



MEMBER SAVINGS PROGRAM



In partnership with the National Association of Home Builders and your local & state home builder association.



Partnering with Your Local Home Builders Association: A Win-Win Opportunity

When your dealership partners with a local Home Builders Association (HBA), everyone benefits.



Grow Your Customer Base

Gain direct access to a network of builders, remodelers, and home building professionals who are in the market for vehicles to keep their business moving.



Support Local Builders

Your partnership helps the HBA attract and retain members by offering valuable auto savings, strengthening your builder community.



Deliver Real Savings

Builders save on the vehicles they need, making your dealership their first stop for future purchases.

It's a simple formula: More visibility for you, more members for the association and real savings for local builders.

ABOUT OUR MEMBERS

Residential home building is dominated by independent entrepreneurs, and they all need dependable vehicles to succeed. NAHB represents the largest network of craftsmen, innovators and problem solvers dedicated to building and enriching communities.

64%+

Members with 5+ fleet vehicles

7

Average fleet size



31%

Plan to increase their fleet size in the next 2 years



1-2

Average number of vehicles a member purchases each year



25%

Considering installing an EV charging station at their business or home



80%

Home builders are specialty trade contractors who are self-employed

35%

Builders & remodelers



65%

Associates who support the industry



6

Median number of homes started by a typical NAHB member in 2024

RAM MEMBER SAVINGS PROGRAM Dealer Instructions

Step 1 – Ask for Proof of NAHB Membership

Customers must present their Ram Discount Codes/Vouchers email that they received after completing the “Ram Code Request Form” on nahb.org/ram (takes 5 –7 business days to receive codes after request). Customers must also provide proof of current employment.

Step 2 – Verify the Vehicle is Eligible

Members can save \$1,000 on select models. A full list of eligible vehicles is available at nahb.org/ram. Incentive is stackable with in-market incentives. \$1,000 cash allowance to be applied for eligible current members and their employees for purchase (Type Sale B) or lease (Type Sale E). Personal use vehicle purchases not eligible.

Step 3 – Review Incentive Rules and Process Sale

Follow the steps outlined in the customer’s Discount Codes/Vouchers Email to correctly apply the NAHB offer.