

Customer Incentives

Incentives in this table are a summary of retail programs offered. Programs may vary by region and model.

	Cash rebate	Finance rate
BMW GROUP		
<i>Expires March 31.</i>		
2009 models		
BMW 3 series, 5 series, 6 series, M5, M6	—	0.9-2.9%
6 series, M3, X5	—	2.9-3.9%
1 series, X3	—	3.9%
Mini Cooper	—	2.9-4.9%
2008 models		
BMW 1 series, 3 series, 5 series, 6 series, 7 series, M3, M5, M6, X3, Z4, Z4 M	—	2.9%
Mini Cooper	—	2.9-4.9%
CHRYSLER LLC		
<i>Expires March 31. In lieu of rebates, cut-rate financing is available.</i>		
2009 models		
Chrysler 300C, 300 SRT8	\$3,000	0-5.9%
300 (excl. C and SRT8), PT Cruiser	\$500-\$2,000	0-5.9%
Aspen, Aspen Hybrid	\$1,000-\$1,500	0-5.9%
Sebring, Town & Country	\$0-\$1,500	0-5.9%
Dodge Ram 2500/3500	\$1,500-\$3,000	0-5.9%
Charger, Journey	\$1,000-\$2,000	0-5.9%
Durango, Ram 1500	\$500-\$2,000	0-5.9%
Avenger, Grand Caravan	\$250-\$1,500	0-5.9%
Caliber, Dakota, Nitro	\$0-\$1,250	0-5.9%
Challenger, Viper	—	0-5.9%
Jeep Commander	\$2,000-\$2,500	0-5.9%
Grand Cherokee, Liberty	\$750-\$1,500	0-5.9%
Wrangler	\$0-\$500	0-5.9%
Compass, Patriot	—	0-5.9%
2008 models		
Chrysler 300C, 300 SRT8	\$4,500-\$5,000	0-5.9%
Aspen, Sebring	\$1,000-\$4,000	0-5.9%
300 (excl. C and SRT8)	\$1,000-\$3,500	0-5.9%
Pacifica, PT Cruiser (excl. convertible)	\$750-\$2,500	0-5.9%
Town & Country	\$500-\$2,000	0-5.9%
Dodge Dakota, Magnum	\$2,250-\$4,250	0-5.9%
Ram 2500/3500	\$3,500-\$4,000	0-5.9%
Durango, Ram 1500	\$1,500-\$4,000	0-5.9%
Avenger, Charger	\$1,000-\$3,500	0-5.9%
Grand Caravan, Nitro	\$500-\$2,000	0-7.9%
Caliber	\$0-\$1,250	0-5.9%
Challenger, Viper	—	0-5.9%
Jeep Commander	\$4,000-\$4,500	0-5.9%
Grand Cherokee	\$500-\$4,500	0-5.9%
Liberty, Patriot	\$0-\$2,500	0-5.9%
Compass, Wrangler	\$750-\$1,250	0-5.9%
FORD MOTOR CO.		
<i>Expires March 31. In lieu of rebates, cut-rate financing is available.</i>		
2009 models		
Ford Flex	\$1,500-\$4,000	0-6.9%
F-250 Super Duty, F-350 Super Duty, F-450 Super Duty, Fusion	\$2,000-\$3,500	0-7.9%
Explorer, F-150	\$1,500-\$3,000	0-8.9%
Ranger	\$0-\$3,000	0-7.9%
Taurus, Taurus X	\$1,000-\$2,500	0.9-7.9%
Expedition, Expedition EL, Explorer Sport Trac	\$1,000-\$2,500	1.9-7.9%
Escape, Focus, Mustang	\$500-\$2,500	0-11.9%
Econoline, Edge	\$0-\$1,500	0.9-7.9%
Lincoln Navigator	\$3,500-\$4,000	2.9-7.9%
Town Car	\$3,500-\$4,000	4.9-9.9%
MKZ	\$3,000-\$3,500	0-4.9%
MKX	\$2,500-\$3,500	0.9-5.9%
MKS	\$0-\$1,000	1.9-6.9%
Mercury Grand Marquis	\$4,500-\$5,000	0.9-5.9%
Milan	\$2,000-\$3,500	0-4.9%
Mountaineer	\$1,750-\$3,000	1.9-6.9%
Sable	\$2,000-\$2,500	0.9-5.9%
Mariner	\$500-\$1,000	0-7.9%
2008 models		
Ford F-250 Super Duty, F-350 Super Duty, F-450 Super Duty	\$5,500-\$8,000	0-3.9%
F-150	\$3,500-\$7,000	0-5.9%
Explorer	\$3,500-\$6,000	0-3.9%
Mustang	\$2,500-\$5,500	0-6.9%
Expedition, Expedition EL	\$3,500-\$5,000	0-3.9%
Taurus, Taurus X	\$2,000-\$4,500	0-3.9%
Explorer Sport Trac, Fusion	\$2,500-\$4,000	0-4.9%
Edge, Escape	\$1,000-\$4,000	0-4.9%
Ranger	\$500-\$3,500	0-4.9%
Econoline, Focus	\$1,500-\$3,000	0-5.9%
Lincoln Navigator	\$6,500-\$8,000	0-2.9%
MKX, Town Car	\$4,500-\$6,000	0-2.9%
MKZ	\$4,000-\$5,500	0-2.9%
Mercury Grand Marquis	\$4,500-\$6,000	0-4.9%
Mountaineer	\$3,500-\$6,000	0-3.9%
Milan, Sable	\$2,000-\$4,500	0-4.9%
Mariner	\$1,000-\$4,000	0-4.9%
GENERAL MOTORS		
<i>Expires March 31. In lieu of rebates, cut-rate financing is available.</i>		
2009 models		
Buick LaCrosse, Lucerne	\$1,000	5.9-6.9%
Enclave	\$750	6.9%
Cadillac XLR, XLR-V	\$4,500	6.9%
CTS, DTS, SRX	\$1,500-\$2,000	6.9%
Chevrolet TrailBlazer	\$3,000	3.9-4.9%
Silverado 1500	\$1,500-\$2,500	3.9-4.9%
Impala	\$1,750	5.9%
Cobalt	\$1,500	2.9-4.9%
Avalanche, Silverado 2500HD, Silverado 3500HD	\$1,500	5.9%
Malibu	\$1,250	4.9%
Equinox, Colorado, HHR, Suburban, Tahoe, Tahoe Hybrid	\$1,000	4.9-6.9%
Express cargo	\$1,000	—
Traverse	\$750	6.9%
Express	\$500	—
Aveo	—	5.9%
GMC Envoy	\$3,000	3.9-4.9%
Sierra 1500	\$1,500-\$2,500	3.9-4.9%
Sierra 2500HD, Sierra 3500HD	\$1,500	5.9%
Canyon, Yukon, Yukon XL	\$1,000	5.9-6.9%
Savana cargo	\$1,000	—
Acadia	\$750	6.9%
Savana	\$500	—
Hummer H3	\$5,000	6.9%
H3T	\$2,000	6.9%
H2, H2 SUT	—	6.9%
Pontiac G5, G8	\$1,500	2.9-5.9%
G6, Torrent	\$750-\$1,250	4.9-6.9%
Vibe	\$500	6.9%
Solstice	\$500	—
G3	—	5.9%
Saab 9-3	\$1,500	6.9%
9-5, 9-7X	—	6.9%
Saturn Aura, Vue	\$1,250	4.9-5.9%
Outlook	\$750	6.9%
Sky	\$500	—
2008 models		
Buick Lucerne, LaCrosse	\$2,000-\$3,500	0.9-2.9%
Enclave	\$2,500	4.9%
Cadillac Escalade, XLR, XLR-V	\$8,500	0.9-1.9%
DTS, STS, STS-V	\$5,500-\$6,500	0.9-1.9%
CTS, SRX	\$3,500-\$5,000	0.9-1.9%
Chevrolet TrailBlazer	\$7,250	0-1.9%
Silverado 2500HD/3500HD, Suburban, Tahoe	\$6,000-\$7,000	1.9-4.9%
Avalanche, Equinox, Silverado 1500	\$3,000-\$5,000	1.9-4.9%
Colorado	\$2,750-\$4,250	2.9-3.9%
HHR, Impala, Malibu	\$2,500-\$3,250	1.9-4.9%
Cobalt, Corvette	\$2,000-\$2,500	5.9-6.9%
Express cargo	\$1,000-\$2,000	—
Express, Malibu Hybrid, Uplander	\$1,000-\$1,500	—
Aveo	\$1,000	6.9%
GMC Envoy	\$7,250	0-1.9%
Yukon XL	\$7,000	1.9-3.9%
Sierra 2500HD/3500HD	\$6,000-\$7,000	4.9%
Yukon	\$6,000	1.9-3.9%
Sierra 1500	\$3,000-\$5,000	2.9-4.9%
Canyon	\$2,750-\$4,250	2.9-3.9%
Acadia	\$2,500	4.9%
Savana cargo	\$1,000-\$2,000	—
Savana	\$1,500	—
Hummer H2	\$8,000	0.9-1.9%
H3	\$7,000	0.9-1.9%
Pontiac Torrent	\$4,250	2.9-3.9%
G5, G6, G8	\$2,500-\$3,000	3.9-6.9%
Grand Prix	\$2,250	3.9-4.9%
Solstice	\$1,250	4.9%
Vibe	\$750	—
Saab 9-7X	\$10,000	0-1.9%
9-5	\$8,500	0-1.9%
9-3	\$6,500-\$8,500	0-1.9%
Saturn Aura, Vue	\$2,750	3.9-4.9%
Outlook	\$2,500	4.9%
Aura Hybrid, Vue Hybrid	\$1,500-\$1,750	—
Astra, Sky	\$1,250	4.9-5.9%
AMERICAN HONDA MOTOR CO.		
<i>Expires March 31.</i>		
2009 models		
Acura TL	—	2.9-3.9%
Honda Civic	—	2.9-3.9%
2008 models		
Acura TL	—	2.9-3.9%
Honda Civic	—	2.9-3.9%
HYUNDAI-KIA AUTOMOTIVE		
<i>Expires March 31. In lieu of rebates, cut-rate financing is available.</i>		
2010 models		
Hyundai Genesis Coupe	—	0-4.9%
Kia Soul	—	0-5.9%
2009 models		
Hyundai Sonata	\$2,000	—
Azera, Santa Fe	\$1,000	0-2.9%
Accent, Elantra, Tucson	\$1,000	—
Genesis sedan	—	0-2.9%
Kia Borrego	\$3,000	0-1.9%
Spectra, Sportage	\$2,000	0-3.5%
Optima	\$1,500	2.5-6.75%
Rio	\$500-\$1,000	—
2008 models		
Hyundai Entourage, Veracruz	\$4,000	—
Santa Fe	\$2,500-\$3,500	0-2.9%
Sonata, Tiburon	\$3,000	—
Tucson, Azera	\$2,500	—
Accent, Elantra	\$1,500-\$2,000	—
Kia Amanti, Sedona, Sorento	\$5,000	0-3.5%
Optima, Rondo, Sportage	\$4,000	0-3.5%
Spectra	\$3,000	0-3.5%
Rio	\$1,500	2.5-6.75%
JAGUAR		
<i>Expires March 31. In lieu of rebates, cut-rate financing is available.</i>		
2009 models		
XF series	—	0-4.9%
XJ series	—	2.9%
2008 models		
XK series	\$5,000	—

	Cash rebate	Finance rate
LAND ROVER		
<i>Expires March 31.</i>		
2009 models		
LR2, Range Rover Sport, LR3	—	1.9-3.9%
2008 models		
LR2, LR3, Range Rover, Range Rover Sport	—	0%
MAZDA		
<i>Expires March 31. In lieu of rebates, cut-rate financing is available.</i>		
2009 models		
B series	\$2,500	—
Tribute	\$1,000-\$2,000	3.9-4.9%
Mazda3, Mazda5, CX-9, CX-7, Mazda6, RX8	—	0-4.9%
2008 models		
RX-8	\$4,000	1.9-2.9%
B series	\$3,000	—
Mazda6, Tribute	\$2,000-\$3,000	0-1.9%
MX-5 Miata	\$2,500	0-3.9%
Mazda3, Mazda5	\$2,500	0.9-2.9%
CX-7, CX-9	—	0-1.9%
MERCEDES-BENZ		
<i>Expires March 31.</i>		
2010 models		
GLK350	—	0.9%
2009 models		
C class, CLK class, CLS class, E class, GL class, M class, R class, SLK class	—	0.9%
MITSUBISHI		
<i>Expires March 31. In lieu of rebates, cut-rate financing is available.</i>		
2009 models		
Raider	\$3,000	—
Galant, Lancer	\$1,500-\$2,000	0-3.9%
Outlander, Eclipse, Eclipse Spyder	\$1,000	0-3.9%
2008 models		
Endeavor, Raider	\$4,000-\$5,000	0-2.9%
Galant, Eclipse, Eclipse Spyder	\$3,000	0-2.9%
Outlander, Lancer Evolution	\$2,000	0-2.9%
Lancer	\$1,500	0-2.9%
NISSAN NORTH AMERICA		
<i>Expires March 31. In lieu of rebates, cut-rate financing is available.</i>		
2009 models		
Infiniti FX35, FX50, G37, QX56	—	1.9-3.9%
M35, M45	—	3.9-4.9%
Nissan Armada, Titan	\$4,500-\$5,000	0.9-1.9%
Frontier, Quest, Sentra	\$2,000-\$2,500	0-3.9%
Pathfinder, Xterra	\$1,500-\$2,000	2.9-4.9%
Altima (incl. Hybrid)	\$1,000-\$1,500	2.9-3.9%
Murano, Versa	\$500-\$1,500	2.9-3.9%
Rogue	—	2.9%
2008 models		
Infiniti EX35, G35, G37, M35, M45	—	0-0.9%
Nissan Quest, Titan	\$4,000-\$5,500	0-1.9%
350Z, Pathfinder	\$2,500-\$3,500	1.9-2.9%
Sentra	\$2,500	0%
SUBARU		
<i>Expires March 31.</i>		
2008 models		
Forester, Legacy, Outback	\$0-\$2,000	0-4.9%
Impreza	\$0-\$1,000	0-4.9%
Tribeca	—	0-4.9%
SUZUKI		
<i>Expires March 31. In lieu of rebates, cut-rate financing is available.</i>		
2009 models		
Equator, Grand Vitara	\$500-\$1,250	—
SX4	\$0-\$1,000	7.9-10.9%
XL7	\$500	—
2008 models		
XL7	\$0-\$6,000	—
Grand Vitara	\$0-\$4,000	0-4.9%
Forenza, Reno, SX4	\$0-\$2,500	0-9.9%
TOYOTA MOTOR SALES		
<i>Expires March 31. In lieu of rebates, cut-rate financing is available.</i>		
2009 models		
Toyota Corolla, Tundra	\$0-\$3,000	0-4.9%
Camry (incl. Hybrid), Matrix, Tacoma, Sienna, Yaris	\$0-\$1,750	0-4.9%
Highlander Hybrid	\$0-\$1,500	—
Prius	\$0-\$1,000	—
Highlander, RAV4	\$0-\$750	—
2008 models		
Toyota Sequoia, Tundra	\$0-\$5,000	0-3.9%
Highlander Hybrid, Sienna	\$0-\$3,000	—
4 Runner, Camry Solara	\$0-\$3,000	0-4.9%
Highlander (excl. Hybrid)	\$0-\$2,500	0-2.9%
FJ Cruiser, Tacoma	\$0-\$2,000	0%
RAV4, Yaris	\$0-\$1,500	0-3.9%
Avalon	\$0-\$1,000	—
VW GROUP OF AMERICA		
<i>Expires March 31.</i>		
2009 models		
Volkswagen Routan, Passat, Touareg 2	—	0%
CC, Eos, GTI, Rabbit, Tiguan, GLI, Jetta, New Beetle	—	3.9-5.9%
VOLVO		
<i>Expires March 31.</i>		
2008 models		
S60, S80, V70, XC70, XC90	—	0-3.9%

Dealer Incentives

Incentives in this table are a summary of dealer programs offered. Programs may vary by region and model.

	Cash rebate	Finance rate
CHRYSLER LLC		
<i>Expires March 31.</i>		
2009 models		
Chrysler Town & Country	\$0-\$750	—
PT Cruiser	\$0-\$500	—
Dodge Ram 1500, Ram 2500/3500	\$0-\$1,500	—
Caliber, Grand Caravan	\$0-\$750	—
2008 models		
Chrysler 300 (excl. C and SRT8)	\$500-\$1,000	—
300C, 300 SRT8	\$500	—
Dodge Ram 1500, Ram 2500/3500	\$0-\$3,000	—
Caliber, Grand Caravan, Charger	\$0-\$1,250	—
Avenger, Nitro	\$0-\$500	—
Jeep Wrangler	\$0-\$1,000	—
Commander, Compass, Grand Cherokee, Liberty, Patriot	\$0-\$500	—
GENERAL MOTORS		
<i>Expires March 31.</i>		
2009 models		
Hummer H2, H2 SUT	\$3,500	—
Saab 9-5, 9-7X	\$3,000-\$5,000	—
AMERICAN HONDA MOTOR CO.		