



ACCESSORIES

ECOMMERCE PROMOTION

To: All GM Dealers
From: Accessories Marketing
Date: August 27, 2018

Program Name: Accessories eCommerce September Promotion Update

Program Description: Continuing now through October 1, 2018 all accessories sales via the brand site (Chevrolet.com, Buick.com, GMC.com and Cadillac.com) through enrolled dealers will receive an offer of 10% below MSRP.

In addition, we will have three private offer programs for September;

The first is the offer currently in-market that targets full-size and mid-size truck owners with an offer of 15% below MSRP, applicable to all accessories purchased via the brand sites. **This has been extended through 10/1 and will now include an additional incentive to provide 25% below MSRP on Assist Steps, Tonneau Covers and Wheels purchased via the brand sites.**

The second will be an offer of 15% below MSRP on performance category accessories purchased via the brand sites, communicated through our performance social media channels and brand partnerships, applicable September 1st through October 1st.

The third will be an offer of 15% below MSRP applicable to all accessories purchased via the brand sites, communicated to members of CorvetteForum.com, valid September 1st through October 1st.

These offers only apply to the MSRP of the accessories. They exclude tax, labor and shipping, if applicable.

Geography: National

Eligible Accessories and Allowance: Recipients are eligible for a GM offer equal to 10%, 15% or 25%, respectively, below MSRP (excluding tax and installation) on all eligible accessories purchased through the brand sites which will be deducted at time of transaction.

Program Time Period: Offers valid between August 1, 2018 and October 1, 2018 for the public offer and private truck offer. All other private offers valid September 1, 2018 through October 1, 2018.

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. Promotional code will appear on transaction as **LABORDAY10** for the public offer and **31K218, TRUCK25, JAKE, or PERFORMANCE** for the private offers.

Other Program Guidelines: These offers are 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.

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.

End of Program **10/1/18**

Revision **001**