

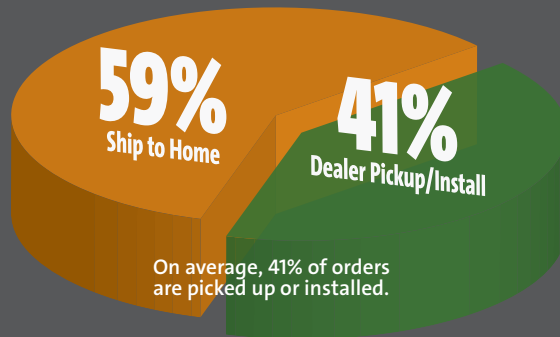
INCREASE ACCESSORIES PROFITS WITH ECOMMERCE

By becoming an accessories Ecommerce dealer, you will have the ability to receive accessories orders from all brand websites (i.e., Chevrolet.com, Buick.com, GMC.com, Cadillac.com) applicable to your dealership, as well as your GM dealer website. Please see the following information on why ***your dealership needs to get involved with Ecommerce today!***

CONSIDER THE FOLLOWING FROM A SURVEY OF CUSTOMERS THAT PURCHASED ACCESSORIES VIA THE BRAND ECOMMERCE SITES:

- **75%** of customers *purchased accessories for the first time*
- **78%** of dealerships *did not* initiate an accessories discussion at the time of the vehicle sale
- **Only 23%** of customers would have visited a dealership to purchase accessories not available from a GM brand Ecommerce site

Drive more traffic into your dealership with Ecommerce!



WITHOUT AN ACCESSORIES ECOMMERCE WEBSITE:



WHAT ARE CURRENT ACCESSORIES ECOMMERCE DEALERS SAYING?

“The fact that GM came up with an affordable, easy solution to sell these accessories online, it’s been a huge success for us.”

JASON PAPPAS
General Manager, Copeland Chevrolet

“We’re losing a lot of retail market share to the internet...so if you’re not getting into Ecommerce, I don’t know where you’re gaining back that market share that you’re losing at your front counter.”

MARCUS MCCONNELL
Wholesale Parts Manager, Paradise Chevrolet

“It makes it easier on the customer because they can shop the way they shop for everything else...if we can capture that business and let them click and buy it and get it without having to get out of their chair and drive somewhere, I think that alone will keep us in the forefront.”

JIM MURPHY
Parts and Service Director, Jerry Haggerty Chevrolet



ACCESSORIES

FREQUENTLY ASKED QUESTIONS

How much does Ecommerce cost?

The Ecommerce option of Accessories Digital Solution (ADS) does not add any additional cost to your existing ADS monthly program fee. GM does collect 7% of part MSRP¹ only on purchases from brand websites; this 7% is not collected on GM dealership website sales. You may incur other fees via your credit card processor for “card not present” Ecommerce-type transactions.

How will funds flow?

Your dealership is the merchant in the transaction, so at time of sale all funds related to the order are collected and deposited to your designated merchant/bank account. On a weekly basis, GM will reconcile your GM open account, reimbursing you for utilized manufacturer offers and collecting funds associated with the 7% of part MSRP from brand website orders and shipping fees collected, as all shipping is paid for via GM's FedEx account.

What is the return process?

Accessories purchased online and shipped directly to a customer or picked up at a participating dealership may be returned for a complete refund, including shipping, within 30 days of customer receipt. To be eligible for a return, the accessory must also be in original condition (i.e., new and unused), and must be returned with all parts/components, instructions and in the original packaging. To qualify for a refund, customer must return an eligible accessory to the selling dealership.



ACCESSORIES

¹ Excluding labor, if applicable, made by dealer via the GM brand eStore(s). GM reserves the right to change this structure upon written prior notice to dealer, which will occur at least 30 days in advance of implementation. ADS monthly program cost is iMR turnkey eligible. The 7% of MSRP cost applied to sales from GM brand website(s) is not iMR-eligible. Participating Ecommerce dealers must activate e-payment capability through participating payment gateway provider and normal processing fees apply. E-payment processing fees are not eligible for iMR reimbursement.

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How long does it take to get the Ecommerce option enabled?

It generally takes 2-3 weeks to get the Ecommerce option enabled. Our dedicated GM Ecommerce boarding team will guide you through this process and will facilitate discussions with your credit card processor. We make sure your account is set up to handle “card not present” Ecommerce transactions. We then test everything to make sure funds are deposited to your designated merchant/bank account, while making sure that your Parts Department team is trained on fulfillment of Ecommerce orders.

What is GM doing to drive traffic and sales to the brand accessories Ecommerce websites?

Our team is constantly implementing new ways via owner communications, manufacturer accessory offers, online advertisements and media to drive customers into the brand accessories Ecommerce sites.

GET STARTED TODAY

Contact us today at ADS@GM.com to begin taking advantage of this exceptional, profitable feature.

RING IN SPRING.
GET 10% BELOW MSRP* ON ALL ACCESSORIES ONLINE
NOW THROUGH 4/2/18* WITH CODE TAKE10

SELECT A VEHICLE SEARCH OPTION BELOW TO GET STARTED

YEAR & MODEL SEARCH | VIN SEARCH

Search for your vehicle by entering the Year and Model for quick results.

YEAR: Select Year | MODEL: Select Model | Search

HOW TO ENABLE ECOMMERCE OPTION OF ADS:

Setting up the Ecommerce option for ADS can be quickly accomplished in just minutes. Simply follow these steps within ADS. If at any time you need assistance, please contact us directly at ADS@gm.com.

1. Click **ACCESSORIES** in the top left corner
2. Select **Merchant Configuration** under the Administration tab
3. Now you're on the Merchant Configuration page of ADS. Follow the steps below to finish your setup:

STEP 1: MERCHANT ADMINISTRATOR

- Select the check box next to the sentence stating “I agree to be included as a fulfillment dealer on the appropriate GM brand sites”
- Fill in the Mastercard Merchant Administrator section and hit the “Save” button. (NOTE: Please identify the person at your dealership who manages your credit card processing account. Also make sure they are aware of the program and that we will be contacting them. We will usually contact them within one business day.)

STEP 2: PAYMENT PROCESSOR

- Select the check box next to the sentence stating “I give Mastercard permission to contact my payment processor for setup.” Once you select the check box, simply hit the blue “Save” button and you will get a confirmation pop-up saying your request has been sent. Our GM ADS team will then contact you directly to assist in getting you set up for Ecommerce