

2018 ACCESSORIES PROMOTIONS

Program Enrollment Form

ENROLLMENT ENDS FRIDAY, APRIL 6, 2018

We are pleased to announce the 2018 CSSR Accessories Promotion package, exclusively for CSSR dealers.

Background:

In an ongoing effort to help you drive incremental accessories sales, we are conducting a CSSR Accessories Promotion. Promoting accessories-related offers on a dedicated mailer with email follow-ups will allow your dealership to explore a new avenue for driving incremental accessories business. Two seasonally-focused campaigns are planned: Summer (May-June 2018) and Fall (September-October 2018).

Promotion Details:

- Select targeted customers will receive a self-mailer direct mail touch from your dealership that includes two offers
 - One accessories coupon (dealer choice of \$ Cash Allowance or % below MSRP)
 - One service coupon (dealer choice of Service Wild Card, Wiper Blades, Bonus Coupon, or Detailing Special)
- One creative version per division, with two Chevrolet versions (car and truck-specific)
- 3 follow-up emails will also be sent after direct mail delivery to reinforce the message
- Customers within the first three years of vehicle ownership will be targeted. Dealer participation in program authorizes analysis of program results
- Communications will be de-duped by household, with most recent vehicle purchase taking priority
- Communications for Summer will arrive in customers' homes the week of April 30, 2018
 - Summer campaign ends June 30, 2018
- Communications for Fall will arrive in customers' homes the week of September 3, 2018
 - Fall Campaign ends October 31, 2018
- Only \$0.79 per VIN. Promotion is eligible for Parts or Sales iMR reimbursement
 - If dealer pre-enrolls in both campaigns during Summer enrollment period, price is \$0.77 per VIN
- **ADDITIONAL CHANNEL:** Targeted Online Advertising. Customers messaged via the accessories promotions will be targeted online across the different websites they visit and shown web display ads. Chevrolet, Buick, GMC and Cadillac ad versions will be displayed based on the direct mail creative they receive. Your dealership's specific accessories offer price, dealership name and links to your CDK Digital Marketing Package website will be featured on each ad. The OLA component is GM-funded and included at **NO ADDITIONAL COST** to your dealership!

Target Audience:

Sales customers in the CSSR program with vehicles model year 2013 and newer will be targeted. Additional targeting details include:

- Target new and certified pre-owned vehicle customers between 6-36 months from vehicle purchase date (months 0-5 omitted due to overlap with CSSR cadence communications)
- Target used vehicle buyers between 0-36 months from vehicle purchase date
- Excludes any customers who live further than 100 miles from your dealership
- Only current vehicle divisions (Chevy, Buick, GMC and Cadillac) will be messaged

Program Cost:

Mail cost is \$0.79 per mailer, including standard postage, and is eligible for Parts or Sales iMR Match funds. Three follow-up emails are also included in this price, along with GM-funded OLA.

If dealer pre-enrolls in both campaigns during Summer enrollment period, price is \$0.77 per VIN. Standard postage, follow-up emails, and GM-funded OLA included.

Please contact PHQ at 800-292-9220 for an estimated number of customers available for your dealership.

DEALER BAC: _____

(CSSR 2018 Accessories Promotion Enrollment Form Continued)

Enrollment & Budget Cap

Available counts are only estimates. Final customer counts may be higher or lower than provided counts and are subject to change. Customers in excess of your budget cap will be removed by radius (removing customers furthest from dealership first) until budget cap has been achieved.

Enter a budget cap (maximum desired spend) below for the promotion. For example, if you have an available mail count of 506 and you want to order all 506, enter \$400 (506 x \$0.79) in the box below. If you want to cut back your mail order by 50%, you would enter \$200 in the box below.

1-CAMPAIGN ENROLLMENT (Summer campaign only)

- Yes, I would like to participate in the Summer accessories campaign only

Dealer Funded Budget Cap: \$

PLEASE NOTE: You must order at least 50% of your available total in order to participate in the mail option.

2-CAMPAIGN ENROLLMENT (Summer + Fall campaigns)

- Yes, I would like to participate in both the Summer and Fall accessories campaigns

Dealer Funded Budget Cap (will apply to each campaign): \$

Available Dealer Coupons

• **Accessory Coupon Selection (Required for participation – Select discount only)**

- ✓ **<Brand> Accessories**

- This offer may be redeemed on any <Brand> Accessory. Excludes tax and installation. To redeem this offer, bring in either your direct mail, email or screenshot of the ad to the dealer. Only one offer may be redeemed per customer. Offer not valid on online purchases. Not compatible with some other offers. See dealer for details. Take delivery of accessory by XX/XX/2018.*
- Select \$ or % off, with desired value below:

\$ Cash Allowance or % below MSRP (enter value, and circle one discount option)

• **Service Coupon Selection (select ONE coupon from the below choices along with discount)**

- SERVICE WILD CARD**

- Save on any service available in our Service Department. Not valid for insurance work, warranty, other coupon offers or other service specials. Plus tax, if applicable. Coupon valid at vehicle check-in. Coupon expires XX/XX/2018.*
- Select \$ or % off, with desired value below:

\$ off or % off (enter value, and circle one discount option)

- WIPER BLADES**

- Wiper blades, per pair. No-cost installation with purchase. Plus tax, if applicable. Not valid with other offers. Present offer at time of service. Coupon expires XX/XX/2018.*
- Select Price, \$ or % off, with desired value below:

Fixed Price, \$ off or % off (enter value, and circle one discount option)

DEALER BAC: _____

(CSSR 2018 Accessories Promotion Enrollment Form Continued)

BONUS COUPON

- | <input type="checkbox"/> You Spend This: | You SAVE This: |
|--|----------------|
| <input type="checkbox"/> \$50.00-\$99.99 | \$5.00 |
| <input type="checkbox"/> \$100.00-\$199.99 | \$10.00 |
| <input type="checkbox"/> \$200.00-\$299.99 | \$20.00 |
| <input type="checkbox"/> \$300.00-\$399.99 | \$30.00 |
| <input type="checkbox"/> \$400.00-\$499.99 | \$40.00 |
- Not valid with other offers. Coupon valid at vehicle check-in. Coupon expires XX/XX/2018.*

DETAILING SPECIAL

- Deluxe interior/exterior detailing package. Helps maintain and protect your vehicle's appearance. Plus tax, if applicable. Not valid with other offers. Present offer at time of service. Coupon expires XX/XX/2018.*
- Select Price, \$ or % off, with desired value below:

Fixed Price, \$ off or % off (enter value, and circle one discount option)

*Expiration dates: Summer 6/30/18, Fall 10/31/18.

DEALER IMPRINT INFORMATION / PERSONALIZATION

Your Dealership's CSSR Imprint / Personalization information will be used on these customer communications. Note: Imprint information as of the last day of enrollment will be used. To review or change your Imprint / Personalization information, please contact CSSR Program Headquarters at 800-292-9220.

If your dealer is not participating in the CSSR program, please specify dealer imprint information below:

Please indicate your Dealership Name, as you would like it to appear, in the spaces below:

Dealership Name (Please print clearly. This is how your name will appear on the mail piece. Max. 40 characters including spaces.)

Dealer Short Name (required for all dealers) :

(Max. 25 characters including spaces)

Please indicate your Dealership Address, as you would like it to appear, in the spaces below:

Street (Max. 30 characters including spaces.)

City, State, ZIP (Max. 30 characters including spaces.)

Please print your Dealership Phone Number, as you would like it to appear, in the spaces below:

(Service Phone is preferred.)

Targeted Online Advertising Authorization

DEFINITIONS: The following terms shall have the following meanings: "Ad" means any advertisement of my dealership intended for display on the applicable Site distributed in connection with any Site, and "Sites" means the website(s) on which my dealership's Ads are placed. Ads may only be for my own products and/or services, and not those of any third party.

PRIVACY: I agree that I shall have in place and maintain for the duration of this Agreement a privacy policy ("Privacy Policy") on my dealership website that is readily accessible and provides clear, meaningful and prominent notice of its practices related to its collection, use and sharing of consumer data (the "Dealership Data"). In addition, the Privacy Policy shall clearly describe the cookie practices required for Epsilon/RMS to provide the services under this Agreement, specifically the use of third-party cookies for targeted advertising and/or email retargeting. I agree that we will provide an opt-out mechanism in our Privacy Policy for individuals to opt-out of any targeted advertising and/or email retargeting that meets the opt-out requirements as specified by the Direct Marketing Association. As a member of the Direct Marketing Association, Epsilon/RMS encourages me to comply with the "Self-Regulatory Principles for Online Behavioral Advertising" (the "Principles") and the "Self-Regulatory Program for OBA" as described by the Digital Advertising Alliance. Specifically, Epsilon/RMS requires me to utilize a Digital Advertising Alliance approved notice and choice mechanism (i.e. the advertising option icon) in any targeted advertisements to provide

individuals with the ability to exercise choice with respect to the collection and use of an individual's data for online behavioral advertising purposes, and the sharing of this data with third parties.

We warrant that we have all rights necessary to transfer the Dealership Data to Epsilon/RMS hereunder and that Epsilon/RMS is authorized to use the Dealership Data as described herein. I hereby agree to indemnify, defend and hold Epsilon/RMS, its directors, officers, employees, and representatives harmless from and against any and all claims, actions, proceedings, losses, damages, liability and costs arising out of any third-party claim resulting from our breach of any of the obligations contained in this Agreement. Epsilon/RMS may amend this Agreement upon written notice to our dealership in order to comply with applicable laws, rules, regulations, guidelines, or industry best practices.

LICENSE: For the term of this Agreement, I hereby grants to Epsilon/RMS and any service providers of Epsilon/RMS a non-exclusive, royalty-free, worldwide license to: (a) use, perform and display any Ads on or in connection with the Sites and (b) use all dealership intellectual property associated therewith. Title to and ownership of all intellectual property rights in any such Ads shall remain with my dealership and/or our third-party licensors. I have a limited license to use video for purposes assigned in this Agreement. All other rights are reserved by General Motors Corporation. I have no intellectual rights to video and cannot use video outside of this program or for any other purpose without authorization from General Motors Corporation.

DEALERSHIP REPRESENTATIONS AND WARRANTIES: I am solely responsible for any legal liability arising out of or relating to the placement of cookies, and any material to which users can link through the Ad or any legal liability arising out of or relating to the underlying products or services.

LIMITATIONS OF LIABILITY: In no event will either party be liable for any consequential, indirect, incidental, punitive, special or exemplary damages whatsoever, including without limitation, damages for loss of profits, business interruption, loss of information and the like, incurred by the other party arising out of this Agreement, even if such party has been advised of the possibility of such damages. In no event shall Epsilon/RMS's total liability under this Agreement exceed the lesser of (i) my dealership's direct damages or (ii) the amount of fees actually received by Epsilon/RMS from my dealership for the service provided under this Agreement during the six-month period immediately preceding the date on which the liability first arose.

EMAIL ADDITIONAL AUTHORIZATION

SERVICES: Epsilon/RMS has third party vendors ("Vendor") that provide various email append services (the "Services") whereby Vendor may append elements email addresses (the "Licensed Data") to the Data (as defined herein) and I desire that Vendor provide me with the Services on the terms and conditions described herein. Epsilon/RMS, will facilitate the provision of the Services by enabling the exchange of data between Vendor and me and invoicing me for Services performed. I hereby grant to Vendor a limited license to use such of my marks, including but not limited to trademarks and service marks (the "Marks"), and the Data as is necessary to perform the Services.

LICENSED DATA; LIMITED LICENSE: I acknowledge that the Licensed Data is owned by Vendor or the data owners who provided the Licensed Data to Vendor, and that I have no proprietary rights in the Licensed Data other than those expressly granted hereunder. Vendor grants me a non-transferable and non-exclusive limited license to use and access the Licensed Data in compliance with applicable laws and the Agreement, solely for the purpose of marketing my own business to recipients and for no other purpose. Vendor hereby grants me a perpetual, royalty-free license to use the Licensed Data solely for the purpose of marketing to an individual with whom I have a current business relationship.

DEALER REPRESENTATIONS AND WARRANTIES: I hereby represent and warrant to Vendor that (i) the dealership data (the "Data") has been compiled in compliance with all privacy, data protection, credit and any other laws, statutes and government regulations applicable to such use of the Data, including but not limited to CAN-SPAM and the use of an opt-out provision; (ii) all individual records within the Data represent individuals with whom I have an existing business relationship prior to delivery of the Data to Vendor and who have not opted-out of receiving email communications from me; (iii) I have the right to provide the Data (via Epsilon/RMS) to Vendor for use in connection with the Services; and (iv) I will not send inaccurate information through the Services, or attempt to hide my identity or represent the dealership as a different entity.

COMPLIANCE: My use of the Licensed Data provided hereunder is expressly conditioned on my compliance with: (i) all applicable federal, state, foreign and local statutes and regulations including laws and regulations regarding telemarketing/email/fax marketing, customer solicitation, and privacy including, without limitation, the CAN-SPAM of 2003, the Utah Child Protection Registry Law, and the Michigan Children's Protection Registry Act (collectively, "Laws"); (ii) the Direct Marketing Association's Ethical Guidelines; and (iii) the terms of this Agreement. Vendor reserves the right to terminate this Agreement immediately without further notice if Vendor has reason to believe I am not complying with this express condition. Vendor has a process to randomly monitor the use of the data it licenses for marketing use which may, without obligation, include monitoring that a client's use of the Licensed Data is compliant with this Agreement.

INDEMNIFICATION: I shall indemnify, defend, and hold harmless Vendor and its respective representatives, successors and permitted assigns from and against any and all claims by any third party and all related losses, expenses, damages, costs and liabilities, including reasonable attorneys' fees and expenses incurred in investigation or defense, regardless of the theory of liability or the nature of the legal proceeding ("Damages"), to the extent such Damages arise out of or relate to the following: (i) any claims related to my use of the Services in violation of the terms of this Agreement or applicable Laws; (ii) a breach of my representations or warranties hereunder; or (iii) any claims that Vendor has violated or infringed the intellectual property rights of any third party in the use of the Data delivered to Vendor under the Agreement or the use of any Data as permitted by the Agreement.

WARRANTIES AND LIMITATION OF LIABILITY: The Services and Licensed Data are provided on an "AS IS" basis without warranty. Vendor hereby expressly disclaims any and all warranties of any nature, express, implied or otherwise, including but not limited to any implied warranties of merchantability, suitability, quality, non-infringement or fitness for a particular purpose of results to be derived from the use of the Services and Licensed Data provided under the Agreement. Neither Vendor or its suppliers shall be liable to me or to any third party for any direct, indirect, incidental special, exemplary, consequential or punitive damages or "Costs of Cover" (including without limitation costs of procuring substitute services) which arise out of the purchase, sale and/or use of the Services, including without limitation, any of such Damages arising out of or in connection with mistakes, omissions, interruptions, delays, errors, defects, loss of Data, loss of profits, loss of business or anticipatory profits, whether such Damages are asserted in an action brought in contract, in tort or pursuant to some other theory and whether the possibilities of such Damages was made known or foreseeable.

NON-DISCLOSURE, DATA OWNERSHIP, PRIVACY AND LAWS: All personally identifiable information provided by individual Web users who are informed that such information is being gathered solely on behalf of my dealership pursuant to our dealership's posted privacy policy is my property, is subject to my posted privacy policy, and is considered Confidential Information. Any other use of such information must be set forth in an Addendum signed by both parties. I shall post on the dealership respective websites our privacy policies and adhere to our privacy policies, which abide by the applicable laws. Failure by me to continue to post a privacy policy or non-adherence to our own privacy policy is grounds for immediate cancellation of the Agreement by Epsilon/RMS. I will comply with at all times, all applicable federal, state and local law, ordinances, regulations and codes which are relevant to our performance of our respective obligations under this Agreement.

DEALER BAC: _____

(CSSR 2018 Accessories Promotion Enrollment Form Continued)

I represent that I am a General Manager or an officer of the company/dealership, and I am authorized to sign agreements on behalf of the company/dealership.

Authorized Dealer Representative (please print)

Title – Epsilon/RMS Representative

Title (please print)

Authorized Signature – Epsilon/RMS

Signature

Date

Email Address (required)

Phone Number (required)

Fax Number (required for further communications)

FAX TO:

**PROGRAM HEADQUARTERS
800-926-5373**

MAIL ADDRESS:

**PROGRAM HEADQUARTERS
1 Pierce Place, Suite 550, Itasca,
Illinois 60143**