

CHRYSLER MINORITY DEALERS ASSOCIATION

2023 MEMBERSHIP BENEFITS



2023 CHRYSLER MINORITY DEALERS ASSOCIATION (CMDA) MEMBERSHIP OPPORTUNITIES/BENEFITS



Membership within the Chrysler Minority Dealers Association offers minority dealers the following opportunities:

- A collective voice within the automotive industry and with automotive OEM's and executives.
- A viable way to network, interact and mentor with dealers who share similar experiences.
- The ability to participate in business and educational meetings that promote minority dealers and their businesses
- To contribute to the growth and development of minority dealer candidates
- To interact with leading OEM, vendor and other stakeholder executives and influencers
- Be a direct contributor in strengthening our partnership with Stellantis



Additionally, CMDA members are entitled to the following financial benefits as well:

NADA Dealer Academy Minority Candidate Support – (\$32,000)

Total funding (tuition, lodging, travel) for ten (10) ethnic minority candidates from CMDA dealerships to attend the NADA Dealer Academy. This will assist in the development of the next generation of minority dealers in the automotive industry.

Training Support – (\$10,000)

- A \$10,000 reimbursement for training and operational support activities, including 20 Group activities, Stellantis' Performance Institute training expenses and Degrees@Work Program.

CMDA Member Meetings Participation Incentive – (\$7,000)

- Annual attendance incentive of \$3,500 for attending the CMDA Annual Meeting and Summer Meeting. A total possible incentive of \$7,000.

Facility Electric Vehicle Assessment Support – (up to \$5,000)

- Reimbursement of 50% (up to \$5,000) of the assessment fee for having your CMDA dealership assessed by Future Energy or other certified EV assessment provider approved by Stellantis

Dealer Association Membership and/or Conference Attendance – (\$2,000) *New For 2023**

- An annual reimbursement of up to \$2,500 for dealer association(s) membership (i.e. state dealer association, NAMAD, NADA, etc...) or expense for registering/ attending a Dealer Conference (i.e. NAMAD or NADA, conference, etc...).

Charitable Event / Donation Support – (\$2,000)

- An annual \$2,000 reimbursement to assist CMDA members with their local charitable endeavors and emphasize the importance of community support.

NAMAD Membership Dues Payment – (\$500)

- Payment of annual dues in the National Association for Minority Automobile Dealers (NAMAD).

Preferred Pricing – CMDA Membership

- Financial and operational benefits and preferred pricing from our sponsors