



GMC
ACCESSORIES

NEXT-GEN 2019 GMC SIERRA

ADI LAUNCH KIT

GM/Dealer Confidential. Not intended to be used for advertising purposes. GM reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, features, specifications, models and availability.

April 2018

KEY ANNOUNCEMENT & ROLLOUT DATES

2018									2019
Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
April 23 – GMC Order Work Book	May 17 – SLT and Denali Crew Cab DOSP	June – <i>Full Order Work Book</i>	July 16 – SLT and Denali Crew Cab SORP		September 4 – AT4 SORP	October 22 – <i>Double Cab SORP, 1SA and SLE Crew</i>			
April 26 – Order Guide Published		June 18 – Second Order Guide Published	July 24 – BYO Live Date		September 5-7 – GMC VIP Dealer Event				

PLANNED ACCESSORIES PORTFOLIO

Assist Steps

Description	RPO	Notes
Work Step	VQO	
6-Inch Rectangular in Black	RVQ	
6-Inch Rectangular in Chrome	VXH	
Rocker Panel		Associated Accessories
4-Inch Round in Black	RVS	
4-Inch Round in Chrome	VXJ	
Sport Step	S6L	
Wheel-to-Wheel in Black	VT2	
Wheel-to-Wheel in Chrome	VQM	

Electrical

Description	RPO	Notes
Bluetooth Headphones/Earbuds		Associated Accessories
Bullfrog Speakers		Associated Accessories
Charge Cords		Associated Accessories
Headphones RSE	S1V	
Jump Starter		Associated Accessories
Keyless Entry	RD1	
Lamps Cargo Area	S0Y	
Lamp Kit Front Fog	S3U	Late Availability
Radio Kit Navigation	S54	
Rear Seat Entertainment	SR3	
Rear Vision Camera Cal	RWR	
Remote Start Kit	S6P	
Sport Bar LED Light Bar		Associated Accessories
Tablet Holder with Integrated Power	S1L	
Tailgate Assist Lighting	63G	

Interior

Description	RPO	Notes
Floor Liner	RIA	
Floor Mats All-Weather	VAV	
Floor Mats Carpet Replacement	RWS	
Floor Console Insert	S0P	
Console Vault	S1O	
Front Console Organizer	VKW	
Pet-Friendly Seat Covers		Associated Accessories
Sierra Sill Plate	VST	
Lockable Underseat Storage	VBJ	
Underseat Storage		Associated Accessories
Window Shades	SFJ	

Car Care

Description	RPO	Notes
Adams Polishes®		IBP

PLANNED ACCESSORIES PORTFOLIO

Exterior

Description	RPO	Notes
Bed Extender		Associated Accessories
Bed Liner	VZX	
Bed Mat	VBR	
Bed Rug Carpet	VBN	
Bed Slide		Associated Accessories
Bed Storage (Floor)		Associated Accessories
Cargo Net	W2D	
Convenience Net	RXQ	
GearOn Cross Rails	SIE	
Chrome Door Handles	VKY	
Chrome Tailgate Handle	SCZ	Late Availability
Fender Flares		Associated Accessories
Fitted Covers		Associated Accessories
Black GMC Emblem	SFZ	
Grille	SJ9	
Hood Protectors		Associated Accessories

Description	RPO	Notes
Liner Wheel House	S41	
Locker Rails		Associated Accessories
Mirror Caps Chrome	VKU	
Mirror Caps Body Color	S4X	
Military Grade Bed Net		Associated Accessories
Nudge Bar	S5S	
Pillar Post		Associated Accessories
Side Storage Box	RW9	
Side Window Deflectors		Associated Accessories
Splash Guards Flat	SB1	
Splash Guards Molded	VQK	
Sport Bar	SBY	
Sport Bar (Polished Steel)		Associated Accessories
Sport Tent		Associated Accessories
Toolboxes		Associated Accessories
Tailgate Gap Cover	W09	

Description	RPO	Notes
Tailgate Liner	VUK	
Tailgate Seal		Associated Accessories
Hitch/Bed Carriers		Associated Accessories
Tie-Down Rings	5V1	
Tonneau Covers		Associated Accessories
Tonneau Hard Folding	VOZ	
Tonneau Soft Folding	63B	
Tonneau Soft Roll Up	VPB	
Truck Bed Cargo Soft Topper		Associated Accessories
Recovery Hooks Black	SDA	
Recovery Hooks Chrome	VQY	
Recovery Hooks Red	ULK	
GearOn Utility Rack	SL7	
Wheel Flares	SF6	

PLANNED ACCESSORIES PORTFOLIO

Performance

Description	RPO	Notes
Air Induction	5W7	Late Availability
Brake Package	5JL	Late Availability
Exhaust System	WBC	
Exhaust System		Associated Accessories
Exhaust Tip	VQZ	
Exhaust Tips		Associated Accessories
Lift Kit	SG3	

Safety/Universal

Description	RPO	Notes
First Aid Kit	RYT	
Highway Safety Kit	S08	

Trailerling

Description	RPO	Notes
Adapter Trailer Harness	RVG	
Trailerling Camera Package	TRO	
Trailerling Products		Associated Accessories
Receiver Cover	S6N	
Trailer Hitch Removable	SDE	Late Availability
Trailer TPM	SUR	
Trailerling Hookup Assist	TT0	
Brake Controller Package		Associated Accessories
Fifth Wheel Hitch		Associated Accessories

Wheels

Description	RPO	Notes
22" Black/Chrome	SHD	
22" Bright Chrome	SF0	
22" Bright Finish	SES	Late Availability
22" Gloss Black	SGM	
22" Low Gloss Black	SEV	
18" Satin Graphite	SKY	
22" Silver/Chrome	SEW	

Wheel Hardware

Description	RPO	Notes
Black Lug Nuts	SPY	
Black Wheel Locks	SPZ	
Bright Lug Nuts	S47	
Bright Wheel Locks	SFE	
Center Cap Chrome	VW9	
Center Cap Black	RXH	
Center Cap Brushed Bright	RXJ	
Tire Pressure Monitor	SD5	
Tires		

PORTFOLIO CHANGES FOR MY19

New and Improved

Description	RPO	Notes
Lift Kit	SG3	New
Lockable Console Storage	S10	New
Bedside Storage Boxes	RW9	New
Rear Seat Infotainment	SR3	New
Tailgate Assist Lighting	63G	New
Tailgate Gap Cover	W09	New
Tailgate Liner with T-Slot Function	VUK	New
Camera Package	TRO	New
Trailer TPM	SUR	New
Trailer Hook-Up Assist	TTO	New
Wheel-to-Wheel Assist Step	VT2	New
Wheel-to-Wheel Assist Step	VQM	New
Work Step	VQO	New
Brake Upgrade Package	5JL	Improved
Lockable Underseat Storage	VBJ	Improved

Re-Scoped

Description	RPO	Notes
Ball Mount	RVX	Moving to Associated Accessories
Bed Rails Black/Chrome	RW2/RW3	Moving to Associated Accessories
Ball Mount	RVX	Moving to Associated Accessories
Locking Pin	S44	Moving to Associated Accessories
Tow Ball	5Y3	Moving to Associated Accessories
Bed Storage Box – Metal	RW6	Scoped for MY20
Camper Mirrors	S4Z/S40	Scoped for MY20
Cargo Divider	RVY	Re-scoped
Door Handles – Black	RY7	Monitoring Current-Gen Sales
Rock Guard	NAA	Monitoring Current-Gen Sales

GMC Exclusives

Description	RPO
Tailgate Assist Lighting	63G
Tailgate Liner with T-Slot Function	VUK
Wheel Flares, Painted	SF6

LPO PACKAGES

P Code	Package Description	Trim Restrictions	VOG
PDH	GMC Protection Package: includes (RIA) Premium All-Weather Floor Liner and (VQK) Front and Rear Black Molded Splash Guards	Not available on AT4	
PDL	Cargo Convenience Package: Includes (S1O) Console Vault and (VBJ) Rear Underseat Storage	Not available on Base Sierra or SLE	✓
PK1	GMC MultiPro Tailgate Enhanced Package: Includes (VUK) GMC MultiPro Tailgate Insert with Mounting Tracks, (63G) Step Light and (W09) Gap Cover (late availability)	-	
PCW	Assist Step and Tonneau Package: Includes (VXH) 6" Chrome Rectangular Assist Steps and (63B) Soft Tri-Fold Tonneau Cover	Not available on Base Sierra or Denali	

SINGLE LINE LPOS

RPO Code	Description	VOG
RIA	All-Weather Floor Liner	✓
S10	Center Console Vault	✓
VAV	All-Weather Floor Mats	
SR3	Rear-Seat Infotainment System with DVD Player	
VBR	Rubber Bed Mat	✓
VUK	GMC MultiPro Tailgate insert with mounting tracks	
63G	GMC MultiPro Tailgate Step Lights	
W09	Tailgate Gap Cover	
RW9	Bedside Storage Boxes (left and right)	
SF6	Fender Flares	
RVQ	6-Inch Round Assist Steps, Black	✓
RVS	4-Inch Round Assist Steps, Black	✓
VXH	6-Inch Round Assist Steps, Chrome	✓
VXJ	4-Inch Round Assist Steps, Chrome	✓
VQM	Wheel-to-Wheel in Chrome	
VT2	Wheel-to-Wheel in Black	✓
S6L	Off-Road, Black Assist Step	✓
VQK	Front and Rear Molded Splash Guards Black	

RPO Code	Description	VOG
VQY	Chrome Recovery Hooks	
VQZ	Polished Exhaust Tip	
63B	Tri-Fold Soft Tonneau Cover	✓
VOZ	Tri-Fold Hard Tonneau Cover	✓
SFE	Wheel Locks, Set of 4	✓
SF0	22-Inch Bright Chrome Wheels	✓
SGM	22-Inch Gloss Black Wheels	
SES	22-Inch Ultra Bright Wheels	✓
SEV	22-Inch 6-Spoke Low-Gloss Black Wheels with Machined Accents	
SHD	22-Inch Black Wheels with Chrome Inserts	
TRO	Trailer View Camera	✓
WBC	Performance Exhaust	
5JL	Performance Brake Kit	✓
5W7	Performance Air Intake System	
SEW	22-Inch Midnight Wheels with Chrome Insert	
SKY	18-Inch Satin Graphite Wheels	✓

CURRENT-GEN SIERRA PENETRATION RATES

LPO Pen Rates


RPO Code	Description	Pen Rate
VQZ	Exhaust Tip	24%
RIA	Floor Liners	18%
VQY	Recovery Hooks	12%
VAV	All-Weather Floor Mats	7%
VBJ	Underseat Storage	5%
VQK	Splash Guards Molded	4%
RVS	4-Inch Round Assist Step, Black	4%
SFE	Wheel Lock Kit	4%
S0P	Front Console Insert	3%
5JY	Soft Fold Tonneau Cover	3%
VXH	6-Inch Rectangular Assist Step, Chrome	3%
SCZ	Chrome Tailgate Handle	1%

ACO Pen Rates

RPO Code	Description	Pen Rate
RIA	Floor Liners	14%
VZX	Bedliner	13%
VQK	Splash Guards Molded	12%
VXH	6-Inch Rectangular Assist Step, Chrome	6%
VBJ	Underseat Storage	5%
VBR	Bed Mat	3%
RXH	Center Caps, Chrome	2%
VQZ	Exhaust Tip	2%
S0P	Front Console Insert	2%
VAV	All-Weather Floor Mats	2%
VQT	Hard Tri-Fold Tonneau Cover	2%
AAK	Floor Liners – Chrome Badge	2%
SFE	Wheel Lock Kit	2%
S6P	Remote Start Kit	2%
RVS	4-Inch Round Assist Step, Black	1%
SFZ	Black GMC Emblem	1%
RVQ	6-Inch Assist Step Rectangular, Black	

Source: Caviar. Sales data from April 2017 through March 2018. LPO Penetration rates based on new retail vehicle deliveries. ACO Penetration Rates based on ACO unit sales divided by new retail vehicle deliveries.

PORTFOLIO HIGHLIGHTS: CREW CAB ASSIST STEPS

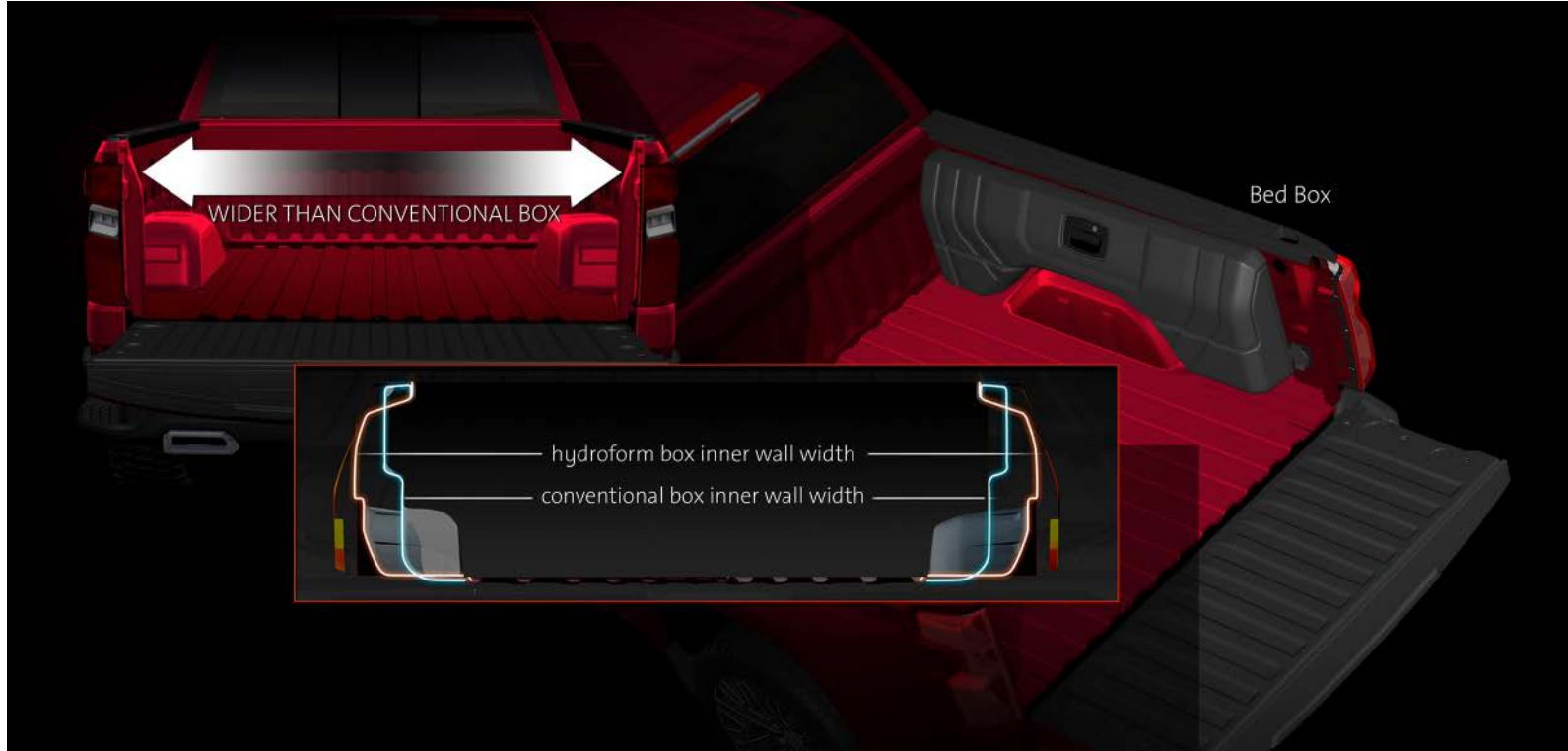
Description	RPO	
		 SHORT BOX
Work Step	VQO	
6-Inch Rectangular in Black	RVQ	
6-Inch Rectangular in Chrome	VXH	
4-Inch Round in Black	RVS	
4-Inch Round in Chrome	VXJ	
Sport Step	S6L	
Wheel-to-Wheel in Black	VT2	
Wheel-to-Wheel in Chrome	VQM	

PCW Assist Step and Tonneau Cover Package

Pairs two customer-favorites: the Soft-Trifold Tonneau Cover (63B) with the 6-Inch Rectangular Chrome Assist Steps (VXH)



PORTFOLIO HIGHLIGHTS: BEDSIDE STORAGE BOX*



PORTFOLIO HIGHLIGHTS: INTERIOR



Floor Liners - Front



Floor Liners - Rear



Lockable Center Console Vault



All-Weather Floor Mats



Underseat Storage



Aries Seat Cover – Associated Accessories

PORTFOLIO HIGHLIGHTS: PERFORMANCE

Description	RPO	Notes
Dual Mode Exhaust System	WBC	
Exhaust Tip	VQZ	Single Exhaust Only
2-Inch Lift Kit	S3G	
Air Induction	5W7	Late Availability
Brake Package – Front and Rear	5JL	Late Availability



Exhaust Tips



Dual Mode Exhaust System



Brake Upgrade Kit

PORTFOLIO HIGHLIGHTS: WHEELS

SES

22 x 9-Inch
Bright Wheel



SEW

22 x 9-Inch Midnight Wheel w/Chrome
Inserts



SHD

22 x 9-Inch High-Gloss
Black Wheel
w/Chrome Inserts



SGM

22 x 9-Inch High-Gloss
Black Wheel



SEV

22 x 9-Inch Low-Gloss Black Wheel
w/Selective Machining



SF0

22 x 9-Inch
Chrome Wheel



SKY

18 x 8.5-Inch Satin Graphite
Machined-Face Wheel
w/Gold Oxide Paint



MARKETING TOOLS PLAN

2018							2019
Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
June 4 — <i>B2B ADS</i> turned on	Week of July 9 — <i>Sierra ARC</i> available	<i>Interactive PDFs</i> available	<i>B2C ADS</i> turned on		<i>Tonneau Cover Interactive PDF</i>	<i>GMC IDDN Videos</i> end of 2018	<i>Commercial Brochure</i> available
June 25 — <i>Hero Cards</i> available	July 16 — <i>IBP Sell Sheets</i> available		<i>Accessories Videos</i> available on AIC				

VIP ADI SHOWROOM/VEHICLE DISPLAY PROGRAM

Every month you reach your GM Accessories objective, 1% of your total ADI to Dealer sales will be credited back to you as product display credit*. This fund can be cashed in to purchase accessories for your display walls. Any unused credit can be directed towards creating mannequin vehicles using our [Mannequin Vehicle Program](#).

With the All-New 2019 Silverado/Sierra incoming there will be new part numbers and new accessories to display for your customers. Make sure you're hitting your objective each month to fully take advantage of this program and keep your product displays updated at a minimal expense.

All dealers are **automatically enrolled** in this program.



**1% credit based on ADI-to-Dealer sales only. LPOs, labor, or any accessories not supplied by the ADI do not count towards your credit. Must reach your GM Accessories objective for the month to qualify.*