

FedEx Express Customer Support Trace 3875 Airways Boulevard Module H, 4th Floor Memphis, TN 38116 U.S. Mail: PO Box 727 Memphis, TN 38194-4643

Telephone: 901-369-3600

April 12,2012

Dear Customer:

The following is the proof-of-delivery for tracking number 869449983946.

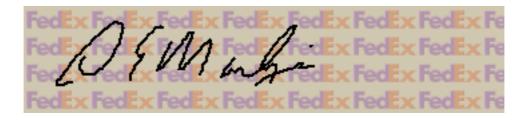
**Delivery Information:** 

Status: Delivered to: Receptionist/Front Desk

Signed for by: S.MCGINNIS Delivery location: 1801 ROUTE 202

19342

Service type: Standard Box Delivery date: Apr 12, 2012 10:43



**Shipping Information:** 

 Tracking number:
 869449983946
 Ship date:
 Apr 11, 2012

 Weight:
 6.0 lbs/2.7 kg

Recipient:

MR DAVID KELLEHER

C/O DAVID DODGE CHRYSLER JEEP 1801 ROUTE 202 19342 US

Reference

Thank you for choosing FedEx Express.

FedEx Worldwide Customer Service 1.800.GoFedEx 1.800.463.3339

Shipper:

PAUL SHERIDAN

SHERIDAN, PAUL V 22357 COLUMBIA ST 481243431 US

**NHTSA** 

22357 Columbia Street Dearborn, MI 48124-3431 313-277-5095 pvs6@Cornell.edu

11 April 2012

VIA FEDEX AIRBILL #8694 – 4998 - 3946

Mr. David Kelleher, Chairman National Automobile Dealers Association c/o David Dodge Chrysler Jeep 1801 Route 202 Glen Mills, PA 19342 610-358-5300 ext.1000 dkelleher@drivedavid.com

**Subject:** Automotive Product Defect Liability: Dealership Responsibility for Punitive Damages

Reference 1: Jeep Grand Cherokee Fuel System Defect Investigation (NHTSA PE10 – 031)

Reference 2: Voluntary Recall of Jeep Liberty Recall for Rust – 7 March 2012

Dear Mr. Kelleher:

The Wall Street Journal <u>article</u> of 4 April 2012 entitled, "*Chrysler Got Legal Shield in Chapter 11*" regurgitated what is already well-known. The article did not provide recent incremental information that is of direct relevance to you as a highly-regarded dealer principal, as President of the <u>Chrysler Group LLC National Dealer Council</u>, and as Chairman of the National Automobile Dealers Association (NADA).

#### **Purpose**

The purpose of sharing this recent, incremental information is manifold; all having high urgency:

- 1. Remind you of the safety defect presented by the fuel tank/system design of the 1993 thru 1998 (ZJ-Body) and 1999 thru 2004 (WJ-Body) Jeep Grand Cherokee vehicles which are under investigation by NHTSA,
- 2. As a dealer principal you should take the appropriate measures to inform existing or potential customers of #1 and the real world danger this defect continuously poses to their safety and well-being,
- 3. Make contact with appropriate Chrysler Group LLC management advising them of your knowledge/concerns about #1 while soliciting their expertise/advise on how to proceed, both in the context of your role as a dealer principal and as Chairman of the NADA.

As Chairman of NADA you may also wish to utilize official channels to discuss, with all member dealer principals, the far-reaching implications of the ruling documented in Tab A, which has not yet been publicly reported.

#### Hearing of 16 March 2012: Kline vs. Loman Auto Group, et al.

I attended the 16 March 2012 hearing in the Superior Court of New Jersey in Morristown, NJ as expert for the plaintiff (Estate of Susan Kline). This hearing was the culmination of 1) the deposition of a former Chrysler dealership principal Mr. John Loman, 2) a voluminous filing by defendant's counsel requesting that defendant Loman Auto Group (former Jeep dealership) be granted Partial Summary Judgment dismissing plaintiff's punitive damages claim, and 3) an opposition filing/response by plaintiff's counsel.

Many were perplexed that defense counsel would attempt this action. His Honor denied defendant's motion, and no further appeal is expected. The Honorable Judge David B. Rand order (Tab A) should be shared with all dealer principals. I am confident that they will agree that its portent is of greater urgency than that of rust . . .

#### Jeep Grand Cherokee Fuel System Defect Investigation (NHTSA PE10 – 031) vs. Jeep Liberty Rust Recall

I am compelled to impose upon you in a manner similar to that imposed upon four Congressmen. As requested of them in my letter of 13 February 2012<sup>3</sup>, please **take a moment to review Tab 1 of current Tab B.** 

In that letter to Congress I stated the following conclusion:

"I am confident that President Obama was not aware of the <u>Castaing</u> testimony at the time he purchased his <u>2000 Jeep Grand Cherokee</u>. Ostensibly speaking, your satisfaction with the notion that the post-collision fire injury/death risk of electric vehicles is 'no greater than' the 1993 through 2004 Jeep Grand Cherokee lacks proper perspective and priority."

I attended the 21 December 2011 deposition<sup>4</sup> of Mr. David Dillon, Chrysler Group LLC manager for Product Investigations. As you are aware, on 7 March 2012 Mr. Dillon announced the voluntary recall of the Jeep Liberty. This recall does not involve a NHTSA safety investigation. It involves the safety hazard posed by the long-term corrosion of the rear lower control arms. Not one accident. Not a single injury. Not one death is attributable to this rust recall. As part of long-standing routine communications, Mr. Dillon declared to the Chrysler dealers: "Chrysler Group LLC is not is not aware of any accidents or injuries related to this issue." Can Mr. Dillon or NHTSA declare the same regarding defect investigation PE10-031 (Tab C)?

#### The Horrific Fire Death of Four-Year-Old Remington Cole Walden (1999 Jeep Grand Cherokee)



The details of the fire-death on 6 March 2012 of Remington are too horrific to document here. The WJ-Body<sup>5</sup>, the model that killed Remington, did not exhibit excessive corrosion. Like the ZJ-Body, the WJ-Body presents a notoriously defective fuel tank/system design.

But as Mr. Dillon is fully aware, on the same day that the rust recall was decided, the far higher priority of NHTSA investigation PE10-031 was, **once again**, horribly confirmed in the town of Bainbridge, Georgia (Tab D).

In <u>real-world crash testing</u> conducted by the Center for Auto Safety, the ZJ-Body and WJ-Body demonstrate instantaneous catastrophic failure of the unprotected fuel tank system. The only long-term issue here is <u>the ongoing failure of NHTSA and Chrysler</u> to fulfill their public duty (Tab E). This instant communication is meant to alert the dealerships of their similar real-world public duty.

#### Conclusion

As Chairman of the NADA, it is incumbent upon you to alert all dealer principals to these facts, furthering their existing duty and confirming their technical ability to obviate the portent of Tab A. I am confident that NADA members will characteristically fulfill their public duty through "personal obligation to each customer" (Tab F).

For an introduction to my person please review Tabs G thru K. Please do not hesitate to contact me at any time.

Respectfully,

#### Courtesy Copy List <sup>7</sup>

The Honorable David L. Strickland Administrator NHTSA Headquarters/West Building 1200 New Jersey Avenue, SE Washington, DC 20590 888-327-4236

Mr. Clarence Ditlow, Director Center for Auto Safety - Suite 330 1825 Connecticut Ave, NW Washington, DC 20009-5708 202-328-7700

Ms. Angel M. DeFilippo, Esq. Grieco, Oates & DeFilippo, LLC Suite 200 414 Eagle Rock Avenue West Orange, NJ 07052 973-243-2099 Mr. Sergio Marchionne \*
Chairman
Chrysler Group LLC
1000 Chrysler Drive
Auburn Hills MI 48321-8004
248-576-5741

Mr. Courtney E. Morgan, Jr. Morgan & Meyers, PLLC / Suite 320 3200 Greenfield Road Dearborn, MI 48120 313-961-0130

First Lady Michelle Obama \*\*
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500
202-456-1414

#### **Endnotes**

Mr. Christopher P. Fusco/Mr. Matthew D. Stockwell Callahan & Fusco, LLC - Suite 320 72 Eagle Rock Avenue East Hanover, NJ, 07936 973-818-9772

<sup>&</sup>lt;sup>1</sup> I had indicated this subject to the WSJ, including plaintiff attorney contact information, as a venue for making this incremental information available, but this discussion was not pursued for the 4 April 2012 article.

<sup>&</sup>lt;sup>2</sup> Counsel for the Defense (Kline v Loman, et al.):

<sup>&</sup>lt;sup>3</sup> As of this letter the four Congressmen have not had the courtesy or morality to respond to my letter of 13 February 2012.

<sup>&</sup>lt;sup>4</sup> Not vet complete.

<sup>&</sup>lt;sup>5</sup> The WJ-Body is the same engineered product that President Obama has been boasting about on his reelection campaign.

<sup>&</sup>lt;sup>6</sup> For a perspective on the essential setting of my *ex parte* dismissal and court-ordered muzzling during the Christmas holidays of 1994 (while it was confirmed that I would be out of town), please review Tab 10 of current Tab B.

<sup>&</sup>lt;sup>7</sup> Unless otherwise noted, by CD (electronic version) and/or email. Additional Courtesy Copy recipient contact information available upon request.

<sup>\*</sup> By personal hand delivery to Chrysler Group LLC Headquarters, 1000 Chrysler Drive, Auburn Hills MI

<sup>\*\*</sup> By USPS, cover letter only.

# Tab A

Honorable Judge David B. Rand order of 21 March 2012 affirming plaintiff's right to pursue punitive damage claim against automotive dealership in product liability litigation.

GRIECO, OATES & DE FILIPPO, LLC ATTORNEYS AT LAW 414 EAGLE ROCK AVENUE SUITE 200 WEST ORANGE, NEW JERSEY 07052 Telephone No. (973) 243-2099 Attorneys for the Plaintiff(s) MAR 2 1 2012

MAR 2 1 2012

AVID B. RAND, P.L.CV.

UDGE'S HAMBERS

SECON YCOURTHOUSE

THOMAS KLINE, AS ADMINISTRATOR:
AD PROSEQUENDUM OF THE HEIRS:
AT LAW OF SUSAN MORRIS KLINE,
(DECEASED), AS ADMINISTRATOR:
OF THE ESTATE OF SUSAN MORRIS:
KLINE, and THOMAS KLINE,
INDIVIDUALLY,

SUPERIOR COURT OF NEW JERSEY LAW DIVISION

MORRIS COUNTY DOCKET NO. MRS-L-3575-08

CIVIL ACTION

Plaintiff(s),

٧.

ORDER

VICTORIA MORGAN-ALCALA,
CARLOS ALCALA, NATALIE RAWLS,
DAIMLER CHRYSLER CORPORATION,
A/K/A/ CHRYSLER CORPORATION,
LOMAN AUTO GROUP, CHRYSLER
GROUP, LLC (For Discovery Purposes),
JOHN DOES, A THROUGH Z, (Names
Being Fictitious), ABC CORPORATIONS,
1 THROUGH 100, (Names Being Fictitious):

Defendant(s)

THIS MATTER having been opened to the Court by Motion of Callahan and Fusco, LLC, attorneys for Loman Auto Group, and opposition having been filed by Grieco, Oates & DeFilippo, LLC, attorneys for Plaintiff(s) for an Order to Dismiss plaintiff's punitive damages claim, and the Court having considered this application as well as oral argument on March 16, 2012, and for good cause shown;

IT IS on this

2131

day of March 2012;

ORDERED that, should Defendant Loman Auto Group's motion to dismiss plaintiff's claim for punitive damages is hereby DENIED WITHOUT PREJUDICE; and it is further

ORDERED that a copy of the within Order be served upon all parties within seven (7) days hereof.

Receives for this order viers or 11/6/2012

DAVID B. RAND, P.J.CV.

# Tab C

Chrysler Group LLC Recall announcement of 7 March 2012

**Subject**: 2004 thru 2005 Jeep Liberty Corrosion of Rear Lower Control Arms

#### Recall Statement for 2004 - 2005 Jeep® Liberty Rear Lower Control Arms

Auburn Hills, Mich., Mar 7, 2012 - Chrysler Group LLC will conduct a voluntary safety recall of some 2004 - 2005 Jeep® Liberty models that may experience excessive corrosion on the rear lower control arms. This could lead to a weakening of the component and potential fracture resulting in a decrease in rear suspension stability.

"The excessive corrosion is a result of extended exposure to road salt, which is why the campaign is limited to vehicles originally sold or currently registered in salt belt states as defined by the NHSTA," said David Dillon, Head of Product Investigation and Campaigns, Chrysler Group LLC.

Chrysler Group LLC is not is not aware of any accidents or injuries related to this issue.

Approximately 267,353 Jeep Liberty models (209,746 U.S. and 24,727 Canada) produced from July 3, 2003 through July 14, 2005 are affected.

-###-

Additional information and news from Chrysler Group LLC is available at: <a href="http://www.media.chrysler.com">http://www.media.chrysler.com</a>

### Tab D

Paul V. Sheridan letter of 13 February 2012 to Plaintiff's Counsel:

Ms. Angel M. DeFilippo, Esq. Grieco, Oates & DeFilippo, LLC Suite 200 414 Eagle Rock Avenue West Orange, NJ 07052 973-243-2099

Subject: Jeep Grand Cherokee MHE / Fire Death Accident of 6 March 2012

22357 Columbia Street Dearborn, MI 48124 313-277-5095 pvsheridan@wowway.com

3 April 2012

BY FACSIMILE AND EMAIL

Ms. Angel M. De Filippo, Esq. Grieco, Oates & De Filippo, LLC Suite 200 414 Eagle Rock Avenue West Orange, NJ 07052 973-243-2099

Subject: Jeep Grand Cherokee MHE / Fire Death Accident of 6 March 2012

Dear Ms. De Filippo:

Attached is a 'State of Georgia Traffic Crash Report' that was forwarded to me by the Center for Auto Safety (Contact: Clarence Ditlow, 202-328-7700 ext 105).

Please note the attached states that a 1999 Jeep Grand Cherokee underwent a "FIRE/EXPLOSION" as the "Most Harmful Event Detail," subsequent to a foreseeable rear-end collision. The only death victim, four-year old Remington Waldon, was "Trapped," while restrained by a second position/row "booster seat."

Responding to your question regarding the "K" designation of the "FATAL INJURY" entry, I telephoned <u>Troop G of the Georgia State Patrol</u> (229-931-2400). I was informed that it means "Killed."

As you recall, I attended the 14 June 2011 deposition of former Chrysler Executive Vice President Francois Castaing wherein he testified about the decision to override the recommendation that the-then upcoming 1993 'Jeep Grand Cherokee' be based on the N-Body (Dodge Dakota) engineering platform. You will note that the offending vehicle in the subject report is a Dodge Dakota, and does not exhibit any fire related issues during this 6 March 2012 accident sequence.

I will telephone <u>Troop G Post 14 Commander SFC Charles M. Godby</u> as soon as possible to schedule a non-physical/photographic inspection of the subject accident vehicles.

Please do not hesitate to contact me at any time.

Respectfully,

Paul V. Sheridan

Courtney E. Morgan, Esq.

cc:



# STATE OF GEORGIA TRAFFIC CRASH REPORT

Georgia State Patrol Georgia Department of Public Safety P.O. Box 1456 Atlanta, Georgia 30371-1456

Crash Number C000078901-01	Reporting Agency GEORGIA DEPARTME	NT OF PUBLIC SAFETY	Reporting Ager C000078901		porting Agency CAD Number SPG12CAD008592
CRASH IDENTIFIER County of Crash DECATUR On Scene Date/Time 03/06/2012 04:39 PM	City or Place of Cra BAINBRIDGE Cleared Scene Date/Time 03/06/2012 07:45 PM	sh City Limits C 0 Complete Date/Time	rash Date/Time 3/06/2012 03:45 PM Reason (if Investigation Not Com PENDING SCRT INV	Reported Date/Time 03/06/2012 03:52 PM nplete) Source LAW I	Dispatched Date/Time 03/06/2012 03:53 PM of Information ENFORCEMENT AGENCY
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DAYLIGHT First Harmful Event Type COLLISION NON-FIXE	CLEAR		DRY First Harmful Event Detail MOTOR VEHICLE IN TRANS	SPORT Vitnesses Other Persons	Crash Pictures Taker  Businesses  Violations  0
First Harmful Event's Relation NON-JUNCTION Contributing Circumstances NONE Contributing Circumstances NONE School Bus Related	on to Junction Is First Harm NO  Environment Road	Contributing Circumstances: Envir NONE Contributing Circumstances: Road NONE Work Zone Related	Type of Intersec T-INTERSEC	TION TION Contributing Circumstances: E NONE Contributing Circumstances: F NONE tion in Work Zone	
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BRYAN Address 208 DOLLAR DR Owner Phone Number Vehicle Removal TOWED DUE TO DISA	Owner Phone Number (other	HARRELL ddress Other r) Insurance Company	Ci B	ity AINBRIDGE Insurance F 17-GA103 Wreck	State Zip Code GA 39819-3321 Policy Number 37150 ker Selection Method
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Owner First Name LENWOOD	Owner Middle Name	Owner Last Name NEWSOME JR	Owner Suffix Owner Bus	siness (if not Person)	
Address 1109 STEWART AVE	1 100000	ss Other	City BA	INBRIDGE	State Zip Code GA 39819-4856
Owner Phone Number	Owner Phone Number (other)	Insurance Company PROGRESSIVE	2. 100 (2.10) 3. 100 (2.10)	Insuran UNK	ce Policy Number
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208 DOLLAR DR Phone Number	Phone Number (other)	Condition at Time of	В.	ÁINBRIDGE	GA 39819
Driver License Number	Class Expires	State Jurisdiction Type	7	Status	5000
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NOT DISTRACTED	(based on judgement of investigation of	fficer'	VISION NOT OBSCURED  Driver Actions at Time of Crash 2	(based on judgement of i	nvestigation officer)
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EMILY Address	CATHERINE	news Other	IC	ity	State Zip Code
1109 STEWART AVE Phone Number	Phone Number (other)	Condition at Time of	f Crash	BAINBRIDGE	GA 39819
Driver License Number	Class Expires	State Jurisdiction Type		Status	105
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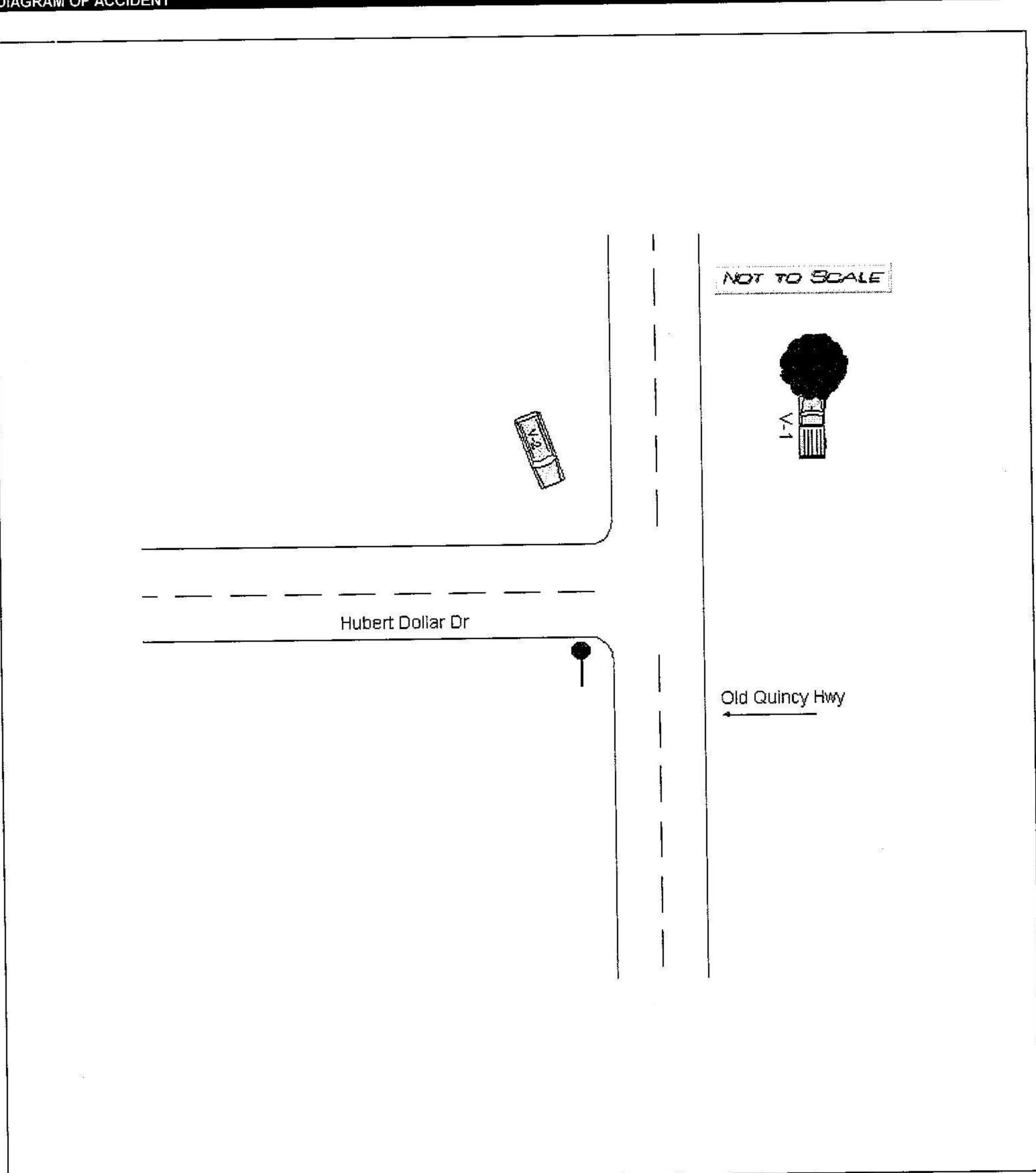
Crash Number C000078901-01	Reporting Agency GEORGIA DEPARTMENT	OF PUBLIC SAFETY		Reporting Agency Case Number C000078901	Reporting Agency CAD Number GSPG12CAD008592
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PASSENGER V02	NM#   Vehicle#	Person Type Detail			
Person Type PASSENGER	V02_	Last Na	me	Suffix	Date of Birth Age Sex
First Name	Middle Name	4		City	State Zip Code
Address	75 Table 1877	Condition at Time of	of Crash	PARTIE DE	GA 39817
Phone Number	Phone Number (other)	APPARENTLY	NORMAL	oo: Other	
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Address 907 ELIZABETH PL	Phone Number (other)	Condition at Time	of Crash	BÁINBRIDGE	GA 39819
Phone Number	There items (ourse)	APPARENTLY	NORMAL	<u> </u>	
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Person Type WITNESS First Name	Middle Name	Last N		Suffix	Date of Birth Age Sex F
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1620 BETHEL RDPhone Number	Phone Number (other)	Condition at Time	of Crash	LOVINDLINGE	
NON VEHICLE PROPERTY	DAMAGE	APPARENTLY	NORWAL		
Description of Damaged Property CITY OF BAINBRIDGE ROAD ST	ENGRAPS TO THE PROPERTY OF T				Estimated Damage
Property Linked to Person / Business					
			- No No.		7

# NARRATIVE: C000078901

Vehicle 1 was traveling north on Old Quincy Hwy. Vehicle 2 was attempting to make a left turn onto Hubert Dollar Drive from Old Quincy Hwy. As vehicle 2 was making left turn on Hubert Dollar Drive, vehicle 1 struck vehicle 2 in the rear. Vehicle 1 ran off the right side of road into the east ditch of Old Quincy Hwy striking a tree. Vehicle 2 spun to a uncontrolled stop into the west ditch of Old Quincy Hwy.

Note: Further investigation being conducted by SCRT Team 5.

	REPORTING OFFICER	APPRO\	VING OFFICER (SUPERVISOR)
Reporting Officer Name LANDRUM JR, W.R. ID Number Rank 0306 TFC2 Org / Unit G-14	Signature  LURA	Approving Officer Name GODBY, C  ID Number Rank 0372 SFC  Org / Unit G-14	Signature SEC CM. Linkly 7372



### Tab E

Center for Auto Safety Letter of 5 April 2012 to Chrysler Group LLC Chairman:

Sergio Marchionne, Chairman Chrysler Group LLC 1000 Chrysler Drive Auburn Hills MI 48321-8004

#### **Excerpt**:

"On March 6, 2012, four year old Remington Cole Walden was killed despite riding in a child booster seat to protect him when the 1999 Jeep Grand Cherokee driven by his aunt was struck from behind and engulfed in flames."

# ENTER FOR AUTO SA

202-328-7700

1825 CONNECTICUT AVENUE NW SUITE 330 WASHINGTON DC 20009-5708 www.autosafety.org

April 5, 2012

Sergio Marchionne, Chairman Chrysler Group LLC 1000 Chrysler Drive Auburn Hills MI 48321-8004

#### Dear Chairman Marchionne:

On February 12, 2006, four year old Cassidy Jarmon was killed despite riding in a child seat to protect her when the 1993 Jeep Grand Cherokee driven by her mother was struck from behind and burst into flames.

On March 6, 2012, four year old Remington Cole Walden was killed despite riding in a child booster seat to protect him when the 1999 Jeep Grand Cherokee driven by his aunt was struck from behind and engulfed in flames.





The other occupants in the crashes could not get the above pictured four year olds out because they were trapped in the flaming vehicle.

Remington is but the latest fatality in 201 fatal fire crashes with 285 deaths involving 1993-2004 Jeep Grand Cherokees. [Attached] In just 2010 to now, there have been 14 more known fatal fire crashes with at least 7 deaths with fire as the most harmful event. When will the killing end, when will 4-year olds stop being burned to death in Jeep Grand Cherokees? Only you can end the killing. Tell the government which is investigating this defect, "Chrysler will recall all 1993-2004 Jeep Grand Cherokees."

Sincerely,

Clarence Ditlow **Executive Director** 

Man Other

#### MY 1993-2004 Jeep Grand Cherokee Fatal Fire Crashes, 1992-2010

This table includes known fire crashes obtained from NHTSA's Fatal Analysis Crash System (FARS) for Calendar Years 1992-2010 and from public records for other years and for crashes not listed in FARS. Where FARS indicates fire is the most harmful event, that is indicated. Where FARS indicates vehicle in transport, striking tree or other object, that is indicated.

Crash Date by State	Name	City/County	Road	Deaths	Make/Model/Year	FARS #
Alabama						
09/26/01**	FARS (overturn)	Blount Co.	US-SR74	2	2000 Grand Cherokee	10627
04/12/06 <sup>F</sup>	FARS	Montgomery	5466	1	2004 Grand Cherokee	10243
04/25/07 <sup>F</sup>	FARS	Macon Co.	I-85	1	1993 Grand Cherokee	10270
05/20/09**	FARS (overturn)	Cedar Bluff	SR-68	1	2002 Grand Cherokee	10257
Alaska						
10/12/02*	FARS	Kenai Peninsula	I-A3-2 Seward	2	2000 Grand Cherokee	20053
Arizona						
02/01/98 <sup>F</sup>	FARS	Gila Co.	Old Dripping Springs	1	1993 Grand Cherokee	40059
08/18/98**	FARS (bridge rail)	Mohave Co.	I-15	1	1995 Grand Cherokee	40506
03/13/01 <sup>F</sup>	FARS	Mohave Co.	I-40	2	1994 Grand Cherokee	40104
11/26/06*†(1)	FARS	Surprise	US-60 R.H. Johnson Blvd.	1	1995 Grand Cherokee	40874
09/19/09*†(1)	FARS	Tempe	Baseline Rd. at I-10 Ramp	1	2003 Grand Cherokee	40551
Arkansas		1	•			
09/14/04*†(1)	FARS	Carroll Co.	US-62-05	2	1999 Grand Cherokee	50451
California						
03/06/96*†(1)	FARS	Indio	Country Club Dr.	2	1993 Grand Cherokee	60665
$03/16/96^{\text{F}}$ †(5)	FARS	Carson	91	5	1996 Grand Cherokee	60718
$07/07/96^{\text{F}} \dagger (1)$	FARS	Poway	Espola Rd.	1	1993 Grand Cherokee	61698
06/14/98**†(1)	FARS (barrier)	Victorville	I-15	1	1993 Grand Cherokee	60918
10/27/99 <sup>F</sup>	Young Sup Lee	Los Angeles	SR-170	1	1998 Grand Cherokee	62795
05/07/00 <sup>F</sup>	FARS	Orange Co.	SR-241	1	1993 Grand Cherokee	60499
07/20/01 <sup>F</sup>	FARS	San Bernardino Co.	I-10	1	1994 Grand Cherokee	61708
08/07/01**	FARS (tree)	Los Gatos	SR-17	1	1998 Grand Cherokee	62067
03/23/02*†(1)	FARS	Sutter Co.	SR-99	2	1995 Grand Cherokee	61045
07/13/02**	FARS	San Luis Obispo Co.	Orcutt Rd.	1	2000 Grand Cherokee	60896
08/30/02 <sup>F</sup>	FARS	Bakersfield	SR-58	1	1993 Grand Cherokee	62653
10/11/02**	FARS (overturn)	Fresno Co.	I-5	1	1993 Grand Cherokee	62779
10/04/03*	FARS	Anaheim	S. Harbor Blvd.	2	2004 Grand Cherokee	62897
11/27/03**	FARS (utility pole)	Commerce	Slauson Ave.	1	1996 Grand Cherokee	63251
02/05/04*	FARS	San Bernardino Co.	I-15	1	1995 Grand Cherokee	60339
05/26/04**†(2)	FARS (overturn)	Vacaville	I-80	4	2004 Grand Cherokee	61401
06/08/04**	FARS (parked vehicle)	Riverside Co.	I-10	1	1997 Grand Cherokee	61466

Crash Date by State	Name	City/County	Road	Deaths	Make/Model/Year	FARS #
08/18/05 <sup>F</sup>	James Lindskog	Oceanside	Vista Way	1	1994 Grand Cherokee	63236
$05/24/06^{F}$ †(1)	FARS	Orange Co.	SR-241	2	2001 Grand Cherokee	61349
06/25/06**	FARS (tree)	Sonoma Co.	Petrified Forest Rd. Sharp Rd.	1	1993 Grand Cherokee	62934
Colorado			1			
07/24/94*	FARS	Denver	Martin Luther King Blvd.	1	1994 Grand Cherokee	80258
09/02/02**	FARS (overturn)	Douglas Co.	SR-470	1	1993 Grand Cherokee	80460
01/10/05 <sup>F</sup>	FARS	Mesa Co.	Rim Rock Dr.	1	2004 Grand Cherokee	80025
07/06/08**	FARS (boulder)	Garfield Co.	US-6	1	1997 Grand Cherokee	80229
Connecticut						
04/10/97**	FARS (tree)	Washington	199	1	1994 Grand Cherokee	90062
04/19/02**	FARS (tree)	Hamden	New Rd.	1	1994 Grand Cherokee	90113
02/16/10 <sup>F</sup>	FARS	North Stonington	Wintechog Hill Rd.	1	2004 Grand Cherokee	90023
Delaware		<u> </u>				
09/11/03*	FARS	Sussex Co.	CR321	1	1993 Grand Cherokee	100090
D.C.						
Florida						
11/16/98*†(2)	FARS	Hillsborough Co.	SR580	2	1998 Grand Cherokee	122093
11/17/01**	FARS (overturn)	Jacksonville	I-295	1	1996 Grand Cherokee	122302
09/05/07 <sup>F</sup>	FARS	N/A	SR-944 32 <sup>nd</sup> Ave.	2	1998 Grand Cherokee	122577
$10/07/10^{\mathrm{F}}\dagger(1)$	FARS	Columbia Co.	US-441	2	1998 Grand Cherokee	121645
11/16/11 <sup>F-R</sup>	Manuel Bringas-Mejia	Lake Mary	I-4	1	1997 Grand Cherokee	N/A
Georgia						
12/04/97*	FARS	Wilkes Co.	SR10	1	1997 Grand Cherokee	131268
07/14/98*	FARS	Echols Co.	US-SR89	3	1993 Grand Cherokee	130723
12/13/98**	FARS (tree)	Forsyth Co.	SR-371	1	1996 Grand Cherokee	131315
05/30/99**	FARS (embankment)	Jones Co.	US-129(SR-11)	2	1994 Grand Cherokee	130444
08/13/01**	FARS (barrier)	DeKalb Co.	I-20 (SR 402)	1	1998 Grand Cherokee	130795
10/30/04*†(4)	FARS	Tift Co.	I-75	4	1999 Grand Cherokee	131171
03/08/05 <sup>F</sup>	FARS	Paulding Co.	N/A	1	1999 Grand Cherokee	130196
03/09/05 <sup>F</sup>	FARS	Macon Co.	SR-49	1	1997 Grand Cherokee	130197
03/24/05*	FARS	Barrow Co.	SR-11	1	1993 Grand Cherokee	130251
06/20/06*	FARS	Polk	SR-101	1	2003 Grand Cherokee	130713
09/04/07**	FARS (overturn)	McDuffie Co.	SR-223	1	1998 Grand Cherokee	130958

Crash Date by	Name	City/County	Road	Deaths	Make/Model/Year	FARS
<b>State</b> 04/29/10 <sup>F</sup>	W. I. D. D.	0.11.0	G HACH DI		2000 G 1 G1 1	#
	Kyle Ray Bryant	Cobb Co.	Sewell Mill Rd.	1	2000 Grand Cherokee	130319
03/06/12 <sup>F-R</sup>	Remington Walden	Bainbridge	Old Quincy Hwy.	1	1999 Grand Cherokee	N/A
Illinois						
09/04/00 <sup>F</sup>	Nguyen, Bui, Vo, Prith	Chicago	I-90/94	6	1993 Grand Cherokee	170827
03/02/01*	FARS	Elk Grove Village	Thorndale Ave.	1	1998 Grand Cherokee	170153
08/12/02**	FARS (tree)	Barrington Hills	Spring Creek Rd.	1	1998 Grand Cherokee	170755
03/16/03*	FARS	Livingston Co.	SR-17	1	1994 Grand Cherokee	170248
10/11/03*†(1)	FARS	Union Co.	I-57	2	1996 Grand Cherokee	171040
02/16/04*	FARS	Kankakee Co.	SR-113 7000 West	2	1999 Grand Cherokee	170112
06/02/05*†(1)	FARS	Coles Co.	SR-16	2	1999 Grand Cherokee	170556
10/23/05*†(1)	FARS	Iroquois Co.	I-57	1	1998 Grand Cherokee	170921
01/04/06*†(1)	FARS	South Elgin	SR-25	2	2001 Grand Cherokee	170006
03/18/07**	FARS (overturn)	Du Page Co.	I-290 WB Ramp to 355S	2	1995 Grand Cherokee	170143
10/16/07 <sup>F</sup>	FARS	La Salle Co.	I-39	2	1993 Grand Cherokee	170830
02/20/09*	FARS	Boone Co.	I-90	1	2001 Grand Cherokee	170079
06/26/09 F	Trayvon Roberts	Chicago	California and Jackson	1	1996 Grand Cherokee	170385
Indiana						
04/27/98*†(1)	FARS	Clay Co.	I-70	3	1997 Grand Cherokee	180232
09/16/04 <sup>F</sup>	FARS	Warrick Co.	I-64	1	2004 Grand Cherokee	180705
11/13/04 <sup>F</sup>	FARS	Noble Co.	US-33	4	1997 Grand Cherokee	180723
10/10/08**	FARS (tree)	Taylorsville	I-65	1	1994 Grand Cherokee	180552
09/18/10 <sup>F</sup>	FARS	Goshen	CR-31	1	1997 Grand Cherokee	180537
Iowa						
09/07/01**	FARS (overturn)	Patterson	US-92	1`	2001 Grand Cherokee	190254
Kentucky						
02/13/00 <sup>F</sup>	FARS	Bourbon Co.	Vemont Ln.	1	1997 Grand Cherokee	210052
08/07/06*†(1)	FARS	Boone Co.	SR-536	1	1998 Grand Cherokee	210489
10/12/10*	FARS	Warren Co.	SR-101	1	1999 Grand Cherokee	210547
Louisiana						
08/31/00*	FARS	Livingston Co.	I-12	1	1997 Grand Cherokee	220509
12/10/00*	FARS	St. Martin Co.	I-10	2	1997 Grand Cherokee	220771
$07/20/03^{\text{F}} \dagger (3)$	FARS	St. Martin Co.	I-10	5	2000 Grand Cherokee	220401
07/16/04**	FARS (utility pole)	Bossier City	US-80 SR-72	2	1999 Grand Cherokee	220414

Crash Date by State	Name	City/County	Road	Deaths	Make/Model/Year	FARS #
10/09/04**	FARS (tree)	Franklin Co.	SR-4 School St.	1	1995 Grand Cherokee	220625
12/02/10*	FARS (overturn)	Avoyelles Co.	SR-453	1	1998 Grand Cherokee	220562
Maryland	Times (overtain)				1)) o Grand Cheronee	220002
11/29/98*	FARS	Baltimore Co.	SR-147	2	1993 Grand Cherokee	240486
Massachusetts		Durinior Co.			1770 GIWIW GIIGIGIG	2.0.00
03/04/07**	FARS (overturn)	Centerville	SR-28 Harrison Road	2	2004 Grand Cherokee	250100
04/29/07**	FARS (tree)	South Easton	SR-106	1	1993 Grand Cherokee	250070
03/08/10*	FARS (tree)	Wareham	I-495	1	2004 Grand Cherokee	250027
Michigan						
12/04/97*	FARS	Dickinson Co.	95	1	1994 Grand Cherokee	261050
01/03/03**	FARS (tree)	Ottawa Co.	Lakewood Blvd.	1	1993 Grand Cherokee	260036
$04/30/05^{\text{F}}$ †(1)	FARS	Oakland Co.	I-75	3	2004 Grand Cherokee	260239
08/16/08**	FARS (overturn)	Kalkaska Co.	Plum Valley Rd.	1	1996 Grand Cherokee	260547
Minnesota						
02/09/98*	FARS	Carlton Co.	SR-33	1	1994 Grand Cherokee	270039
11/15/98*†(1)	FARS	Maple Grove	I-94	1	1993 Grand Cherokee	270520
11/03/02*	FARS	Scott Co.	I-35	1	2001 Grand Cherokee	270542
04/15/03*	FARS	Aitkin Co.	28	1	2000 Grand Cherokee	270128
07/14/03*†(1)	FARS	Maple Grove	I-94	1	1993 Grand Cherokee	270274
12/29/03**	FARS (overturn)	Lac Qui Parle Co.	T-148	1	1995 Grand Cherokee	270511
06/06/04**	FARS (overturn)	Washington Co.	T92	1	1999 Grand Cherokee	270160
05/24/05**	FARS (overturn)	Carver Co.	13	4	1994 Grand Cherokee	270148
01/27/06*	FARS	Brown Co.	25	1	2004 Grand Cherokee	270038
03/21/08*†(1)	FARS	St. Louis Co.	SR-169 CR88	2	1995 Grand Cherokee	270070
Mississippi						
12/27/99*	FARS	Hancock Co.	I-10	3	1995 Grand Cherokee	280793
09/01/04*†(2)	Will Franklin, Tom Walton	Quitman Co.	Meucci Rd.	2	1996 Grand Cherokee	280493
10/08/05**	FARS (tree)	Tishomingo Co.	US-72	1	1999 Grand Cherokee	280587
Missouri	(1. 22)					
11/13/98**	FARS (overturn)	Gasconade Co.	SR-KK	1	1996 Grand Cherokee	290877
01/23/00*†(7)	FARS	Platte Co.	I-29	10	1996 Grand Cherokee	290069
12/03/00**	FARS (tree)	Greene Co.	SR-13	3	1995 Grand Cherokee	290907

Crash Date by State	Name	City/County	Road	Deaths	Make/Model/Year	FARS #
08/02/02*†(1)	FARS	Camden Co.	SR-C	1	1996 Grand Cherokee	290600
09/04/02*†(1)	FARS	Maryland Heights	I-270	1	1997 Grand Cherokee	290695
11/17/02**	FARS (tree)	Kansas City	63 <sup>rd</sup> St.	1	1995 Grand Cherokee	290923
06/05/04**	FARS (overturn)	St. Louis	Lee Ave. Fair Ave.	1	1995 Grand Cherokee	290473
06/14/06*	FARS (OVERLIN)	Kennett	US-412	1	1997 Grand Cherokee	290392
02/01/08*†(1)	FARS	Osage Co.	US-50	1	1997 Grand Cherokee	290392
01/30/09**	FARS(concrete barrier)	Kansas City	Locust St. and Truman Rd.	1	2005 Grand Cherokee	290069
Nebraska	raks(concrete barrier)	Kansas City	Locust St. and Truman Rd.	1	2003 Grand Cherokee	290008
12/19/06 <sup>F</sup> †(1)	FARS	Pierce Co.	553 Ave. 849 Rd.	1	2000 Grand Cherokee	310215
06/24/08**			Slim Buttes Rd.	1	1998 Grand Cherokee	310215
	FARS (overturn)	Dawes Co.	Siim Buttes Rd.	1	1998 Grand Cherokee	310085
Nevada						
New Hampshire	EADO	TT	GD 101	1	1004 C 1 C 1	220066
07/21/00*†(1)	FARS	Hampton	SR-101	1	1994 Grand Cherokee	330066
New Jersey	ELDG ( 1 11 )	GI G			1006 G 1 G 1	240046
01/05/01**	FARS (other object)	Gloucester Co.	Cedar Swamp Rd.	1	1996 Grand Cherokee	340016
09/23/05**	FARS (parked veh.)	Union	I-78	1	1998 Grand Cherokee	340462
03/31/06*	FARS	Mansfield	US-130	1	1999 Grand Cherokee	340144
02/24/07 <sup>F</sup>	Susan Kline	Parsippany	I-287	1	1996 Grand Cherokee	340080
06/26/10 <sup>F</sup>	FARS	Sussex Co.	Hibler Rd.	1	1996 Grand Cherokee	340237
09/17/10 <sup>F</sup>	FARS	Holmdel	Garden State Pkwy.	1	1997 Grand Cherokee	340416
New Mexico						
03/08/02*†(7)	FARS	Guadalupe Co.	I-40	7	1999 Grand Cherokee	350350
09/19/09**	FARS (overturn)	Luna Co.	SR-9	2	2000 Grand Cherokee	350155
New York						
08/21/99 <sup>F</sup>	FARS	Henrietta	I-390	1	1996 Grand Cherokee	360956
09/01/99* <sup>F-A</sup> †(1)	Jose Sierra	Southampton	SR-27	1	1997 Grand Cherokee	360720
09/02/99**	FARS (overturn)	East Moriches	SR-27	1	1997 Grand Cherokee	360153
12/19/02**	FARS (parked veh.)	Yonkers	I-87	1	2002 Grand Cherokee	361116
03/14/04*†(1)	FARS	Wyoming Co.	CR-13 CR-16	1	1993 Grand Cherokee	360170
08/14/04**†(1)	FARS (overturn)	Palmyra	SR-21	1	1994 Grand Cherokee	360847
12/17/06 <sup>F</sup>	FARS	Greenfield Center	SR-9	1	1996 Grand Cherokee	361158
08/15/07 <sup>F</sup>	FARS	Duanesburg	I-88	1	1993 Grand Cherokee	360655
06/19/08 <sup>F</sup>	FARS	Churubusco	River Rd.	1	2004 Grand Cherokee	360417

Crash Date by State	Name	City/County	Road	Deaths	Make/Model/Year	FARS #
01/26/09 <sup>F</sup>	Arthur Reece, Larissa Reece, Delano Anderson	Islip	I-495	3	1995 Grand Cherokee	360030
North Carolina						
12/19/99**	FARS (tree)	Columbus Co.	US-74-76	1	1994 Grand Cherokee	371297
03/09/02*†(2)	FARS	Nash Co.	US-64	2	1998 Grand Cherokee	370211
12/03/10*	FARS (tree)	Edgecombe Co.	RP-1223	1	1994 Grand Cherokee	371134
North Dakota						
07/24/06**	FARS (overturn)	Stark Co.	SR-10 114 <sup>th</sup> Ave. SW	1	1993 Grand Cherokee	380051
Ohio						
07/30/95**	FARS (culvert)	Hilliard	Hayden Run Road	1	1993 Grand Cherokee	390650
09/26/97 <sup>F</sup>	FARS	Wood Co.	SR65	1	1993 Grand Cherokee	390948
09/05/98*	FARS	Delaware Co.	US-42	1	1996 Grand Cherokee	390810
12/17/98*	FARS	Guernsey Co.	I-70	1	1993 Grand Cherokee	391178
11/23/99*†(2)	FARS	Tuscarawas Co.	I-77	2	1996 Grand Cherokee	391139
03/24/01**	FARS (tree)	Chillicothe	Belleview Ave.	1	1996 Grand Cherokee	390067
06/29/02*	FARS	Sandusky Co.	SR-600	1	1997 Grand Cherokee	390544
05/28/03*†(1)	FARS	Lawrence Co.	SR-378	1	1998 Grand Cherokee	390409
11/29/03*	FARS	Lakeview	US-33	1	1999 Grand Cherokee	391018
Oklahoma						
$05/26/01^{\text{F}} \dagger (1)$	FARS	Oklahoma City	S. Choctaw Rd.	2	1993 Grand Cherokee	400185
Oregon		j				
09/22/95*	FARS	Grant Co.	5	1	1993 Grand Cherokee	410353
09/20/97**	FARS (overturn)		205/DOT440	2	1994 Grand Cherokee	410303
Pennsylvania						
10/24/98**	FARS (tree)	Franklin Co.	I-76	2	1998 Grand Cherokee	421049
03/05/00 <sup>F</sup>	FARS	Bucks Co.	SR-309	1	1993 Grand Cherokee	420157
09/21/03*†(1)	FARS	Clinton Co.	SR-120	2	1994 Grand Cherokee	421054
02/27/04*	FARS	York Co.	I-83	2	2000 Grand Cherokee	420293
07/03/05**	FARS (tree)	Philadelphia	SR-4013	1	1993 Grand Cherokee	420613
04/05/06**	FARS (overturn)	Clarion Co.	Nickleville Rd.	1	1995 Grand Cherokee	420249
11/30/06*	FARS	Warren Co.	SR-0059	1	1995 Grand Cherokee	421006
11/12/07*†(1)	FARS	Lackawanna Co.	SR-435	1	2000 Grand Cherokee	421144

Crash Date by State	Name	City/County	Road	Deaths	Make/Model/Year	FARS #
02/16/08**	FARS (tree)	Erie Co.	SR-5	1	2002 Grand Cherokee	420105
08/02/10*	FARS (tree)	Greene Co.	SR-1021	1	2004 Grand Cherokee	420567
Rhode Island						
07/12/02**	FARS (tree)	Scituate	SR-116	1	1998 Grand Cherokee	440023
South Carolina						
08/06/99 <sup>F</sup>	FARS	Marlboro Co.	259	2	1993 Grand Cherokee	450527
05/21/00 <sup>F</sup>	FARS	Hampton	SR-68	1	1994 Grand Cherokee	450396
12/17/03** F-A	Bennett Hartsel, Brett Jones (overturn)	Johns Island	River Road	2	2002 Grand Cherokee	450884
04/25/05*	FARS	Richland Co.	I-20 SR-277	1	1998 Grand Cherokee	450360
07/07/08 <sup>F</sup>	FARS	Georgetown Co.	US-17 545	1	1996 Grand Cherokee	450425
South Dakota						
03/23/07**	FARS (overturn)	Moody Co.	SR-34	1	1998 Grand Cherokee	460021
Tennessee						
08/31/01 <sup>F</sup>	FARS	Jackson	McClellan Rd.	1	1999 Grand Cherokee	470731
08/31/02 <sup>F</sup>	FARS	Lawrence Co.	Old Jackson Hwy.	1	1994 Grand Cherokee	470669
05/29/04 <sup>F</sup>	FARS	Germantown	Stout Rd.	1	1996 Grand Cherokee	471036
08/01/05**	FARS (bridge pier)	Kingsport	I-181	1	1997 Grand Cherokee	471107
11/18/06*†(1)	FARS	Wilson Co.	Saundersville Rd. Cedar Creek Village	1	1998 Grand Cherokee	471136
12/16/06**	FARS (tree)	Mount Juliet	South Greenhill Rd.	1	1999 Grand Cherokee	470904
03/19/09**	FARS (embankment)	Eads	SR-205	1	2004 Grand Cherokee	470443
Texas						
06/22/97*	FARS	Cass Co.	59	1	1996 Grand Cherokee	481932
01/16/98 <sup>F</sup>	FARS	Brazoria Co.	SR-288	1	1994 Grand Cherokee	480087
11/11/00**	FARS (tree)	Gonzales Co.	SR-97	1	1997 Grand Cherokee	482644
06/09/04 <sup>F</sup>	FARS	Victoria Co.	US-77	1	2002 Grand Cherokee	481205
12/12/04*†(1)	FARS	Dallas	I-35E	1	1998 Grand Cherokee	483248
08/06/05 <sup>F</sup>	FARS	Bullard	FM344	1	1996 Grand Cherokee	481685
02/12/06* F-A	Cassidy Jarmon	Cleburne	SR-174	1	1993 Grand Cherokee	480273
04/28/06*	FARS	Dallas	I-30	2	2000 Grand Cherokee	480867
7/10/09 <sup>F</sup>	Rodney Wood	Fort Worth	NE Loop 820	1	2004 Grand Cherokee	481432

<b>Crash Date by</b>	Name	City/County	Road	Deaths	Make/Model/Year	FARS
State						#
12/31/10*	FARS (post)	Anderson Co.	FM2054	1	1999 Grand Cherokee	482581
Vermont						
04/10/00*	FARS	Swanton	I-89	1	1998 Grand Cherokee	500019
09/11/08*	FARS	Waterbury	SR-100	1	1998 Grand Cherokee	500049
06/01/09*†(1)	FARS	Saint Albans	US-7 and Jewett Ave.	1	1998 Grand Cherokee	500025
Virginia						
08/08/03*	FARS	Washington Co.	SR-75	1	1998 Grand Cherokee	510627
Washington						
03/15/06**	FARS (tree)	Auburn	SR-164	2	1995 Grand Cherokee	530101
12/06/09 <sup>F</sup>	James R. Smith	Okanogan	Rendezvous Rd.	1	2003 Grand Cherokee	530405
West Virginia						
12/06/03**	FARS (tree)	Kanawha Co.	US-60	1	1994 Grand Cherokee	540342
09/30/06 <sup>F</sup>	FARS	Charleston	Hickory Rd. Overbrook Rd.	1	1998 Grand Cherokee	540269
Wisconsin						
05/18/03 <sup>F</sup>	FARS	Grant Co.	SR-133	1	1996 Grand Cherokee	550248
07/03/04**	FARS (tree)	Columbia	Hopkins Rd.	1	1995 Grand Cherokee	550318
07/03/07 <sup>F</sup>	Stacy Mayer	Nashotah	SR-16	1	2001 Grand Cherokee	550300
09/09/07**	FARS (overturn)	Greenfield	I-43	1	1994 Grand Cherokee	550455
10/21/09**	FARS (tree)	Rock Co.	US-14	1	2007 Grand Cherokee	550391
Wyoming						
04/04/03*	FARS	Converse Co.	I-25	1	1993 Grand Cherokee	560022

F Indicated in FARS as most harmful: "fire/explosion."

<sup>\*</sup> Indicated in FARS as most harmful: "motor vehicle in transport" or "motor vehicle in transport in other roadway."

<sup>\*\*</sup> Item in parentheses is most harmful event as indicated in FARS.

F-A Fire listed as cause of death in autopsy report or death certificate.

F-L Fire indicated as cause of death in litigation.

F-R Fire indicated as cause of death in accident report.

<sup>†</sup> Fatality(s) (#) occurred in bullet vehicle

## Tab F

National Automobile Dealers Association

Ethics Guide

Automotive News – NADA Convention Coverage

Marchionne thanks dealers, demands more from them



#### **National Automobile Dealers Association**

#### **Ethics Guide**



In addition to the Code of Ethics poster, NADA has published an Ethics Guide that focuses on four key areas of dealership operations: sales, service, financial services and advertising:

#### 1. ADVERTISING

This dealership is committed to advertising its products and services in a clear, conspicuous and accurate manner that fully complies with applicable legal requirements. This includes disclosing credit terms in accordance with the federal Truth in Lending Act and consistent with state and local law.

#### 2. FINANCIAL SERVICES

Implicit in these standards is the requirement that NADA members comply fully with all federal, state, and local laws governing their businesses.

At this dealership, the finance and insurance professionals will at all times...

- Disclose fully to customers the costs, terms, and contractual obligations of credit and lease transactions. Documents will be written in a simple, plain, and unambiguous manner to the extent permitted by federal and state law.
- Offer optional insurance or other optional products in a clear and informative manner. Any purchase of such a product must reflect a voluntary choice by the consumer.
- Advertise financial services products in a clear and non-deceptive manner.

#### 3. SALES

Implicit in these standards is the requirement that NADA members comply fully with all federal, state, and local laws governing their businesses.

At this dealership, the sales professionals will at all times...

- Embrace the spirit and the letter of the law governing the retail sales of new and used vehicles.
- Be honest and truthful when dealing with customers.
- Have a thorough knowledge of the product and be able to apply that knowledge to help satisfy the transportation needs of the customers.
- Provide each customer with a thorough and clear explanation of the steps involved in the purchase or lease of a vehicle and follow those steps diligently.
- Always treat each customer in a professional manner.
- Be responsible for the prompt performance of post-sale administrative and delivery procedures.

Represent the dealership and the automobile industry in a professional manner.

#### 4. SERVICE

Implicit in these standards is the requirement that NADA members comply fully with all federal, state, and local laws governing their businesses.

At this dealership, the service professionals will at all times...

- Perform high quality repair service at a fair and competitive price.
- Employ trained and skilled technicians.
- Furnish an itemized invoice for parts and services that clearly identifies any used or remanufactured parts. Replaced parts may be inspected upon request.
- Have a sense of personal obligation to each customer.
- When appropriate, recommend corrective and maintenance services, explaining to the customer which of these are required to correct existing problems and which are for preventive maintenance.
- Provide each customer a price estimate for work to be performed, upon request, or as required by law.
- Make available copies of any warranties covering parts or services.
- Obtain prior authorization for all work done.
- Notify the customer if appointments or completion promises cannot be kept.
- Maintain customer service records as required by law.
- Exercise reasonable care for the customer's property while in the dealership's possession.
- Maintain a system to provide for a prompt response to all customer complaints.
- Uphold the highest standards of service in our profession.

#### **Purchase Ethics Guide Online**

The Ethics Guide pamphlet is available for purchase by NADA members in bulk quantities of 25 pamphets. To purchase online <u>click here</u>, or contact NADA Management Education at (703) 821-7227, or e-mail: me@nada.org.

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# **Automotive News**

#### NADA CONVENTION

# Marchionne thanks dealers, demands more from them

#### Larry P. Vellequette

Automotive News | February 13, 2012 - 12:01 am EST

LAS VEGAS -- Chrysler-Fiat CEO Sergio Marchionne struck a conciliatory tone with dealers here last week. He thanked them for Chrysler Group's success and acknowledged that automakers no longer had the power to dictate terms to their retailing partners.

But the CEO also pointedly reminded dealers of the bargain that Chrysler Group had proposed to them in October 2010 in Orlando. There, Marchionne had promised that Chrysler would spend to improve its products if dealers improved the way they treated customers. And it was clear in Las Vegas that his patience was wearing thin.

"The exchange of a promise for a promise holds as true as ever," Marchionne, 59, told dealers during a surprise appearance at their Sunday morning make meeting at the National Automobile Dealers Association convention. "We are doing everything in our power to deliver on our promise. And I expect you to do the same."



Sergio Marchionne: Dealers sell cars, not Chrysler.

Photo credit: JOE WILSSENS Chrysler Group suspended the rewards portion of its Dealer Standards program effective Jan. 1. The automaker said that the program had been successful in improving facilities but that customer-satisfaction scores had plateaued.

The automaker intends to rework the plan but has offered few details.

He also stared down the legislative stand of his hosts at the NADA convention, to whom he delivered the keynote welcome address on Saturday, Feb. 4. He called out NADA's opposition to the federal government's proposed 54.5-mpg standard for corporate fleets by 2025.

"This standard is 14 years out," he told reporters after delivering his 30-minute address. "If you start giving up on projects that are 14 years out, we might as well choose another occupation."

Because Marchionne was the only global auto CEO at the NADA convention, his appearance and comments put Chrysler Group center stage through much of the four-day event.

"It was great. Sergio was very focused," said Mark Greene, general manager of Lynch Chrysler-Dodge-Jeep-Ram in

East Troy, Wis.

Craig Sigurdson, owner of Urban Sales & Service, a Chrysler-Dodge-Jeep-Ram dealership in Neillsville, Wis., agreed: "Everybody's really happy with his performance."

During his appearances, Marchionne also said:

- -- Chrysler would maintain flexibility and transparency as it overhauls its suspended Dealer Standards program, saying all automakers "have to go beyond a system where the manufacturer issues top-down edicts" to dealers.
- -- Pricing information now on the Internet means "price negotiating is being taken out of [dealers'] hands, and it is a trend that will only continue."
- -- The praise that Chrysler has received for lifting sales is partly misdirected. "The truth is that Chrysler itself didn't sell a single car to consumers. It was Chrysler dealers who moved the metal, one vehicle at a time."
- -- Chrysler will begin offering compressed natural gas-fueled vehicles, especially commercial ones, to gauge interest among consumers. "I can make them faster than you can think, but you have to have people that are going to buy them."



Several Chrysler Group executives and scores of dealers watch as Chrysler's "Halftime in America" commercial, featuring Clint Eastwood, is broadcast during the Super Bowl. The group was attending Chrysler's dealer reception during the convention.

Photo credit: JOE WILSSENS

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# **End of Document**

To: Mr. David Kelleher, Chairman

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Date: 11 April 2012 VIA FEDEX AIRBILL #8694 – 4998 - 3946

From: Mr. Paul V. Sheridan

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Subject: Automotive Product Defect Liability: Dealership Responsibility for Punitive Damages

Reference 1: Jeep Grand Cherokee Fuel System Defect Investigation (NHTSA PE10 – 031)

Reference 2: Voluntary Recall of Jeep Liberty Recall for Rust – 7 March 2012