



2018 CDJR GRAPHICS FOR LIFE
iMBRANDED.COM

experience  EXCELLENCE



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THE POWER OF GRAPHICS

Never have outdated graphics again!

Introducing Graphics for Life, FCA's new interior branding program for Chrysler Dodge Jeep RAM FIAT facilities.

This new, innovative program is designed to keep your showroom looking it's best while providing high-quality graphic elements at unprecedented discount levels.

This brochure details each program level and is followed by the simple enrollment form. Packages consist of:

1. Multi-use Subscription Vehicle Graphics
2. Fixed Customer Touchpoint Timeless Brand Graphics
3. One-Time Start Up Cost
4. Monthly Subscription Cost

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Why brand with i.M. Branded graphics?

Simply put, a picture is worth a thousand words. Why not let your facility promote the vehicles your customers want?

i.M. Branded is the industry leader in high quality, dynamic graphics designed specifically for the retail automotive market. Our dye-sublimated fabric graphics are vibrant, durable and replaceable in less than a minute.

Blank walls are missed opportunities to let your facility work harder for you.

BEFORE



AFTER



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Program Level: GOOD

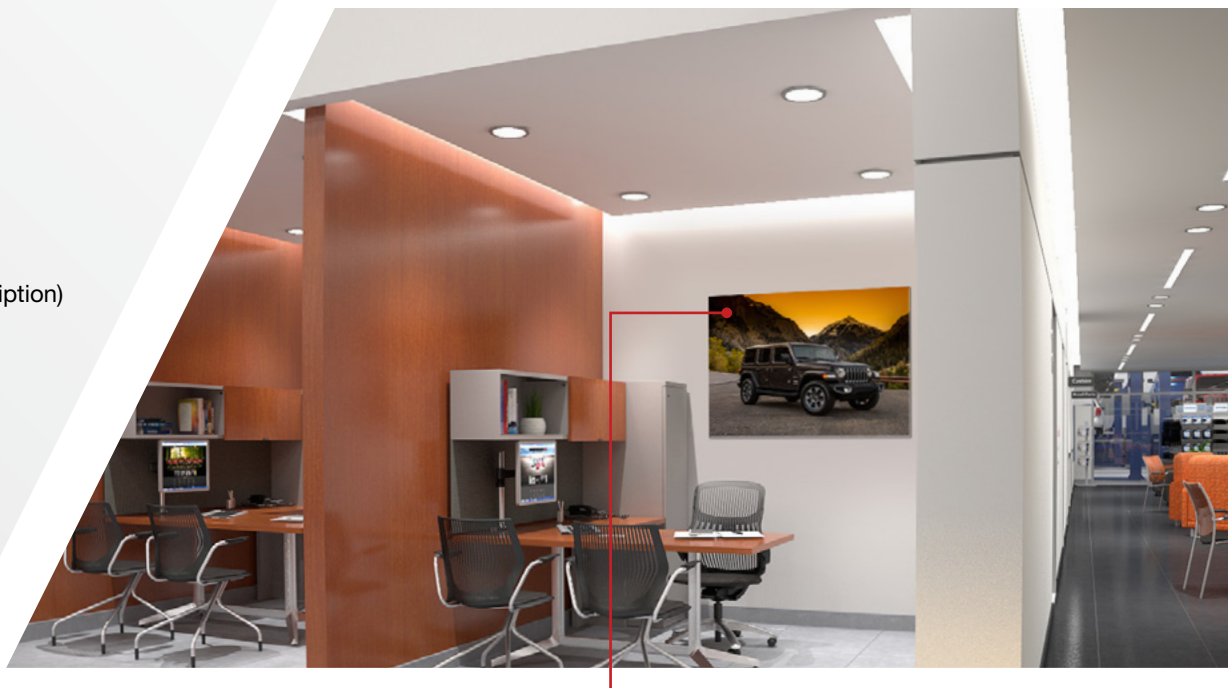
A. (5) 48"w x 36"h Fabric AMRs w/Silver Frame - Multi-Use (Subscription)



Standard: \$1,380.00

One-Time Cost: \$995.00**
Monthly: \$75.00

**Plus freight and applicable taxes



Participating facilities will receive updated graphics each year by subscription through MarketCenter.

SUBSCRIPTION: (5) 48"w x 36"h AMR - Multi-Use



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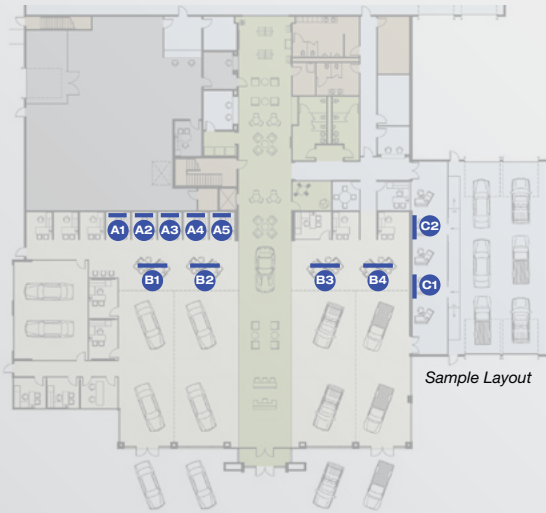
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Program Level: **BETTER**

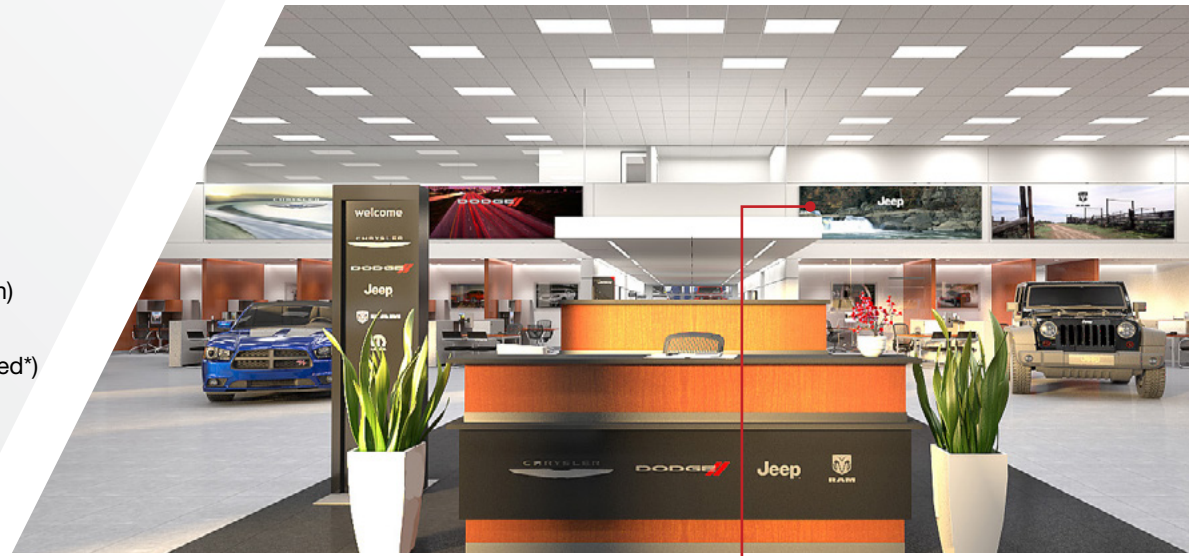
- A. (5) 48"w x 36"h Fabric AMRs w/Silver Frame - Multi-Use (Subscription)
- B. (4) 120"w x 48"h Fabric AMRs w/Silver Frame - Showroom (Fixed*)
- C. (2) 72"w x 60"h Fabric AMRs w/Silver Frame - Service Reception (Fixed*)



Standard: \$5,704.00

One-Time Cost: \$3,995.00**
Monthly: \$75.00

**Plus freight and applicable taxes
 *Fixed graphics are subject to renewal costs



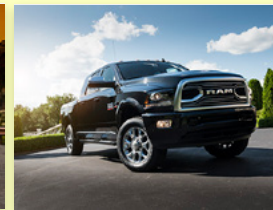
In addition to the multi-use subscription graphics, enhance your branding impact with fixed graphics in your Showroom and Service areas.

FIXED: (4) 120"w x 48"h - Showroom



FIXED: (2) 72"w x 60"h
 Service Reception

SUBSCRIPTION: (5) 48"w x 36"h - Multi-Use



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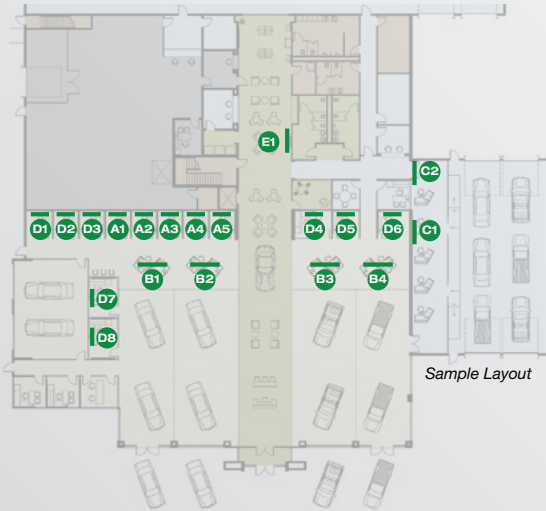
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Program Level: **BEST**

- A. (5) 48"w x 36"h Fabric AMRs w/Silver Frame - Multi-Use (Subscription)
- B. (4) 120"w x 48"h Fabric AMRs w/Silver Frame - Showroom (Fixed*)
- C. (2) 72"w x 60"h Fabric AMRs w/Silver Frame - Service Reception (Fixed*)
- D. (8) 48"w x 36"h Fabric AMRs w/Silver Frame - Office (Subscription)
- E. (1) 72"w x 60"h Fabric AMR w/Silver Frame - Lounge (Fixed*)



Standard: \$8,855.00

One-Time Cost: \$6,495.00**

Monthly: \$175.00

***Plus freight and applicable taxes*

**Fixed graphics are subject to renewal costs*



For larger facilities, the **BEST** package includes (13) images that will be updated annually.

SUBSCRIPTION: (8) 48"w x 36"h - Office



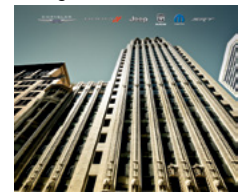
FIXED: (4) 120"w x 48"h - Showroom



FIXED: (2) 72"w x 60"h Service Reception



FIXED: (1) 72"w x 60"h Lounge



SUBSCRIPTION: (5) 48"w x 36"h - Multi-Use



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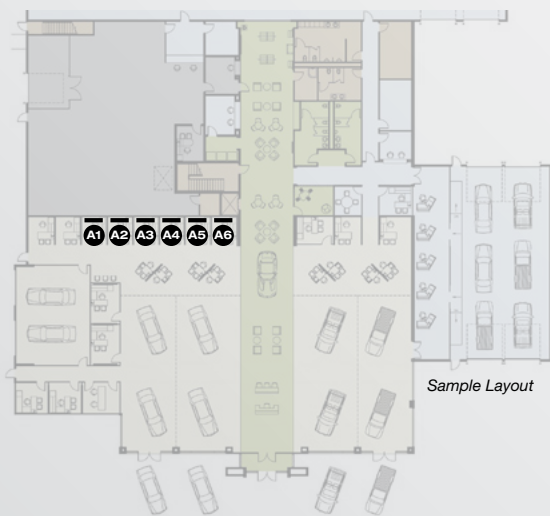
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Program Level: **CDJRF**

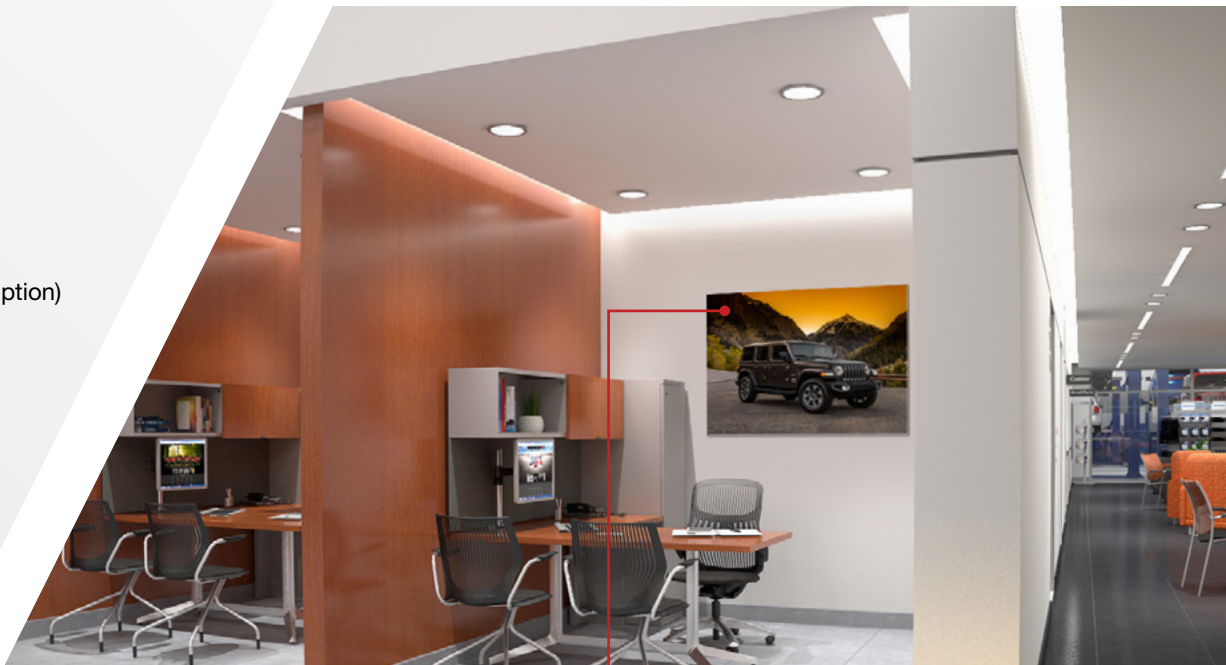
A. (6) 48"w x 36"h Fabric AMRs w/Silver Frame - Multi-Use (Subscription)



Standard: \$1,656.00

One-Time Cost: \$1,195.00**
Monthly: \$85.00

***Plus freight and applicable taxes*



CDJR Dealers with the Fiat brand will receive (6) Subscription graphics updated annually.

SUBSCRIPTION: (6) 48"w x 36"h AMR - Multi-Use



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FREQUENTLY ASKED QUESTIONS

Can I use Dealer Statement Billing (Parts Acct)?

Yes, no checks or credit cards needed! Just include your dealer code on the enrollment form and we'll take care of the rest.

When will I get my graphics?

You will receive your initial package of graphics 2-3 weeks after your enrollment is received or two weeks prior to your target opening date.

Are there other advantages to enrolling?

Yes. GFL enrolled dealers will receive exclusive offers on branded products and services throughout the year via MarketCenter.

Can I select my own images/sizes?

To provide the best discounting possible, GFL images are pre-selected. However, you can shop hundreds of FCA-approved images online at www.imbranded.com or request a quote for a custom size at special pricing for FCA dealers.

What about installation?

These graphics are designed for easy installation with step-by-step instructions available. i.M. Branded can provide an estimate for a trained contractor in your region to install upon request.

When will my monthly payments start?

Enrollment periods for each year end 7/31. Monthly payments for all enrolled dealers start 8/1 and are invoiced via Dealer Statement Billing.

Can I opt out?

Yes, however enrollment commits you to one subscription term (12 payments) and associated replacement graphics. See terms for more details.

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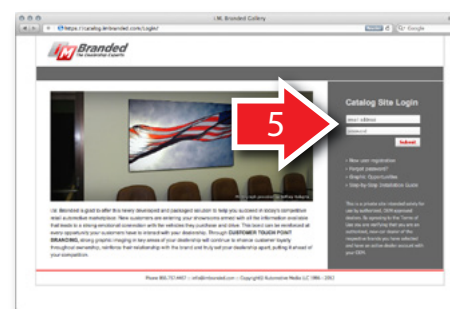
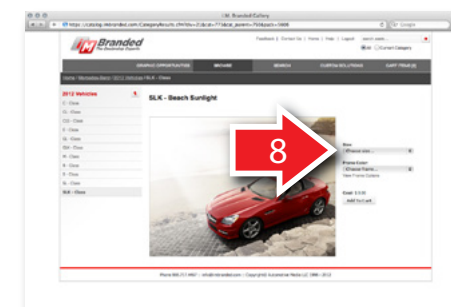
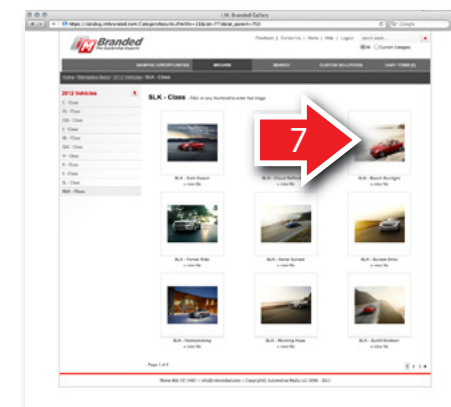
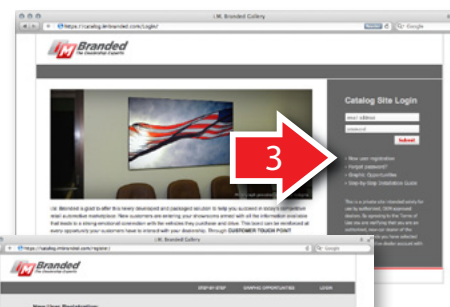
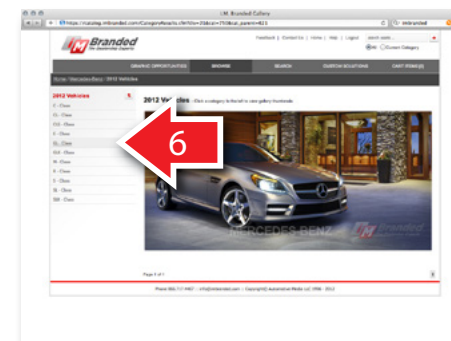
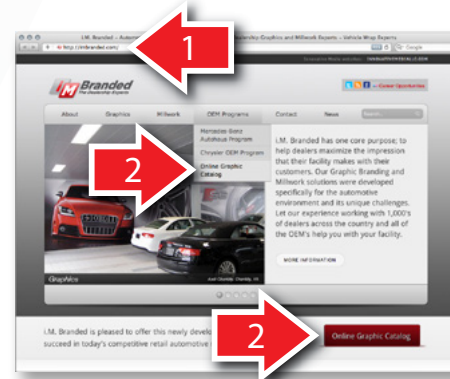


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Order Additional Graphics Online

Want more of a good thing? Visit iMBranded.com and order from our extensive 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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Impact Graphics For Life Enrollment

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

QUESTIONS? Please call Jereme Brown at 248-606-1816
or email to jbrown@imbranded.com.

- ☐ **GOOD Program Level**
- Start-Up Fee **\$995.00**
(Billed upon acceptance)
 - Monthly Subscription **\$75.00**
(For annual replacement of (5) FCA approved images.)

- ☐ **BETTER Program Level**
- Start-Up Fee **\$3,995.00**
(Billed upon acceptance)
 - Monthly Subscription **\$75.00**
(For annual replacement of (5) FCA approved images.)

- ☐ **BEST Program Level**
- Start-Up Fee **\$6,495.00**
(Billed upon acceptance)
 - Monthly Subscription **\$175.00**
(For annual replacement of (13) FCA approved images.)

- ☐ **CDJRF Program Level**
- Start-Up Fee **\$1,195.00**
(Billed upon acceptance)
 - Monthly Subscription **\$85.00**
(For annual replacement of (6) FCA approved images.)

- ☐ **CUSTOM Package**
- Includes **GOOD** program level
 - Requires deposit for Custom Facility Assessment
 - Your IMB rep will contact you within
24 hrs with details!

Dealer Name:

Dealer Code:

Contact:

Dealer Address:

City:

State:

Zip Code:

Contact Phone:

Contact Email:

CRITICAL DATES —
(if applicable)

Anticipated Construction Completion:

Target Opening Date:

BILLING METHOD —

☐

Dealer Statement Billing
(MarketCenter)

☐

Please quote me installation

Accepted By:

Signature:

Title

Date:

Applicable freight and sales tax to be added at invoice.

By signing this agreement Purchaser acknowledges that it has read, understands and accepts the Agreement, including Terms and Conditions. No order or other proposal shall be binding upon Seller unless accepted in writing by an authorized officer of Seller.

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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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