer Address: <input style="width: 100%;" type="text"/>	
(D) Manager's Office Jeep Heritage/Detail Graphics 4 @ 60"w x 45"h..... \$2,752.00	City: <input style="width: 100%;" type="text"/>	State: <input style="width: 100%;" type="text"/>
(E) Jeep Restroom Graphics 2 @ 48"w x 36"h..... \$1,080.00	Zip Code: <input style="width: 100%;" type="text"/>	
(F) Jeep Branded Distraction Band QTY ____ @ 60"w x 6"h..... \$	Contact Phone: <input style="width: 100%;" type="text"/>	Contact Email: <input style="width: 100%;" type="text"/>
Graphics Total: \$	CRITICAL DATES —	Anticipated Construction Completion: <input style="width: 100%;" type="text"/>
Payment Method —	Target Opening Date: <input style="width: 100%;" type="text"/>	
() Dealer Statement Billing		
() Check payable to: i.M. Branded 2020 Ring Road Pontiac, MI 48341		
Accepted By: {	Signature: <input style="width: 100%;" type="text"/>	Date: <input style="width: 100%;" type="text"/>
	Printed Name: <input style="width: 100%;" type="text"/>	Title: <input style="width: 100%;" type="text"/>
	<i>By signing this agreement Purchaser acknowledges that it has read, understands and accepts the Agreement, including these Terms and Conditions. No order or other proposal shall be binding upon Seller unless accepted in writing by an authorized officer of Seller.</i>	