2025 Model Year

FCA CANADA SEPTEMBER 2025 FIAT 500e NATIONAL (EXCLUDING QUEBEC) RETAIL INCENTIVE PROGRAM

FCA CANADA INCENTIVE LANDSCAPE

PROGRAM PERIOD: SEPTEMBER 3RD, 2025 - SEPTEMBER 30TH, 2025

PROGRAM STACKABILITY COLOR KEY

	Consumer Cash*	RBC, TD Auto Finance & Scotiabank						OR	Alternative Consumer Cash^	RBC, TD Auto Finance & Scotiabank						Bonus Cash*
	252EAW09	Consumer Cash Finance Rates							25AEAW09	Alternative Consumer Cash Finance Rates^ (Stackable with Alternative Consumer Cash)						Program 2518 / 2546
	TYPE OF SALE 1 or E	TYPE OF SALE 1							TYPE OF SALE 1	TYPE OF SALE 1						TYPE OF SALE 1, L or E
	Stackable with Bonus Cash and Type of Sale "E" Cash only.	Up to 36M	Up to 48M	Up to 60M	Up to 72M	Up to 84M	Up to 96M		Stackable with Bonus Cash Only	Up to 36M	Up to 48M	Up to 60M	Up to 72M	Up to 84M	Up to 96M	Stackable with \Consumer Cash or Lease Cash, Alternative Consumer Cash and Type of Sale 'E' Delivery Credit Program
Discount Type (Before or After Tax)	BEFORE TAX≈								BEFORE TAX≈							AFTER TAX
2025 Model																
FIAT 500e BEV	$2,000	0.00%	0.00%	1.99%	3.49%	3.99%	4.99%			-	-	-	-	-	-	$5,000

IMPORTANT - EFFECTIVE INTEREST RATE DISCLOSURE

Alternative Finance Offers require additional disclosures in loan documentation and in advertising. If a customer chooses the Alternative Financing offer, the dealer must complete Effective Interest Rate disclosure in the loan documentation. Please contact your finance institution for complete details. If a dealer advertises Alternative financing, the effective interest rate (which includes the foregone difference between the Consumer Cash and the Alternative Consumer Cash available on the applicable vehicle as a cost of borrowing) must appear as prominently as the Alternative Financel rate. Dealers are responsible for complying with all applicable provincial cost of credit disclosure laws. Please consult your legal counsel for complete details.

*Consumer Cash Discount Program is eligible on types of sale (1 or E) and is combinable with all Retail Bonus Cash programs but is not combinable with Alternative Finance Rates, Type of Sale "L" Lease Cash, or Alternative Consumer Cash. Before Tax discounts are manufacturer to dealer discounts. The reduced cost should be passed on as a reduction in the selling price to the customer. Applicable taxes are payable on the reduced selling price. These discounts are not to be noted as a separate line item on the Bill of Sale.The above published Finance Rates are available through RBC, TD Auto Finance & Scotiabank for up to 96 months. Dealers will receive a $200 flat fee directly from their finance source for all eligible Finance Rates purchase finance deals with the Royal Bank of Canada, TD Auto Finance (Prime) & Scotiabank.

^Note: Alternative Consumer Cash Discount Program is eligible on Type of Sale "1" & is combinable with Alternative Finance Rates (provided above), all Retail Bonus Cash programs and is not combinable with Type of Sale 'E' Delivery Credit, Type of Sale "L" Lease Cash and Consumer Cash. The above published Alternative Finance Rates are available through RBC, TD Auto Finance & Scotiabank for up to 96 months. Dealers will receive a $200 flat fee directly from their finance source for all eligible Alternative Finance Rates purchase finance deals with the Royal Bank of Canada, TD Auto Finance (Prime) & Scotiabank. Contact the qualifying finance source for applicable Standard (STD) Rates and flat fee dealer reserves. ≈Before Tax discounts are manufacturer to dealer discounts. The reduced cost should be passed on as a reduction in the selling price to the customer. Applicable taxes are payable on the reduced selling price. These discounts are not to be noted as a separate line item on the Bill of Sale.

*See Program Rules for Details

Version 1: September 3rd, 2025

2025 Model Year

FCA CANADA SEPTEMBER 2025 FIAT 500e NATIONAL (EXCLUDING QUEBEC) RETAIL INCENTIVE PROGRAM

FCA CANADA INCENTIVE LANDSCAPE

PROGRAM PERIOD: SEPTEMBER 3RD, 2025 - SEPTEMBER 30TH, 2025

NON-PRIME CORE INCENTIVE RULES

	Bonus Cash*	+	Non Prime Consumer Cash*	+	KEY 6	OR	KEY 5	OR	KEY 4	OR	KEY 3	OR	STAR 6	OR	STAR 5	OR	STAR 4	OR	STAR 3
	Program 2518 / 2546		252EAWN9	+	Special TD Auto Finance (Non-prime)								Scotia Dealer Advantage (Non-prime) (Stackable with Non-prime Consumer Cash)** TYPE OF SALE 1						
	TYPE OF SALE 1, L or E		TYPE OF SALE 1 or E		Special APR		Special APR		Special APR		Special APR		Special APR		Special APR		Special APR		Special APR
	Stackable with Consumer Cash or Lease Cash, Alternative Consumer Cash and Type of Sale 'E' Delivery Credit Program		Stackable with Bonus Cash and Type of Sale "E" Cash only.		Up to 84M		Up to 84M		Up to 84M		Up to 84M		Up to 96M		Up to 84M		Up to 84M		Up to 84M
PROGRAM STACKABILITY COLOR KEY																			
Discount Type (Before or After Tax)	AFTER TAX †		BEFORE TAX ∞																
2025 Model																			
FIAT 500e BEV	$5,000		$2,000		8.99%	OR	11.99%	OR	16.99%	OR	20.09%	OR	8.99%	OR	11.99%	OR	16.99%	OR	20.09%

COMMENTS

Note: The above published Non-prime Finance Rates are available with TD Auto Finance (Non-prime) & Scotia Dealer Advantage (SDA) for up to 84-months and are combinable with Non Prime Consumer Cash, Bonus Cash and Employee Pricing Plus. SDA Star 6 Non-Prime Finance Rates are available for up to 96-months, please contact your SDA area Sales Manager for full terms and conditions. **Dealers will receive a $200 flat fee from directly from their finance source for all eligible Non-prime Finance Rates purchase finance deals with TD Auto Finance (Non-prime) or Scotia Dealer Advantage (SDA). Contact the qualifying finance source for applicable Standard (STD) Rates and flat fee dealer reserves. ∞Before Tax discounts are manufacturer to dealer discounts. The reduced cost should be passed on as a reduction in the selling price to the customer. Applicable taxes are payable on the reduced selling price. These discounts are not to be noted as a separate line item on the Bill of Sale. * See No-charge Diesel Engine Program for complete details.

Stackable Consumer Cash Discount Program is eligible on types of sale (1 or E) & is combinable with Consumer Cash Finance Rates (provided above), all Retail Bonus Cash programs during the program period and is not combinable with Type of Sale "L" Lease Cash, and Alternative Finance Consumer Cash.

*See Program Rules for Details

Version 1: September 3rd, 2025