



COMMERCIAL
VEHICLES

December is the biggest month for GM Business Choice, so make sure you offer your business owners accessories.

It's as easy as...

1. Address

Ask each customer the following questions:

- "Are you a business owner?"
- "Will this vehicle be used in day-to-day operation of your business?"
- "Will you be able to provide documentation to verify your business?"

2. Explain

If the answer to all three is "yes" they are eligible for the 2016 Business Choice Program.

GM Business Choice allows you the opportunity to provide quality GM Accessories to your customer at a sizeable discount. Depending on the vehicle, the first \$400 to \$1,200 in qualifying accessories will be free of charge. It's an excellent chance to provide your customer value without sacrificing your bottom line.

1500 Silverado	\$400 Cash Allowance
2500/3500 Silverado	\$1,000 Cash Allowance
Colorado	\$400 Cash Allowance
Express (Passenger)	\$400 Cash Allowance
Express (Cargo)	Up to \$1,200 Cash Allowance
City Express	\$400 Cash Allowance

3. Suggest

You'll find suggested packages in the Business Choice retail booklet, here are some additional examples:

Silverado LD

PART #	ACCESSORY	MSRP
23221571	Bedliner	\$346
22805437	4-Inch Round Assist Steps	\$600
19302652	Low Profile Tool Box by UWS®	\$419
TOTAL		\$1365
Less Business Choice Cash Allowance		(-\$400)
Net After Allowance		\$965

Colorado

PART #	ACCESSORY	MSRP
23170742	Hitch Trailering Package	\$265
19333198	Bedliner by BedRug™	\$429
23246405	Molded Hood Protector	\$125
23334324	Side Window Weather Deflector	\$120
TOTAL		\$939
Less Business Choice Cash Allowance		(-\$400)
Net After Allowance		\$539

Silverado HD

PART #	ACCESSORY	MSRP
22805443	6-Inch Rectangular Assist Steps	\$650
19328694	EZr Gooseneck Hitch Package by CURT™	\$499
19302652	Low Profile Tool Box by UWS®	\$419
TOTAL		\$1568
Less Business Choice Cash Allowance		(-\$1000)
Net After Allowance		\$568

Express Cargo

PART #	ACCESSORY	MSRP
12498499	Roof Mount Ladder Package	\$1200
12498710	Bulkhead Divider Package with Door	\$400
12498715	Security Screen Package – Rear or Side Door Window	\$110
22889278	6-Inch Oval Assist Steps	\$450
TOTAL		\$2160
Less Business Choice Cash Allowance		(-\$1200)
Net After Allowance		\$960