



Accessories Ecommerce June Promotion

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ACCESSORIES ECOMMERCE JUNE PROMOTION

To: All GM Dealers

From: GM Accessories Marketing

Date: June 2, 2020

Program Name

- Accessories Ecommerce June Promotion

Program Description

- Beginning June 2, 2020 through June 30, 2020, accessories sold via the brand accessories websites (Chevrolet.com/accessories, GMC.com/accessories, Buick.com/accessories, Cadillac.com/accessories) through enrolled accessories eCommerce dealers will be eligible to receive the following offers.
 - **10% - 20% below MSRP¹ on accessories purchased online**
 - 10% below MSRP with purchase of \$100 or more (online coupon code: "GET10")
 - 15% below MSRP with purchase of \$250 or more (online coupon code: "GET15")
 - 20% below MSRP with purchase of \$500 or more (online coupon code: "GET20")
 - **Plus, Free Ground Shipping¹ on shippable accessories purchased online**
 - Online coupon code "FREESHIP"
 - ¹Minimum purchase required for percentage offer. Receive 10% below MSRP with purchase of \$100 or more, 15% below MSRP with purchase of \$250 or more or 20% below MSRP with purchase of \$500 or more. Percentage offer based on total MSRP of online accessories order excluding tax, shipping and installation. Some accessories are not available for shipping, see website for details. Offers may not be combined with any other offers or discounts. Subject to availability. Offer valid 6/2/20 – 6/30/20.

Geography

- National

Eligible Accessories and Allowance

- Recipients are eligible for a manufacturer discount equal to 10% - 20% below MSRP (excluding tax, shipping and installation) and Free Ground Shipping based on their eligible online accessory purchase which will be deducted at time of transaction.

Program Time Period

- Offers valid June 2, 2020 through June 30, 2020.

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.

Other Program Guidelines

- This offer is 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.
1. 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.

If you have any questions, please contact us directly at ADS@gm.com.

 [Accessories Ecommerce.pdf](#)

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