

TRUXPERTS

Every Challenge Brings A Shot At Greatness.

WITH \$525 OF INSIDER OFFERS

See other side for details...



TruXpert ID # XXXXXXXXXXXX



RAM

TRUXPERT 2 POP KIT ELEMENTS

Participating TruXpert Survey Packets



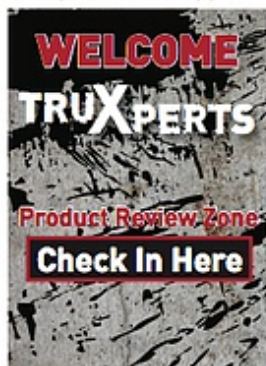
Clip Boards



Step By Step Training Guide



TruXpert Table Topper



TruXpert Pen & Paper



\$25 Gift Cards



TruXpert Bumper Sticker



Eblast



TruXpert Buttons



TruXpert Mail - Oversized Postcard



BDC - Live Call Appointments



Internet Support



TRUX

CONTACT INFORMATION

NAME _____

ADDRESS _____

PHONE _____

EMAIL _____

AGE RANGE: [Circle One]

18-22, 23-28, 29-35, 36-45, 46-55, 55+

OCCUPATION: _____

HOW YOU OPERATE

[Rate the importance of the following in your shopping & purchasing process]

	NOT IMPORTANT			VERY IMPORTANT	
INTERNET	1	2	3	4	5
TV	1	2	3	4	5
RADIO	1	2	3	4	5
NEWSPAPER	1	2	3	4	5
FAMILY & FRIENDS	1	2	3	4	5
PRICE	1	2	3	4	5
DEALERSHIP REPUTATION	1	2	3	4	5

TIMING IS EVERYTHING

PURCHASE INTENTIONS [Circle One]

- ☐ NOW [Next 30 Days]
- ☐ SOON [Next Year]
- ☐ LATER [1 Year Plus]
- ☐ DEPENDS ON INCENTIVES

It's not what you say,
it's what you've done.



TRUXPERTS

EVERY CHALLENGE BRINGS A SHOT AT GREATNESS.

So when one comes at you, are you gonna let someone else steal the glory? No sir. Master the Moment in an all-new 2010 Ram 1500 and part of the longest-lasting,* most durable[†] line of full-size pickups on the road.

For Ram enthusiasts,
visit our blog: RAMZONE.COM



RAM

*Based on R.L. Polk & Co. U.S. Vehicles in Operation registration statistics 1989-2008. †Durability based on longevity.

TROUBLE FREE DRIVING

CURRENT INCENTIVES

CURRENT INCENTIVES

-PLUS-

\$500

Bonus Dealer Discount

OR

EXTRA LOW APR

-PLUS-

\$500

Bonus Dealer Discount

On approved credit.

INTERNAL USE ONLY:

SURVEY LOCATION _____

DATE: _____ TIME: _____

SURVEYOR INFORMATION:

NAME _____



RAM

2010 DODGE RAM 1500



TRUXPERTS

Product Review
& Survey

TRUXPERTS



RAM

PEACE OF MIND

[SC/Truxpert, review warranty information and tour service and parts departments]

	NOT IMPORTANT			VERY IMPORTANT	
3 YEAR/36,000 MILES COMPREHENSIVE	1	2	3	4	5
5 YEAR/100,000 MILES POWERTRAIN	1	2	3	4	5
SERVICED BY FACTORY TRAINED TECHNICIAN	1	2	3	4	5
EXTENDED WARRANTIES 7YR/100K MILES	1	2	3	4	5
NO APPOINTMENT NECESSARY	1	2	3	4	5

**HOW DOES IT COMPARE
TO YOUR CURRENT TRUCK:**



UNLIMITED CONFIGURATIONS

[SC/Truxpert, how would you like your next truck configured?]



2010 RAM 1500 REG CAB



2010 RAM 1500 CREW CAB



2010 RAM 2500 MEGA CAB

TRUXPERT NOTES:

PARTS

CURRENT VEHICLE INFORMATION

YEAR _____ MAKE _____

MODEL _____

ENGINE _____

TRANSMISSION _____ MILES _____

PRIMARY USE _____

SECONDARY USE [Circle One]

- ☐ HAULING ☐ RECREATION
- ☐ TRAILERING ☐ TOWING
- ☐ PLOWING ☐ OTHER _____

HOW FAR WOULD YOU DRIVE TO SAVE:

\$500 _____ MILES

\$1,000 _____ MILES

\$2,500 _____ MILES



TRUXPERTS INFORMATION

UNDER THE HOOD

[SC/Truxpert, raise the hood and review engine compartment]

	NOT IMPORTANT			VERY IMPORTANT	
	1	2	3	4	5
3.7L V6					
4.7L V6					
HORSEPOWER					
TRANSMISSION					
TORQUE					
ACCELERATION					
FUEL ECONOMY					
CONVENIENT TO SERVICE					

HOW DOES IT COMPARE
TO YOUR CURRENT TRUCK:

BEHIND THE TRUCK

[SC/Truxpert, review trailering capabilities and configurations]

	NOT IMPORTANT			VERY IMPORTANT	
	1	2	3	4	5
MAXIMUM CAPACITY					
TRAILERING CONFIGURATIONS					
TURNING RADIUSSES					
BRAKING					
CONVENIENT TO USE					

HOW DOES IT COMPARE
TO YOUR CURRENT TRUCK:



IN THE BED

[SC/Truxpert, drop the tailgate and review bed compartment]

	NOT IMPORTANT			VERY IMPORTANT	
	1	2	3	4	5
MAXIMUM PAYLOAD					
BED CONFIGURATION					
TAILGATE FUNCTIONALITY					
ACCESSORIES					
CONVENIENT TO USE					

HOW DOES IT COMPARE
TO YOUR CURRENT TRUCK:

IN FROM THE WEATHER

[SC/Truxpert, sit in the driver's seat and take a look around]

	NOT IMPORTANT			VERY IMPORTANT	
	1	2	3	4	5
VISIBILITY & ROOMINESS					
SEAT & COMFORT ADJUSTMENTS					
INSTRUMENTATION & CONTROLS					
ENTERTAINMENT SYSTEMS					
STORAGE					
CONVENIENT TO USE					

HOW DOES IT COMPARE
TO YOUR CURRENT TRUCK:

PRODUCT REVIEW - FIT/FINISH

TRUX

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TRouble FREE DRIVING

LITHIA CHRYSLER JEEP DODGE OF EUREKA
2121 4320 Broadway Eureka, California 95503



RAM

You've been ranked in the top 10 percent of truck owners in your region by your fellow truck owners. That makes you a **truck expert**, or as we like to say, a "**TruXpert**".

We want your TruXpert Knowledge!

We need to know what you know. You have expert insights into what makes a truck work for you. Your observations and experience can help us inform the design and manufacturing of even better trucks in the future.

This is an invitation to make an appointment, at your convenience, to join our research project. If you will agree to undertake a hands-on Product Review and Owner Survey we'll compensate you for your time commitment with a **\$25 Gift Card**.

In addition, if you decide that you need one of these phenomenal new machines, we'll thank you with a **\$500 TruXpert allowance**.

[555] 555-5555

Please call us to schedule a convenient day and time,
Or just stop in at your convenience.

You're a TruXpert

Lend us your TruXpertise and get \$25

PRSRT
FIRST CLASS MAIL
US POSTAGE PAID
PERMIT NO 28
MEDFORD OR