



ACCESSORIES

ECOMMERCE PROMOTION

To: All GM Dealers
From: Accessories Marketing
Date: April 3, 2018

Program Name: Accessories eCommerce April Promotion

Program Description: April 3 through May 31, 2018 all accessories sales via the brand site (Chevrolet.com, Buick.com, GMC.com and Cadillac.com) are eligible for an offer equal to 15% Below MSRP on Performance category products or \$20 Below MSRP on Floor Liner products. These offers only apply to accessories, and exclude labor and shipping, if applicable.

Geography: National

Eligible Accessories and Allowance: For Performance products, purchases from the brand sites are eligible for a GM offer equal to 15% Below MSRP (excluding tax and installation), which will be deducted at time of transaction. For Floor Liner products, purchasers are eligible for a GM offer equal to \$20 Below MSRP, which will be deducted at time of transaction, on orders purchased through the brand sites.

Program Time Period: Offer valid between April 3, 2018 and May 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 **STREET15** or **LINER20**.

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 **5/31/18**

Revision **001**