



Accessories Ecommerce Year End Event

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## A C C E S S O R I E S

### Accessories Ecommerce Year End Event

#### Program Name

- Accessories Ecommerce Year End Event

#### Program Description

- Beginning December 3, 2019 through January 2, 2020, all accessories purchased online via the brand eCommerce websites (Chevrolet.com, Buick.com, GMC.com and Cadillac.com) through enrolled dealers will receive an offer of 15% below MSRP on purchases of \$100 or more, 20% below MSRP on purchases of \$250 or more, or 25% on purchases of \$500 or more.
- These offers only apply to the MSRP of the accessories. It excludes labor, shipping, and tax if applicable. Offers may not be combined with any other offers or discounts. Online orders only.

#### Geography

- National

#### Eligible Accessories and Allowance

- Recipients are eligible for a manufacturer discount equal to 15%-25%, respectively, below MSRP (excluding tax, shipping and installation) on their online purchase which will be deducted at time of transaction. These offers are only valid for accessories purchased online via the brand eCommerce websites. Minimum purchase required. Allowance based on total MSRP of parts in order, excluding tax, shipping and installation. Offer subject to availability. Offer may not be combined with any other offers or discounts.

#### Program Time Period

- Offer valid December 3, 2019 through January 2, 2020.

#### Method of Application

- The value of the offer will be deducted from the customer's sale amount at online checkout. GM will reimburse the dealer the value of the offer. Reimbursement will occur via an open account credit in the week following the sale. Reimbursement is automatic. The dealer does not need to apply. Coupon codes will appear as **YEAREND15** (15% below MSRP), **YEAREND20** (20% below MSRP) and **YEAREND25** (25% below MSRP).

#### Other Program Guidelines

- This offer is only available to purchases made by customers via the online brand sites. Only dealers enrolled and active in GM Accessories Digital Solution (ADS) Ecommerce Option are listed as participating dealers on the brand sites. All dealers nationwide are eligible to participate. If you have not yet enrolled, you are encouraged to do so by accessing Accessories Digital Solution (ADS) within the Global Connect App Center. If you have any questions please contact us directly at [ADS@gm.com](mailto:ADS@gm.com).

#### General Policy Guidelines

- GM reserves the right to cancel, amend, revise or revoke any program at any time based on its sole business judgement. Final decisions in all matters relative to the interpretation of any rule or phase of this activity rests solely with GM.
- GM reserves the right to audit dealer records and disqualify any sales allowance in the event such sales do not meet the program guidelines. All moneys improperly paid will be charged back to the Dealer.

If you have any questions please contact us directly at [ADS@gm.com](mailto:ADS@gm.com).

 [Accessories Ecommerce.pdf](#)

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