




Accessories eCommerce June-July Promotion

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ACCESSORIES

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Program Description: June 1 through July 31, 2018 qualifying accessories sales via the brand site (Chevrolet.com, Buick.com, GMC.com and Cadillac.com) are eligible for a tiered offer equal to up to \$50 below MSRP on eligible accessories purchases. These offers only apply to accessories, and exclude labor and shipping, if applicable.  Accessories Ecommerce.pdf

Geography: National

Eligible Accessories and Allowance: Qualifying accessories purchases via the brand site are eligible. Minimum purchase required. Allowance based on total MSRP of parts in order, excluding tax and installation. \$50 with purchase of \$250 or more; \$40 with \$200-\$249 purchase; \$30 with \$150-\$199 or \$20 with \$100-\$149. Online brand site orders only. No cash value. Must order by 7/31/18.

Program Time Period: Offer valid between June 1, 2018 and July 31, 2018.

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 month following the sale. Reimbursement is automatic. The dealer does not need to apply. Promotional codes will appear on transaction as TWENTY, THIRTY, FORTY or FIFTY.

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.
- 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.

End of Program 7/31/18

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