

CHRYSLER MOTORS CORPORATION
DEALER DRIVER TRAINING
1963 CONFIDENTIAL PRICE BULLETIN

TO ALL CHRYSLER MOTORS CORPORATION DIRECT DEALERS

THIS BULLETIN OUTLINES THE PROCEDURE TO BE FOLLOWED BY CHRYSLER MOTORS CORPORATION DIRECT DEALERS IN QUALIFYING FOR AND RECEIVING PAYMENT OF THE DRIVER TRAINING ALLOWANCE OFFERED BY CHRYSLER MOTORS CORPORATION FOR THE LOAN, LEASE OR SALE OF CHRYSLER CORPORATION VEHICLES TO NONPROFIT EDUCATIONAL ORGANIZATIONS OPERATED BY STATE OR LOCAL GOVERNMENTS OR RELIGIOUS ORGANIZATIONS FOR USE EXCLUSIVELY IN THE ORGANIZATION'S DRIVER TRAINING PROGRAM. ALSO INCLUDED IS THE PROCEDURE FOR APPLYING AND RECEIVING CREDIT FOR TWO FRONT SAFETY SEAT BELTS WHEN INSTALLED ON PASSENGER CARS.

ALLOWANCE PAYMENT

CHRYSLER MOTORS CORPORATION WILL GRANT A \$250.00 ALLOWANCE TO DEALERS ON EACH 1963 MODEL PLYMOUTH, DODGE, CHRYSLER, AND IMPERIAL PASSENGER CAR, AND ON 1963 MODEL TRUCKS, AN ALLOWANCE OF TEN PERCENT (10%) OF THE FACTORY WHOLESALE PRICE INCLUDING OPTIONS AND ACCESSORIES BUT EXCLUDING DISTRIBUTION, EXCISE AND HANDLING CHARGES OR DESTINATION CHARGES, FOR EACH VEHICLE LOANED, LEASED OR SOLD FOR DRIVER TRAINING, UNDER THE FOLLOWING CONDITIONS:

1. THE VEHICLE IS A NEW, UNUSED AND UNDAMAGED, CURRENT MODEL CHRYSLER CORPORATION VEHICLE LOANED, LEASED OR SOLD TO A NONPROFIT EDUCATIONAL ORGANIZATION OPERATED BY A STATE OR LOCAL GOVERNMENT OR RELIGIOUS ORGANIZATION FOR USE EXCLUSIVELY IN THE ORGANIZATION'S DRIVER TRAINING PROGRAM.
2. THE VEHICLE IS LOANED, LEASED OR SOLD UPON THE UNDERSTANDING THAT IT WILL BE RETAINED AND USED BY THE ORGANIZATION IN ITS DRIVER TRAINING PROGRAM, FOR A PERIOD AT LEAST EQUAL TO ONE-HALF OF THE ORGANIZATION'S SCHOOL YEAR, OR FOR THE FULL SUMMER SCHOOL TERM.
3. AN EXCEPTION WILL BE MADE AND THE ALLOWANCE GRANTED ON A VEHICLE LOANED, LEASED OR SOLD FOR THE PERIOD BEGINNING WITH THE SCHOOL'S FALL TERM UNTIL PUBLIC ANNOUNCEMENT OF THE CORPORATION'S NEW MODEL VEHICLES.
4. THE VEHICLE IS NOT A REPLACEMENT FOR ANOTHER VEHICLE OF THE SAME MODEL YEAR WHICH WAS LOANED, LEASED OR SOLD TO THE ORGANIZATION UNDER CHRYSLER MOTORS CORPORATION'S DRIVER TRAINING PROGRAM.
5. THE DRIVER TRAINING ALLOWANCE WILL BE REFUNDED TO DEALERS AFTER CHRYSLER MOTORS CORPORATION HAS RECEIVED A PROPERLY COMPLETED DRIVER TRAINING AFFIDAVIT (SEE EXHIBIT A). DEALERS APPLYING FOR THE DODGE TRUCK ALLOWANCE SHOULD ATTACH A COPY OF THE INVOICE TO EXPEDITE THE ISSUANCE OF CREDIT. WHEN FILLING OUT THIS AFFIDAVIT, DEALERS SHOULD INCLUDE CARLINE, MODEL, BODY STYLE AND EQUIPMENT; E.G.: PLYMOUTH SAVOY - 6 CYLINDER, FOUR-DOOR SEDAN, POWER STEERING, ETC. (ABBREVIATED: PLYMOUTH SAVOY - 6 CYL., 4-DR. SED., PS, PB, TF, R/H.)

IF CHRYSLER-PLYMOUTH DIVISION VEHICLE,
SEND THIS AFFIDAVIT TO:

COMPTROLLER'S OFFICE
DRIVER TRAINING PROGRAM
CHRYSLER MOTORS CORPORATION
P. O. BOX 857
DETROIT 31, MICHIGAN

IF DODGE DIVISION VEHICLE,
SEND THIS AFFIDAVIT TO:

PUBLIC RELATIONS
DRIVER TRAINING PROGRAM
DODGE DIVISION
CHRYSLER MOTORS CORPORATION
P. O. BOX 1259
DETROIT 31, MICHIGAN

COPIES OF THE DRIVER TRAINING PROGRAM AFFIDAVIT ARE ATTACHED HERETO FOR YOUR USE. IF ADDITIONAL COPIES ARE NEEDED, YOU MAY DUPLICATE THE "AFFIDAVIT" (EXHIBIT A) IN ITS ENTIRETY, OR YOU MAY SECURE COPIES FROM YOUR REGIONAL MANAGER, OR BY WRITING TO: CHRYSLER MOTORS CORPORATION, P. O. BOX 857, DETROIT 31, MICHIGAN.

FRONT SAFETY SEAT BELTS

TWO (2) FRONT SAFETY SEAT BELTS WILL BE PROVIDED AT CORPORATION EXPENSE ON ANY CHRYSLER CORPORATION PASSENGER CAR WHICH IS PLACED IN DRIVER TRAINING USE. THE FOLLOWING PROCEDURE WILL APPLY:

1. FACTORY INSTALLED BELTS
WHEN ORDERING DRIVER TRAINING VEHICLES, DEALER REQUESTING INSTALLATION OF SEAT BELTS WILL CHECK (X) CODE 411 - TWO FRONT SAFETY SEAT BELTS ON THEIR ORDERS. THE CHARGE FOR THE TWO SEAT BELTS WILL BE ADDED TO THE INVOICE OF THE CAR, HOWEVER, SUCH CHARGES WILL BE REFUNDED AT THE TIME APPLICATION IS MADE FOR THE DRIVER TRAINING ALLOWANCE.
2. DEALER INSTALLED BELTS
WHEN VEHICLES ARE PLACED IN DRIVER TRAINING USE FROM DEALER STOCK AND FRONT SAFETY SEAT BELTS ARE INSTALLED BY THE DEALER, SUCH DEALER INSTALLATION COST (NOT TO EXCEED THE ESTABLISHED FACTORY INSTALLED WHOLESALE PRICE) WILL BE REFUNDED AT THE TIME APPLICATION IS MADE FOR THE DRIVER TRAINING PROGRAM ALLOWANCE.
3. WHEN SUBMITTING THE "AFFIDAVIT" FOR THE DRIVER TRAINING ALLOWANCE, THE DEALER SHOULD ALSO REQUEST REIMBURSEMENT FOR THE TWO FRONT SAFETY SEAT BELTS. A COPY OF THE FACTORY INVOICE MUST BE ATTACHED FOR THE ISSUANCE OF CREDIT FOR FACTORY INSTALLED BELTS. A COPY OF THE DEALER WORK ORDER, WITH INSTALLATION COST (LIMITS INDICATED UNDER 2 ABOVE) MUST BE ATTACHED TO THE AFFIDAVIT FOR DEALER INSTALLED BELTS.

IN THE CASE OF OUTRIGHT SALES TO SUCH ORGANIZATIONS FOR THEIR EXCLUSIVE USE, ALL REFUNDS ESTABLISHED FOR SUCH SALES WILL BE MADE IN THE USUAL MANNER. FOR THE PROCEDURE TO BE FOLLOWED FOR SECURING SUCH REFUNDS, PLEASE REFER TO CONFIDENTIAL PRICE BULLETIN NO. TA-ET DATED OCTOBER 3, 1962. VEHICLES QUALIFYING FOR DRIVER TRAINING ALLOWANCES WILL NOT QUALIFY FOR ANY OTHER PAYMENTS, ALLOWANCES, OR REBATES WHICH MAY BE OFFERED BY CHRYSLER MOTORS CORPORATION, EXCEPT WHOLESALE PAYMENTS TO DIRECT DEALERS (WHERE APPLICABLE) AND THE ESTABLISHED 2% ALLOWANCE OF FACTORY RETAIL PRICES, AT FACTORY, DETROIT, MICHIGAN.

DRIVER TRAINING PROGRAM AFFIDAVIT

TO: COMPTROLLER'S OFFICE
DRIVER TRAINING PROGRAM
CHRYSLER MOTORS CORPORATION
P. O. BOX 857
DETROIT 31, MICHIGAN

TO: PUBLIC RELATIONS
DRIVER TRAINING PROGRAM
DODGE DIVISION
CHRYSLER MOTORS CORPORATION
P. O. BOX 1259
DETROIT 31, MICHIGAN

REQUEST FOR ALLOWANCE

STATE OF _____

COUNTY OF _____

I, (we), _____ FOR, AND ON BEHALF OF THE _____
(NAME OF DEALERSHIP)_____
(ADDRESS OF DEALERSHIP) (CITY) (STATE)DEALER CODE No. _____, _____, _____, HEREBY
(REGION) (DISTRICT)CERTIFY THAT I, (we), _____, HAVE ☐ (LOANED) ☐ (LEASED) ☐ (SOLD) THE NEW, UNUSED
(CHECK ONE)AND UNDAMAGED CURRENT MODEL VEHICLE DESCRIBED BELOW, TO THE _____
(NAME OF ORGANIZATION)A NONPROFIT, EDUCATIONAL ORGANIZATION OPERATED BY A STATE OR LOCAL GOVERNMENT OR RELIGIOUS ORGANIZATION, _____
(ADDRESS)_____
(CITY AND STATE)

I, (we) REPRESENT THAT THIS VEHICLE IS BEING MADE AVAILABLE TO THE ORGANIZATION FOR A PERIOD AT LEAST EQUAL TO EITHER ONE-HALF OF ITS (THE ORGANIZATION'S) SCHOOL YEAR, FOR ITS FULL SUMMER SCHOOL TERM, OR FOR THE PERIOD BEGINNING AT LEAST IN THE MONTH OF SEPTEMBER AND ENDING WITH THE PUBLIC ANNOUNCEMENT OF THE CORPORATION'S NEXT YEAR MODEL CARS, THAT THE VEHICLE IS TO BE EXCLUSIVELY USED IN THE ORGANIZATION'S DRIVER TRAINING EDUCATION PROGRAM, AND FURTHER, THAT IT IS NOT FURNISHED AS A REPLACEMENT VEHICLE FOR ANOTHER VEHICLE OF THE SAME MODEL YEAR WHICH WAS LOANED, LEASED, OR SOLD TO THE ORGANIZATION UNDER THE CHRYSLER MOTORS CORPORATION'S DRIVER TRAINING PROGRAM.

CARLINE OR TRUCK SERIES _____ MODEL YEAR _____

BODY MODEL No. _____ SERIAL No. _____

EQUIPMENT _____

FRONT SAFETY SEAT BELTS INSTALLED - YES ☐ (IF INSTALLED, ATTACH COPY OF THE FACTORY INVOICE OR DEALER WORK ORDER)_____
(DATE) (SIGNATURE OF DEALER)

(TO BE COMPLETED BY EDUCATIONAL ORGANIZATION)

ON _____, THE VEHICLE REFERRED TO IN THE ABOVE AFFIDAVIT WAS RECEIVED BY THE

(NAME OF EDUCATIONAL ORGANIZATION) FROM _____
(NAME OF DEALERSHIP)

THE ABOVE AFFIDAVIT CORRECTLY SET FORTH THE MANNER IN WHICH THE VEHICLE WAS RECEIVED AND THE NATURE OF THE VEHICLE'S INTENDED USE.

(DATE) (SIGNATURE AND TITLE OF EDUCATIONAL ORGANIZATION REPRESENTATIVE)