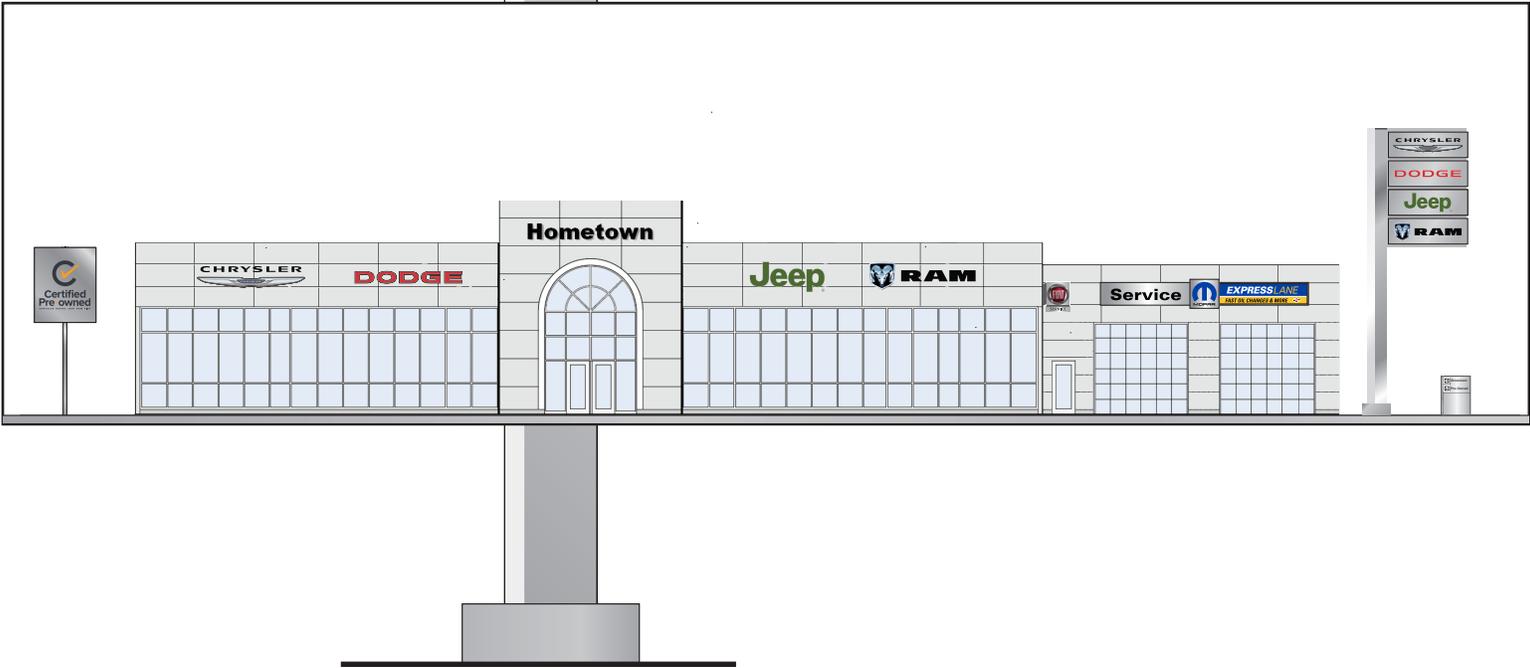
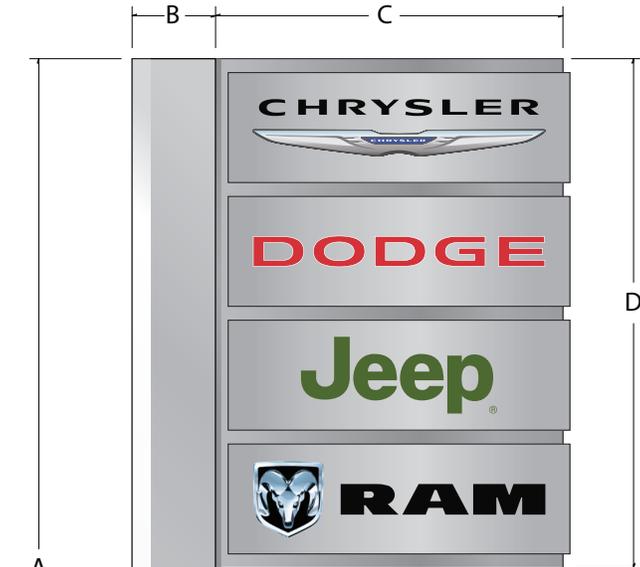
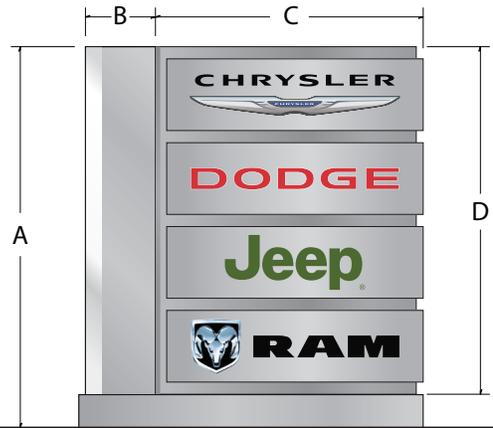


# MILLENNIUM DEALER PROGRAM GUIDE





SERIES	PYLON	A	B	C	D	SQ. FT.
9	10' x 15'	35'-0"	2'-4"	10'-5 3/4"	15'-1 1/2"	158.6
7	8' x 12'	30'-0"	2'-0"	8'-5 7/8"	12'-2 1/2"	103.6
5	6' x 8'	20'-0"	1'-8 1/8"	6'-5"	8'-4"	53.5
4	5' x 6'	18'-0"	1'-2"	5'-4 1/8"	6'-4 1/8"	33.9



**PYLONS**

**MONUMENTS**

SERIES	MONUMENT	A	B	C	D	SQ. FT.
7	8' x 12'	13'-0"	2'-0"	8'-5 7/8"	12'-2 1/2"	103.6
5	6' x 8'	10'-0"	1'-8 1/8"	6'-5"	8'-4"	53.5
5	6' x 8'	12'-0"	1'-8 1/8"	6'-5"	8'-4"	53.5
4	5' x 6'	8'-0"	1'-2"	5'-4 1/8"	6'-4 1/8"	33.9
4	5' x 6'	10'-0"	1'-2"	5'-4 1/8"	6'-4 1/8"	33.9

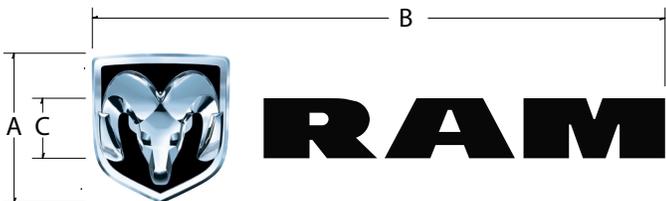
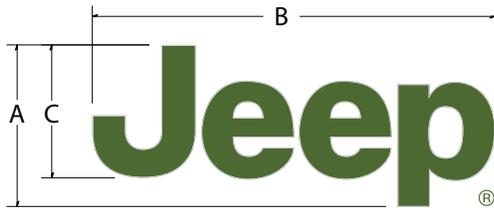
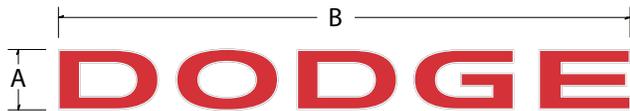
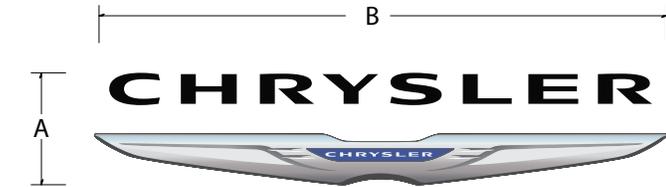


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The Facility must meet or adhere to FCA facility requirements outlined within the Millennium Branding System.

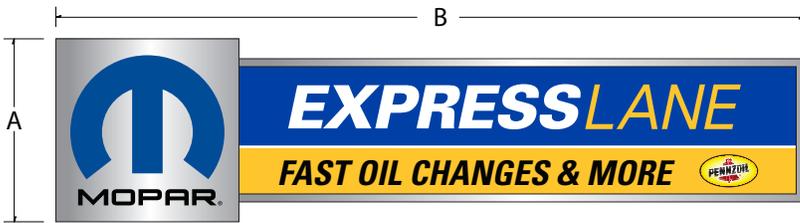
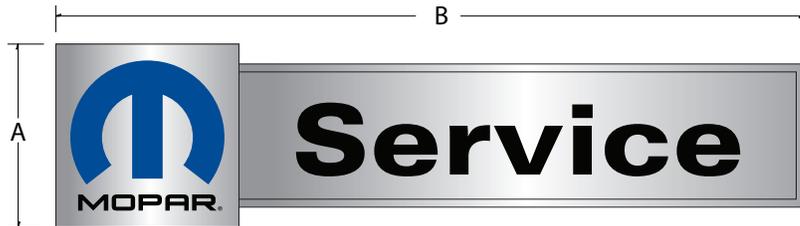
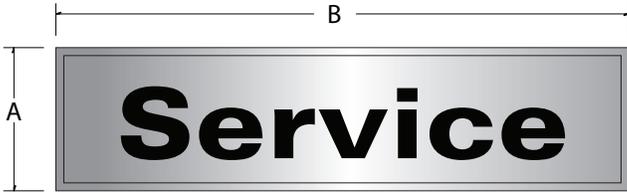
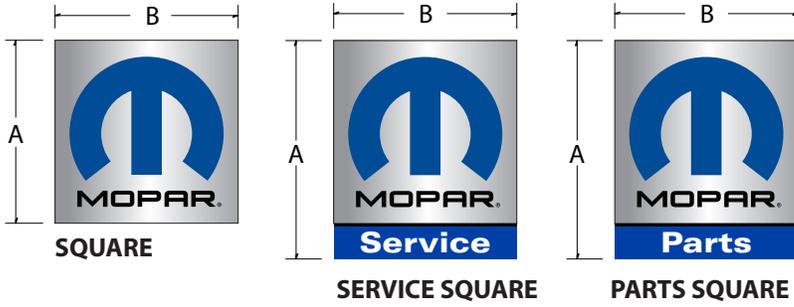
Facility Color must be Benjamin Moore, Pelican Gray 1612 or Eifs Color - Oyster 21612

7 SERIES	A	B	C	SQ. FT.
Chrysler	16 7/16"	7'-0"		9.58
Dodge	8 3/4"	7'-0"		5.1
Jeep	23 1/2"	4'-10 3/4"	19 1/2"	9.6
Ram	22"	7'-0"	9"	7.0

9 SERIES	A	B	C	SQ. FT.
Chrysler	21 1/16"	8'-10 1/2"		15.5
Dodge	11 1/8"	8'- 10 1/2"		8.2
Jeep	28 5/8"	5'-11 1/2"	23 1/2"	14.2
Ram	27"	8'-10 1/2"	11 1/8"	10.1

12 SERIES	A	B	C	SQ. FT.
Chrysler	28 3/16"	12'-0"		28.1
Dodge	15"	12'-0"		15.0
Jeep	40 7/8"	8'-5 3/8"	34 1/4"	28.8
Ram	38"	12'-0"	15"	20.5

17 SERIES	A	B	C	SQ. FT.
Chrysler	39 11/16"	17'-0"		56.2
Dodge	21 3/8"	17'-0"		30.3
Jeep	58"	12'-1"	47 5/8"	58.4
Ram	52 3/4"	17'-0"	21 3/8"	40.7



**SP CONFIGURATION**

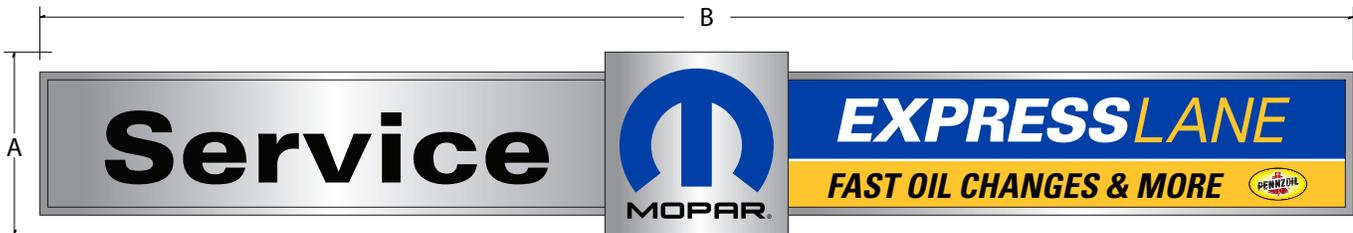


**PANEL**



**PANEL without Pennzoil decal**

MOPAR SYSTEM	A	B	SQ. FT.
LG SQUARE	46"	46"	14.7
LG PANEL	36"	12'-0"	36
LG SERVICE SQUARE	55"	46"	17.6
LG SP CONFIG.	46"	15'-8"	60
LG PSP CONFIG.	46"	27'-6"	105.4
SM SQUARE	35 1/4"	35 1/4"	8.6
SM Panel	27 1/2"	9'-2 1/4"	21
SM Service Square	42"	35 1/4"	10.3
SM SP Config.	35 1/4"	11'-11 1/2"	35
SM PSP Config.	35 1/4"	20'-11 3/4"	61.6



**PSP CONFIGURATION**



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**Service Channel Letters**



**Parts Channel Letters**

MOPAR SYSTEM	A	B	SQ. FT.
SM 18 Service Letters	18"	8'-11 1/16"	13.4
SM 12 Service Letters	12"	5'-4 5/16"	5.4
SM 18 Parts Letters	18"	5'-7 3/16"	8.4
SM 12 Parts Letters	12"	3'-8 1/4"	3.7
LG 30 Service Letters	30"	16'-1 1/16"	40.2
LG 24 Service Letters	24"	10'-8 11/16"	21.5
LG 30 Parts Letters	30"	11'-1 5/16"	27.8
LG 24 Parts Letters	24"	7'-5 7/16"	14.9



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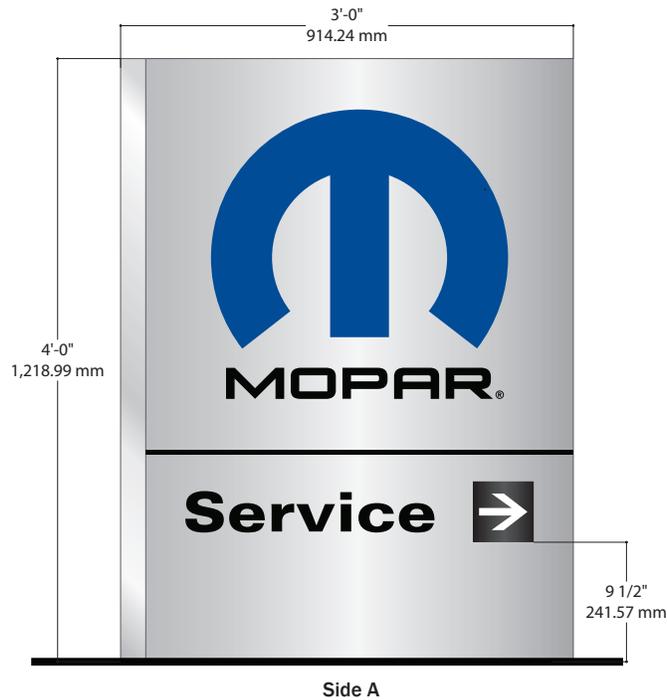
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# Non-Illuminated Service Directional

NOTE: All copy is first surface applied vinyl. Dealer option for exterior illumination via ground installed fixture.



## D-5 Mopar Directional

MONOLITH

### SQUARE FOOTAGE

- 12 ft<sup>2</sup>

### MANUFACTURING DETAILS

- PAINTED ALUMINUM SIGN EXTERIOR CONSTRUCTION  
ACM SIDE TUBE WITH MIRROR FINISH
- 3M BLACK REFLECTIVE VINYL COPY

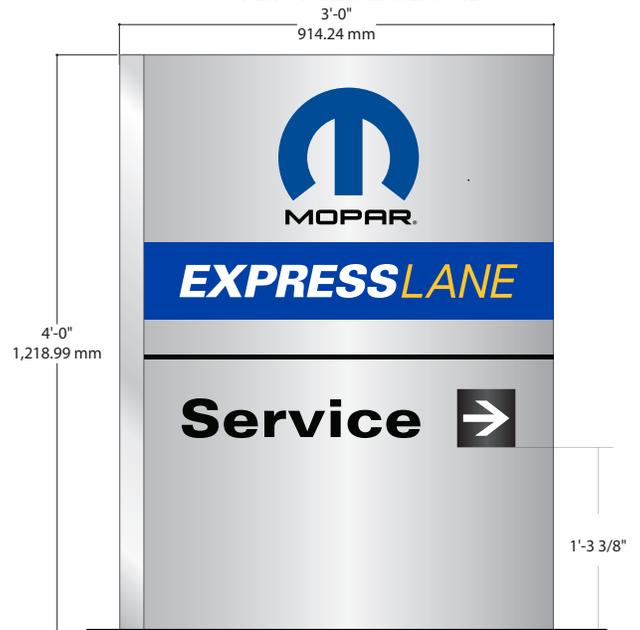
### ELECTRICAL REQUIREMENTS

- NON-ILLUMINATED

### COLORS

- BLACK  PROCESS BLACK
- BLUE  PMS 2945 (MOPAR)
- BLUE-2  PMS 293 (EXPRESS LANE)
- WHITE 
- SILVER 
- YELLOW  PMS 123

## OTHER AVAILABLE MESSAGE



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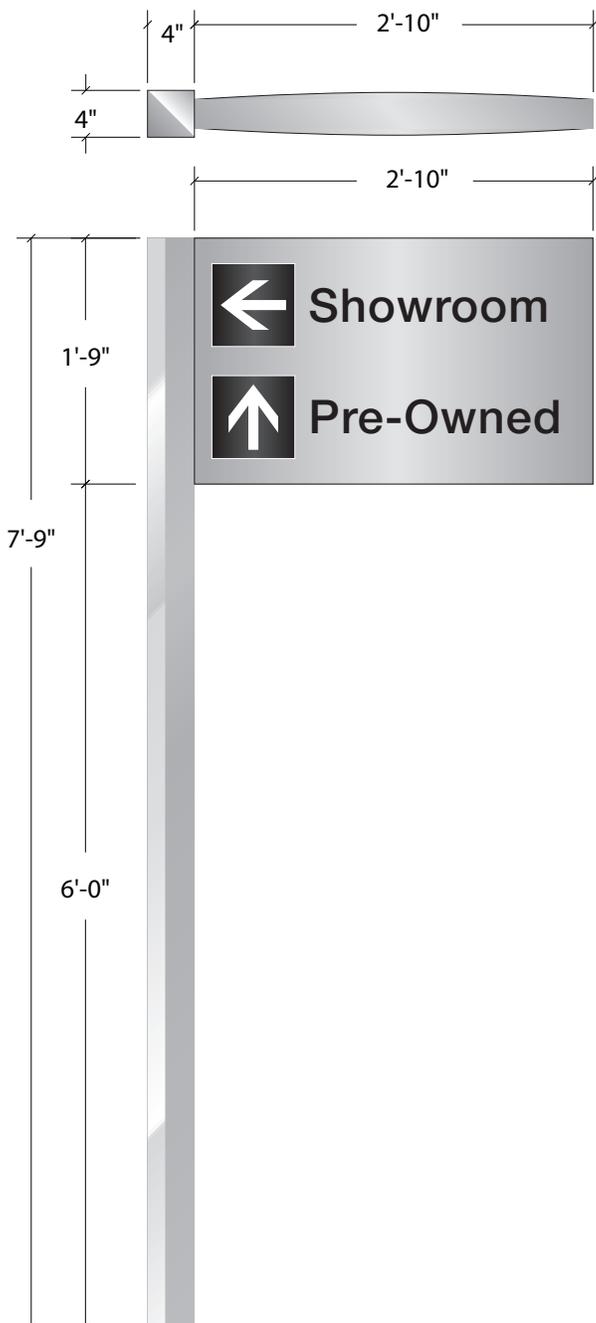
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# D-5 Flag Mount Directional



## OTHER AVAILABLE MESSAGE



## D-5 Directional

FLAG MOUNT

### SQUARE FOOTAGE

- 5 ft<sup>2</sup>

### MANUFACTURING DETAILS

- PAINTED ALUMINUM SIGN EXTERIOR CONSTRUCTION  
ACM SIDE TUBE WITH MIRROR FINISH
- 3M BLACK REFLECTIVE VINYL COPY

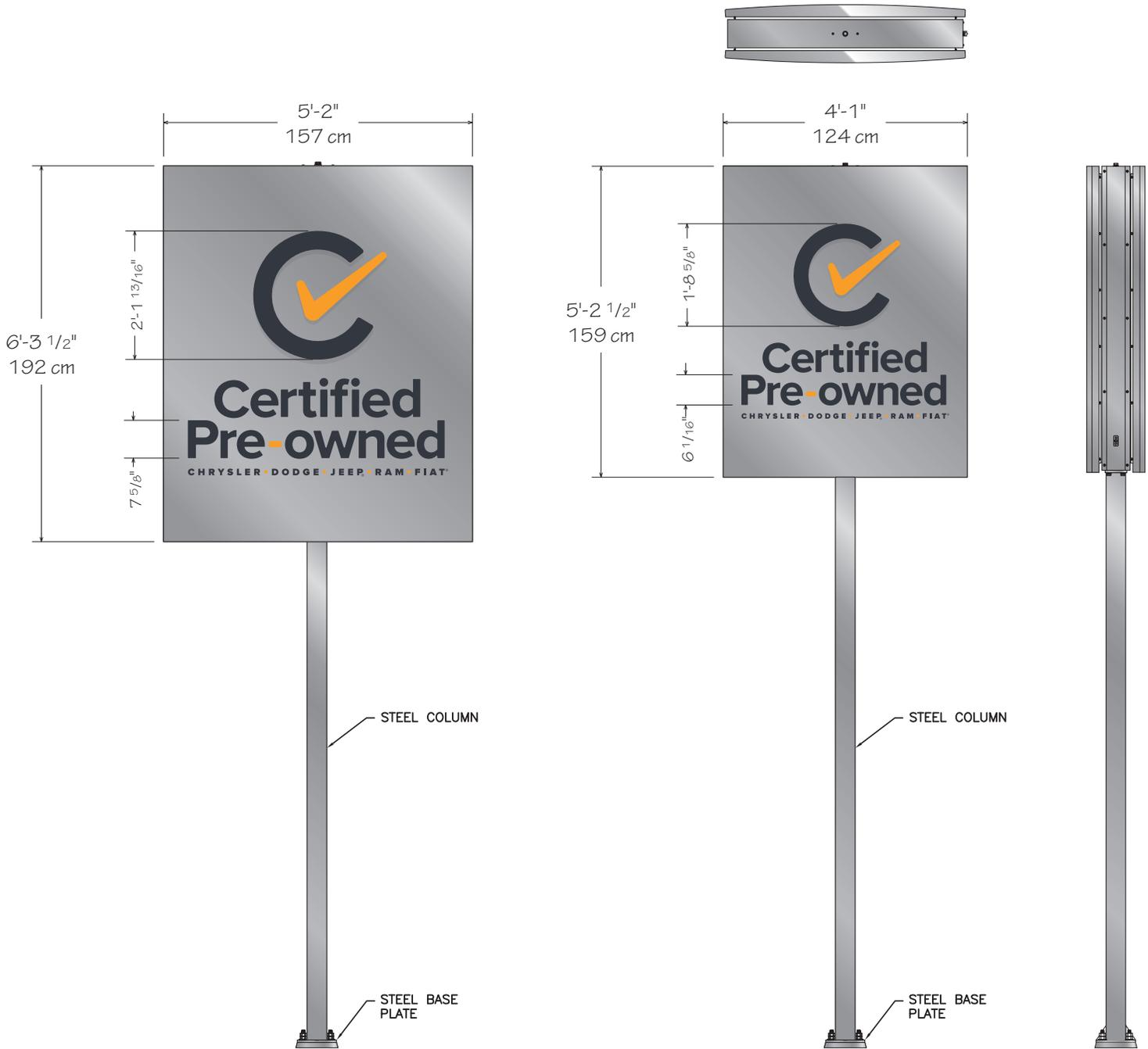
### ELECTRICAL REQUIREMENTS

- NON-ILLUMINATED

### COLORS

BLACK		PROCESS BLACK
BLUE		PMS 2945 (MOPAR)
BLUE-2		PMS 293 (EXPRESS LANE)
WHITE		
SILVER		
YELLOW		PMS 123

# Certified Pre-Owned Pylon



## CERTIFIED PRE-OWNED PYLON

PYLON	A	B	C	D	SQ. FT.
6' x 5'	15'-0"	5'-2"	6'-3 1/2"	1'-4"	32.5
5' x 4'	15'-0"	4'-1"	5'-2 1/2"	1'-0 7/8"	22.5



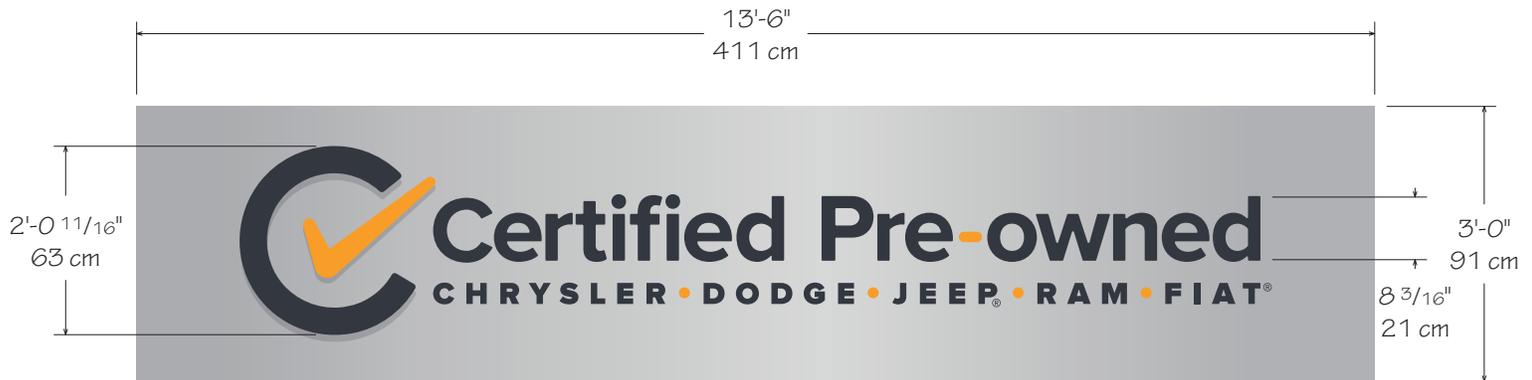
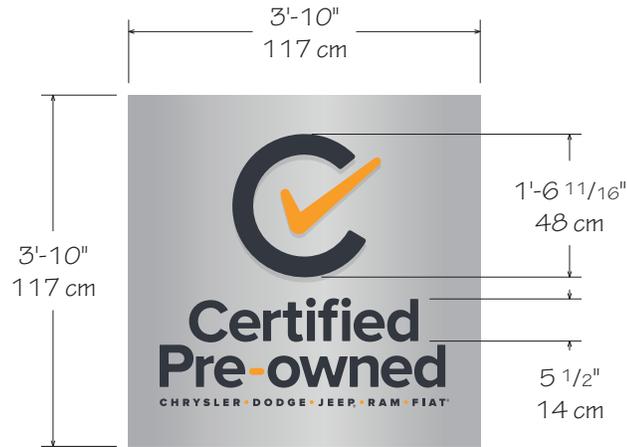
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# Certified Pre-Owned Wall Sign



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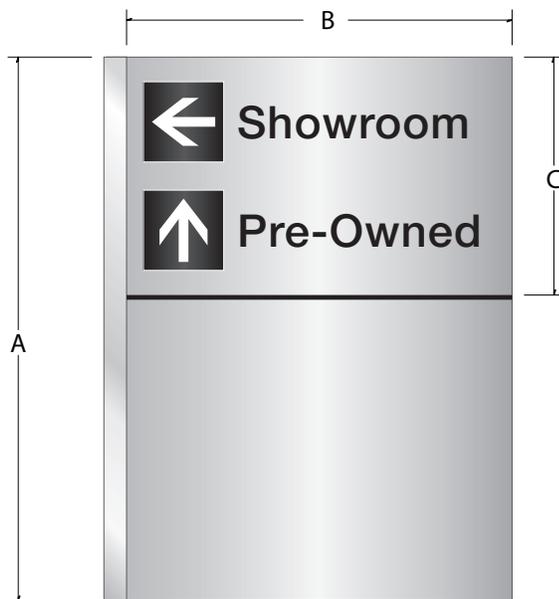
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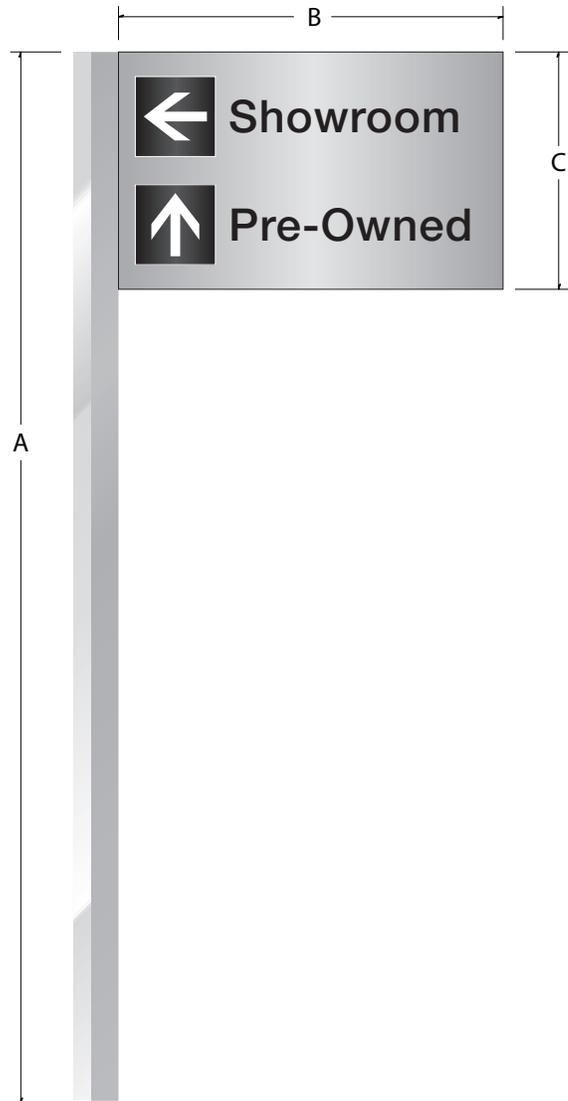
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**D-5-W**



**D-5-M**



**D-5-F**  
**D-4-F**

### D-5 DIRECTIONALS

D - 5	A	B	C	D	SQ. FT.
3' OAH	3'-0"	2'-10"	1'-9"	5 1/4"	5.0
4' OAH	4'-0"	2'-10"	1'-9"	5 1/4"	5.0
FLAG	7'-9"	2'-10"	1'-9"	4"	5.0

### D-4 DIRECTIONALS

D - 4	A	B	C	D	SQ. FT.
FLAG	4'-0"	2'-6"	1'-6"	5 1/4"	3.75
FLAG	3'-0"	2'-6"	1'-6"	5 1/4"	3.75



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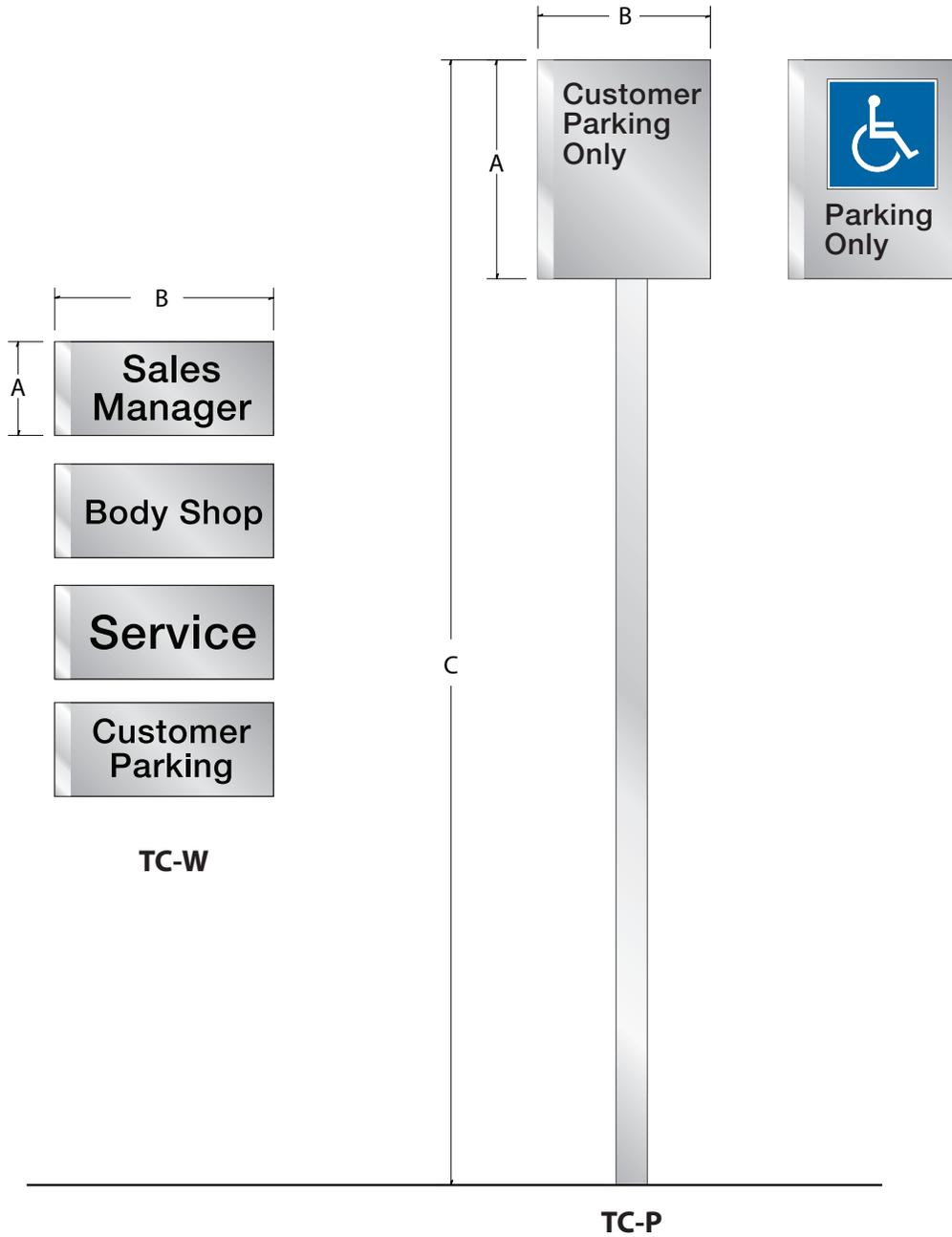
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### WAYFINDING SIGNS

WAYFINDING	A	B	C	SQ. FT.
WALL	6"	1'-2"		.6
POST	1'-2"	11"	6'-0"	1



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36" **Dealer Name**

30" **Dealer Name**

24" **Dealer Name**

18" **Dealer Name**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789.,'-:@&**



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SERIES	PYLON	A	B	C	D	SQ. FT.
9	10' x 15'	35'-0"	2'-4"	10'-5 3/4"	15'-1 1/2"	158.6
7	8' x 12'	30'-0"	2'-0"	8'-3 7/8"	12'-2 1/2"	102
5	6' x 8'	20'-0"	1'-8 1/8"	6'-3 3/4"	8'-5"	53.1
4	5' x 6'	18'-0"	1'-2"	5'-2 1/8"	6'-4 1/8"	32.8



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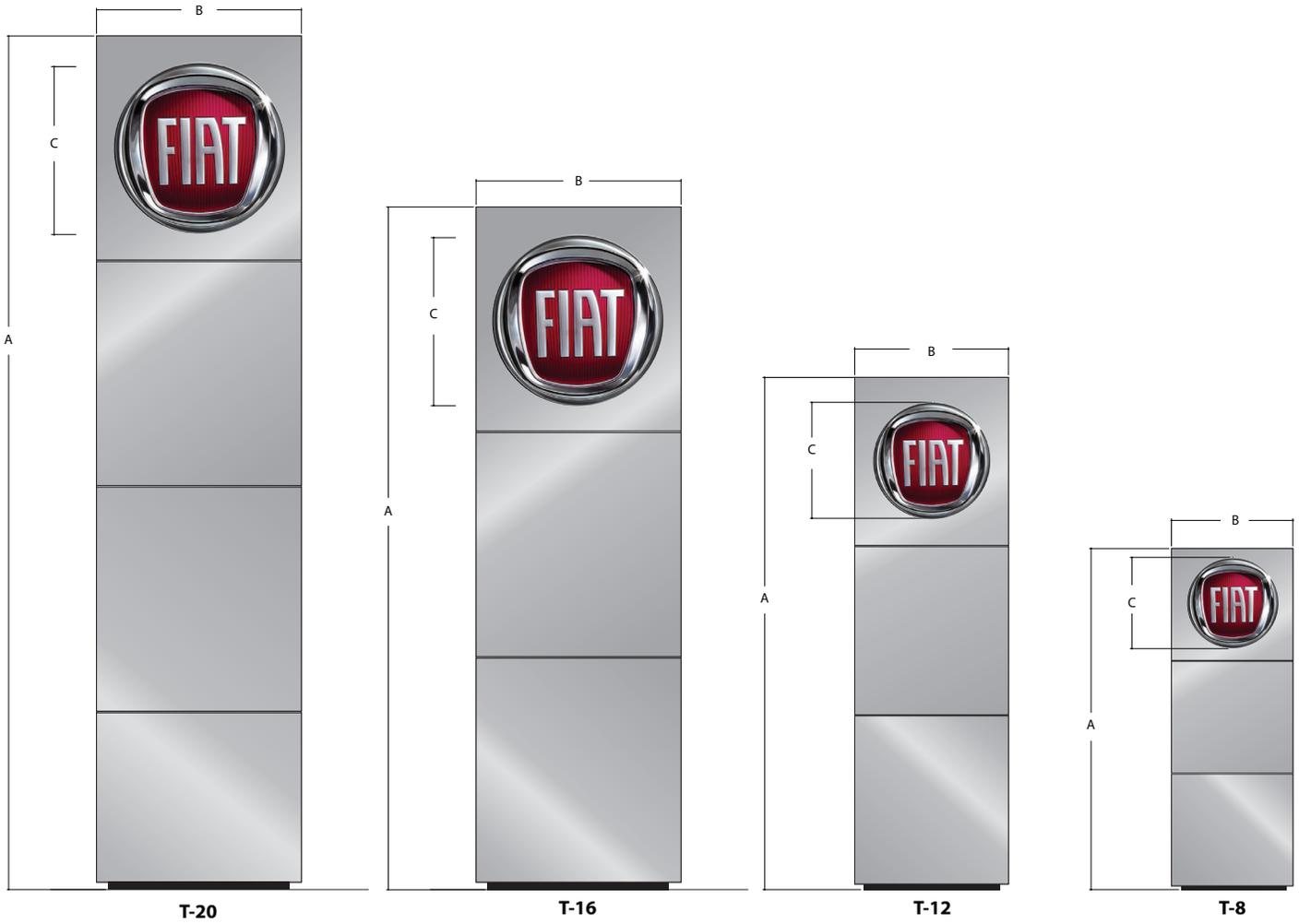
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BRAND	TOTEM	A	B	C	SQ. FT.
F	T-20	20'-0"	4'-9 1/2"	47 1/4"	23.0
F	T-16	16'-0"	4'-9 1/2"	47 1/4"	23.0
F	T-12	12'-0"	3'-7 1/4"	32 1/4"	13.0
F	T-8	8'-0"	2'-10"	25 1/2"	8.0

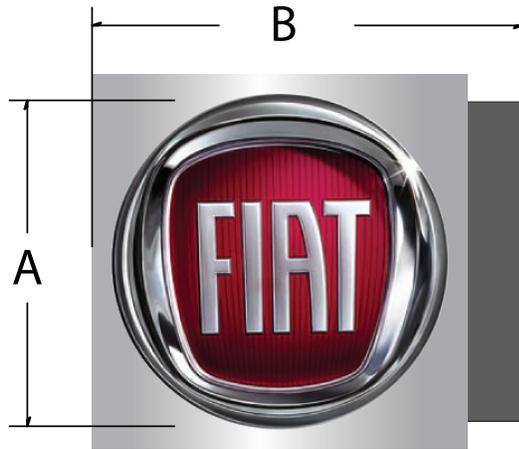


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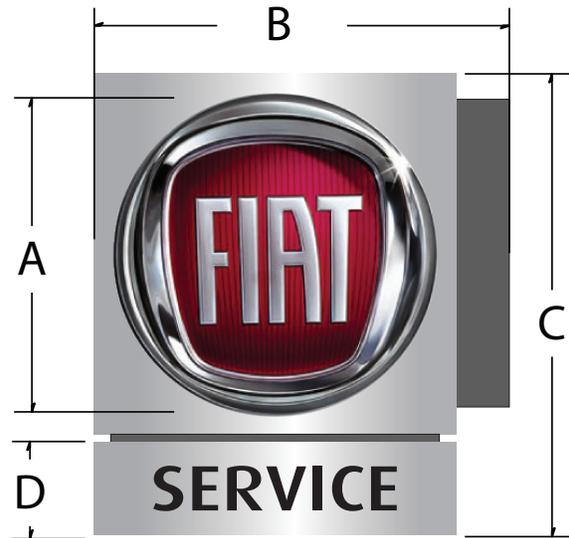
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**WALL PROJECT**  
S 32-WP



**WALL PROJECT**  
S 32-WPS

BRAND	TYPE	A	B	C	D	SQ. FT.
AR	47-WP	47 1/4"	5'-1"			19.6
AR	32-WP	32 1/4"	4'-0"			11.2
AR	25-WP	25 1/2"	3'-3 3/4"			7
AR	47-WPS	47 1/4"	5'-1"	5'-7 5/8"	1'-2"	24.9
AR	32-WPS	32 1/4"	4'-0"	4'-3 5/16"	10"	14.3
AR	25-WPS	25 1/2"	3'-3 3/4"	3'-5 1/16"	8"	9



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WALL BADGE

INTERIOR

F 47- W  
F 32- W  
F 25- W

F 25- INT  
F 15- INT

BRAND	TYPE	A	B	SQ. FT.
F	47-W	47 1/4"		12.3
F	32-W	32 1/4"		5.7
F	25-W	25 1/2"		3.5
F	25-INT	25 1/2"		3.5
F	15-INT	15"		1.2



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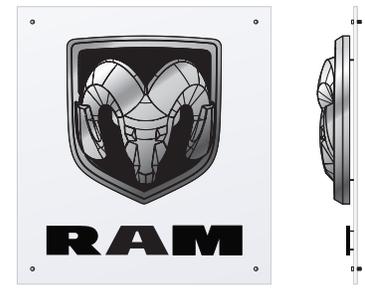
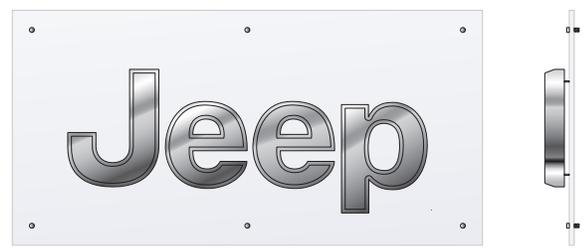
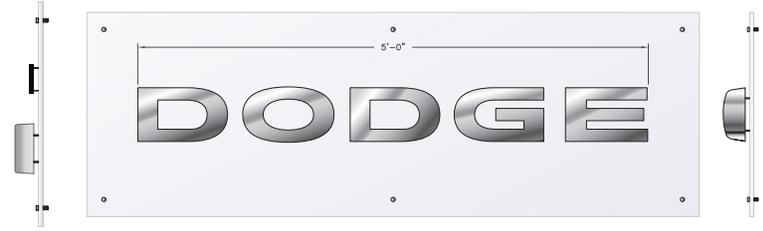
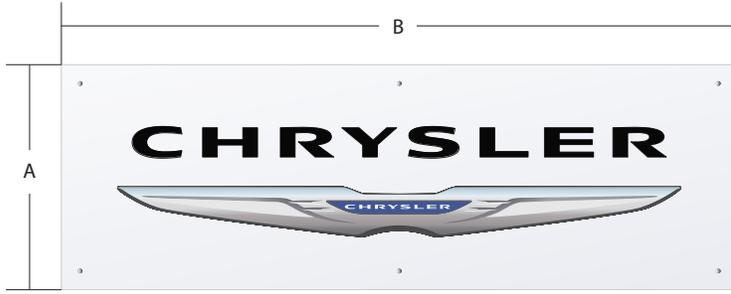
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# Interior Wall Badges with Backer



INTERIOR BADGES	A	B
LG Chrysler	24"	72"
LG Dodge	24"	72"
LG Jeep	24"	48"
LG RAM	36 3/8"	33 1/4"
LG FIAT	36"	36"
LG Alfa Romeo	36"	36"
LG MOPAR	42"	42"
SM Chrysler	14 1/16"	42 1/4"
SM Dodge	14 1/16"	42 1/4"
SM Jeep	14 1/16"	28 1/8"
SM RAM	21 5/16"	19 1/2"
SM FIAT	21 1/8"	21 1/8"
SM Alfa Romeo	21 1/8"	21 1/8"
SM MOPAR	36"	36"

## MANUFACTURING DETAILS

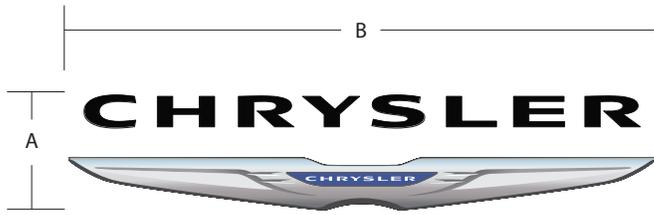
- Background panel 1/2" Clear Acrylic w/Polished Edges
- 3/8" Drywall anchor mounting bolts w/Chrome-Plated Bolt covers (1" standoff the wall)

- Badges Formed .118 White Mustang (w/chrome finish & first surface vinyl), mounted to panel w/glue pads (1/2" standoff)

- "Chrysler" & "RAM" letters 1/2" Black Acrylic w/polished edges, stud mounted to panel w/ 1/2" standoffs.

Revision notes:

# Interior Wall Badges (no Backer)



INTERIOR BADGES	A	B
LG Chrysler	11 3/4"	60"
LG Dodge	6 5/6"	35 3/16"
LG Jeep	14 11/16"	21 1/2"
LG RAM	22"	22 5/8"
LG FIAT	25 9/16"	25 9/16"
LG Alfa Romeo	25 9/16"	25 9/16"
LG MOPAR	33 1/8"	32 1/2"
SM Chrysler	6 7/8"	35 3/16"
SM Dodge	3 11/16"	35 3/16"
SM Jeep	8 5/8"	21 1/2"
SM RAM	17"	15"
SM FIAT	15"	15"
SM Alfa Romeo	15"	15"
SM MOPAR	28 11/16"	25 7/8"

## MANUFACTURING DETAILS

- Badges Formed .118 White Mustang w/chrome finish & first surface vinyl

- "Chrysler" & "RAM" letters 1/2" Black Acrylic w/polished edges, stud mounted w/ 1/2" standoffs.



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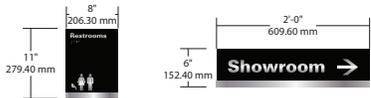
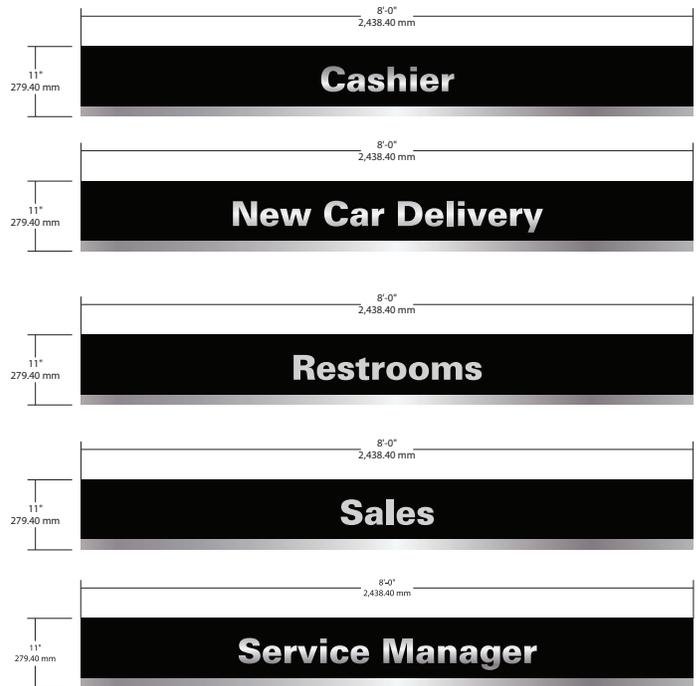
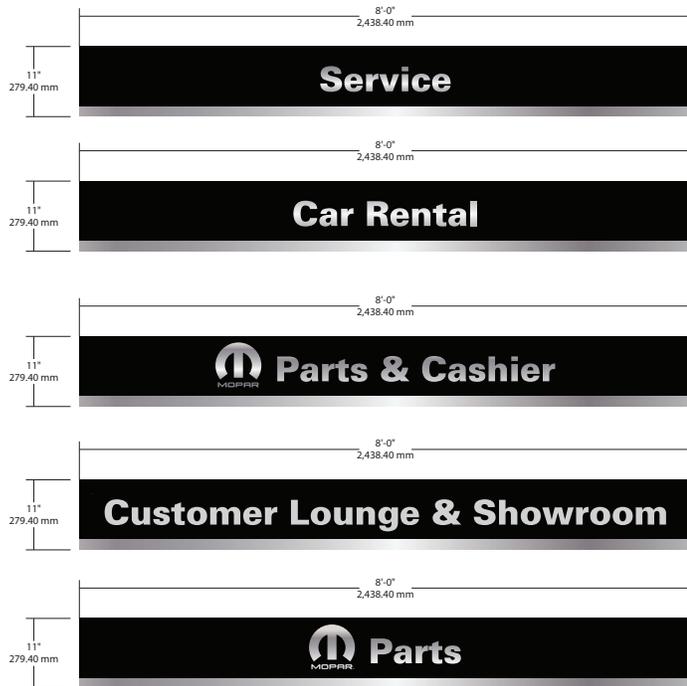
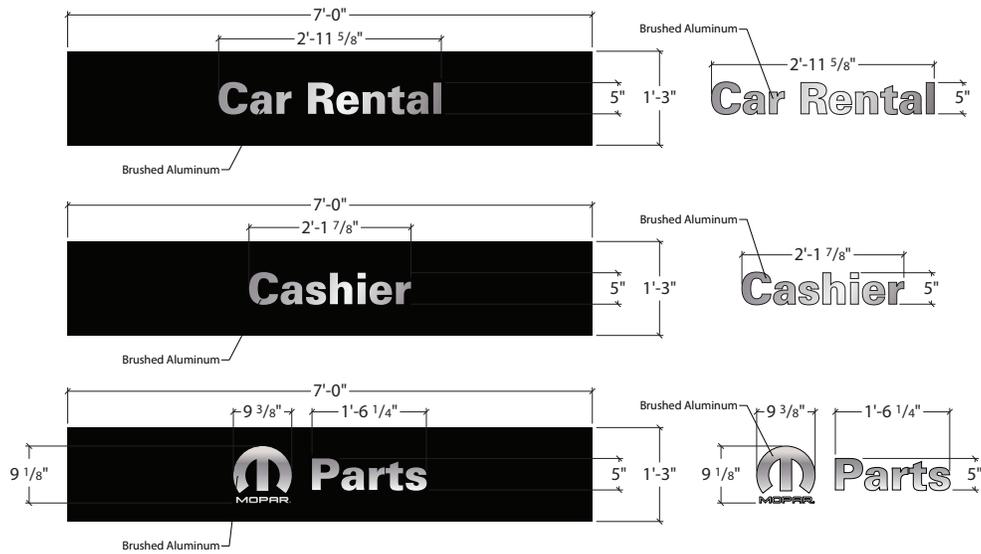
Revision notes:

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SAP No:	TBD	Drawn by:	J. M.
Client:	FCA	Checked by:	A. N.
Project:	Millennium Dealer Guide	Scale:	NTS
Title:	Millennium Dealer Guide	Revision:	01.8.2020
Date:	01.27.2016	Page:	18 of 23



**Fabrication Specification**  
Background panel to be painted with Mathews Sparkle Silver Metallic Paint & with vinyl copy & chrome metal overlay.  
Restroom sign copy & Braille to be raised and painted to ADA standards.

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## Dealer Responsibilities

- **Landscaping**  
Dealer to provide all landscape as needed around ground signage.
- **Electrical**  
Dealer is to provide adequate electrical to within 6' of all building and ground signs prior to installation. Dealer is to provide legal site plan or description of the premises depicting the legal boundaries, underground utilities and/or powerlines and rights of way.
- **Fascia**  
The Dealer is to patch, repair and paint fascia after existing sign removal and prior to new sign installation. If backing is required, dealer is required to provide at least 3/4" plywood backing prior to installation
- **Site Access for Each Sign**  
The Dealer is to ensure adequate access and/or access to panel behind fascia for final electrical connections. Dealer to move all vehicles from the installation work area prior to commencement of installation.
- **Sign Removals**  
Dealer is responsible for having non-conforming dealer owned signs removed prior to new installation

## Principle's Scope of Work

- **Landscaping**  
Principle will smooth soil around foundation after old signage has been removed.
- **Electrical**  
Principle is to make final electrical connection for all signs within 6' of the base or location of the sign.
- **Fascia**  
Principle is to provide dealer with backing and structural requirements for sign installations.
- **Sign Removals**  
Principle will remove FCA signage that is being replaced with new signs. The Dealer is responsible for fascia repair and paint.

## **Dealer Compliance Process Chart**



**Dealer signs Consent and Participation agreement with BC Representative**



**Principle Coordinates Site Survey**



**Dealer ID Package, Sign Recommendation, Lease Pay-offs, and Maintenance Agreements reviewed and signed**



**Dealer obtains landlord approvals, obtains variances, complies with dealer responsibilities as outlined within the Consent and Participation Agreement**



**Principle obtains permits**



**Principle manufactures, ships and installs signage**



**Dealer signs work acceptance form**

## STANDARD PRINCIPLE WARRANTY

Principle USA, Inc. (“Principle”) must be contacted prior to any repairs during the warranty period.

**1-877-692-4058**

**Failure to do so will completely void this warranty.**

### ***ALL SIGNS MANUFACTURED AND INSTALLED BY Principle***

are guaranteed for a period of one (1) year from the DATE OF INSTALLATION to be free of defects in workmanship and materials.

Exceptions: Fluorescent tubes, incandescent bulbs, neon tubing, ballasts and transformers which are warranted for thirty (30) days, covering both labor and materials.

### ***ALL SIGNS MANUFACTURED BUT NOT INSTALLED BY Principle***

are guaranteed for a period of one (1) year from the DATE OF SHIPMENT from the Principle plant or vendor plant to be free of defects in materials and workmanship. Only replacement parts will be supplied without cost during this period. No associated labor cost is provided for.

Exceptions: Fluorescent tubes, incandescent bulbs, and neon tubing are not covered. Failed ballasts and transformers are to be exchanged locally. This warranty does not cover costs for inspection, removal of defective parts, or the installation of replacement parts.

## GENERAL CONDITIONS

Any additional warranties which may be provided by the component suppliers are passed on to the buyer, F.O.B. Principle plant, which does not include conversion, labor, or installation.

Freight damages and subsequent claims are the sole responsibility of the buyer, except when delivered to Principle installation representatives.

The provisions of this warranty shall not apply in the event of misuse, negligence, or destruction, willful or otherwise, acts of God, or alteration of product in any way. All service work must be authorized by Principle Group.

**PRINCIPLE MAKES NO WARRANTIES OR REPRESENTATIONS WITH RESPECT TO ANY SERVICES PERFORMED OR GOODS PROVIDED, WHETHER EXPRESS, IMPLIED, STATUTORY OR OTHERWISE, INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. BUYER'S SOLE REMEDY FOR THE BREACH OF ANY WARRANTY BY PRINCIPLE, AND THE SOLE OBLIGATION OF PRINCIPLE WITH REGARD TO ANY SUCH WARRANTY, SHALL BE TO REPAIR OR REPLACE THE GOODS OR ANY PORTION THEREOF WHICH VIOLATES THE TERMS OF THIS WARRANTY. IN NO EVENT WILL BUYER BE ENTITLED TO INDIRECT, INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES, INCLUDING LOST PROFITS AND REVENUE, FAILURE TO REALIZE EXPECTED SAVINGS OR ANY OTHER COMMERCIAL OR ECONOMIC LOSSES OF ANY KIND, OR DAMAGES ARISING FROM OR ATTRIBUTABLE TO LOSS OF USE OR LOSS OF GOOD WILL BASED ON ANY BREACH OR DEFAULT OF THIS WARRANTY.**

Principle must be contacted prior to any repairs during the warranty period.

For all signage needs contact Principle at 1-877-692-4058. Please have your Business Center Number and Dealer Number ready before calling, as this will expedite your call.

Please complete the steps below prior to calling if your sign is not lighting properly or is in need of service.

- Check the circuit breaker to the sign
- Check the clock and time switches
- Check the photo cell
- Verify there is power to the sign

If your sign is not properly lighting after completing the steps listed above, please call 1-866-995-0996. Please be prepared to describe the condition of your sign and how long the problem has existed.

Failure to contact Principle prior to any repairs during the warranty period will completely void this warranty.

Phone 1-877-692-4058  
Fax 865-692-4104  
Email: [e-fca@principleglobal.com](mailto:e-fca@principleglobal.com)