

## **CHRYSLER ARM TWISTING**

**June 2, 2009**

Chrysler dealers that presumably will be continuing are being asked to sign a two-page letter of understanding agreeing to do certain things to become a Genesis dealership. Among those are land and facility requirements, waiver of rights, exclusivity, working capital and the ever present site control, which will tie up your real estate. You should be receiving this letter shortly. You should ask to see a copy of the site control agreement, understand what your working capital requirements will be and get an accurate understanding of the land and facility requirements. Bullet points in the letter deal with access, showroom requirements, square footage for facility and land, Chrysler's arch design and new signage. There may or may not be an attachment relative to facilities design and functionality.

Dealers that refuse to commit will probably be consigned to the scrap heap of old Chrysler franchises.

You may call Ronald C. Smith, Michael P. Shanahan, Jeffrey B. Halbert or Donn H. Wray at 317-639-5454 for further consultation.