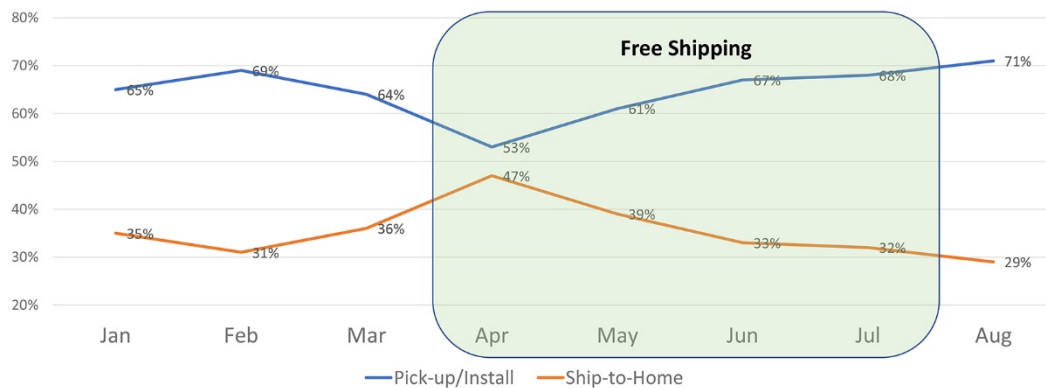


Continued Growth for GM Accessories Ecommerce Sales

Last month Ecommerce Dealers enjoyed yet another month of stellar growth in Accessory sales via the ADS Ecommerce platform. For the month of August, enrolled Dealers again sold over \$2 Million in GM Accessories, filling 10,393 online orders, and inviting back 7,093 customers who opted to either pick up or have accessories installed at the dealership. Nationwide, August sales were at a 5% increase over July, and a jaw dropping 171% increase over August of last year.

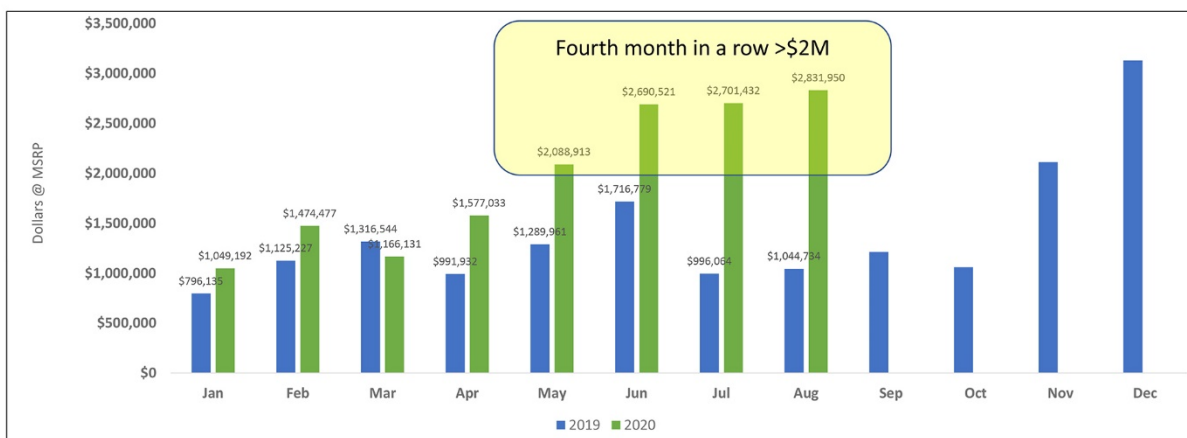
As great as things were in August, the month of September has ushered in yet another huge opportunity for Ecommerce Dealers to further increase GM Accessory sales. A new feature added this month now allows GM Loyalists to **use their MyRewards points toward Online Accessory purchases**. Ecommerce Dealers may now easily tap into the \$Billions in unused MyRewards points to drive traffic back to the dealership, and to boost Accessory profits.

Ecommerce Delivery Mode



- Did not offer FREE SHIPPING in August and ship-to-dealer/install increased slightly versus prior month to 71%
- Drove 7,093 customers to participating dealerships to pick-up their accessories or have them installed
- This is the highest dealership traffic count ever!

ADS B2C Ecommerce Sales



- August Volume: **10,393 orders** | **17,397 accessories**
- August Sales: **5% increase MOM** | **171% increase YOY**
- 2020 YTD: **\$15.6M** | **68% increase YOY**