

SERVICE DRIVE — FLOOR LINER REWARDS PROGRAM



From July 1 - September 30, 2017, sell eligible Premium All-Weather Floor Liners on the Service Drive for SPIN rewards ranging from \$10–\$300 in **earnPOWER** points per VIN.

Visit gmearnpower.com to process SPINs through December 1, 2017. See rules for full details on processing SPINs. All dealership employees are eligible and will see earnings reflected in their **earnPOWER** account within 48 hours of a successfully completed SPIN.

SERVICE DRIVE — FLOOR LINER REWARDS PROGRAM RULES

PROGRAM PERIOD:

July 1 - September 30, 2017

ELIGIBLE PARTICIPANTS:

Dealership employees with a valid GMIN, employed by a GM dealership as of June 30, 2017.

ELIGIBLE GEOGRAPHY:

National

ELIGIBLE BRANDS:

Chevrolet, Buick, GMC, Cadillac

ENROLLMENT:

All dealers are eligible to participate. Dealer participation is voluntary. Dealer will be automatically enrolled upon submitting for first SPIN via gmearnpower.com.

PARTICIPATION REQUIREMENT:

To support Service Drive sales, participating dealers agree to purchase minimum preload quantity of 10 eligible GM Floor Liners. Eligible part numbers are listed on the following pages. Preload quantity must be purchased by July 15, 2017.

HOW THE PROGRAM WORKS:

- One SPIN for every VIN with eligible Floor Liner(s) sold on the Service Drive during the program period. Dealership employees will earn a SPIN, with the opportunity to win up to \$300 in GM **earnPOWER** points. SPINs payout range: \$10, \$20, \$40, \$100, \$300
- gmearnpower.com will be available to process SPINs through December 1, 2017

ELIGIBLE SALES:

Only over-the-counter dealership Floor Liner sales qualify for program. LPOs do not qualify.

SPIN REQUIREMENTS:

- Service Departments must enter the Floor Liner sale(s) into the GM "IOP" system
- Confirmation of a valid GMIN that matches the GMIN on the "IOP" submission
- A valid VIN and GM Accessories part number must be entered into gmearnpower.com
- SPINs will be awarded on gmearnpower.com after required information is confirmed

SERVICE MANAGER OVERRIDE:

- Eligible Service Managers will earn a 20% override of the total SPIN credits earned by their Service Team, provided their cumulative points earn for the dealership during the program exceeds \$50. In the event a Service Manager executes a SPIN based on an eligible vehicle delivery, the 20% override will be forfeited
- Service Manager override earnings will be paid based on the percent of allocation selected by the Service Managers of record in **earnPOWER**, based on the 2016 MOE file by BAC
- Service Manager override earnings will also be awarded in the form of **earnPOWER** awards points

DEALER STOCK REQUIREMENT:

Dealer must agree to purchase preloaded quantity of 10 eligible part numbers. ADIs can support dealers in selection if needed.

AWARD PAYMENT:

Dealership employees will see earnings reflected in their **earnPOWER** account within 48 hours of a successfully completed SPIN.

ELIGIBLE ACCESSORIES: (Full list of current Floor Liners Ready-for-Sale attached)

- Only eligible Floor Liner part numbers, as detailed below, qualify for SPIN rewards. No substitutions or modifications to the packages are allowed
- All retail accessories sales must occur during the program period
- Supplies may be limited on some accessories. GM will work to ensure adequate supply to meet all needs but will bear no responsibility for missed SPINs due to inability to meet demand for any accessories during the promotional period

CUSTOMER RETURNS:

Customer returns or subsequent return to stock of an awarded SPIN during this program AFTER the promotional period are subject to chargeback of the full SPIN amount to the appropriate **earnPOWER** account. If the **earnPOWER** credits have already been spent, full chargeback will be assessed to the dealer's open account.

TAX PROVISIONS:

Liability for federal, state or other taxes imposed upon SPIN rewards is the sole responsibility of the Service Writer and Service Manager, not the ADIs or GM.

APPEAL PROCESS:

It is the sole responsibility of the participants to track progress and review the reports for accuracy and completeness. All appeals should be directed via email to the Divisional Accessories Manager. GM shall have the final decision in its sole discretion on all appeals from dealers and ADIs regarding this initiative.

AUDITING:

- GM reserves the right to audit all dealer records supporting any reward under this promotion and to disqualify participants in the event of any irregularity
- Sufficient dealer records must be kept to evidence the sale of vehicles and accessories packages to retail customers supporting all claims under this promotion
- General Motors also reserves the right to charge back dealers for any SPIN rewards improperly paid based upon any irregularity
- In all matters relating to the interpretation and application of any rules of this promotion, the decision of General Motors shall be final

SERVICE DRIVE — FLOOR LINER REWARDS PROGRAM ELIGIBLE PART NUMBERS

Model Year	Vehicle	Part No.	RPO Code	Part Name
2015-17	New Sierra HD	23237402	RIA	Premium All-Weather Rear Floor Liners, Black — for Crew Cab
2015-17	New Silverado HD	23237402	RIA	Premium All-Weather Rear Floor Liners, Black — for Crew Cab
2015-17	Sierra 1500	23237402	RIA	Premium All-Weather Rear Floor Liners, Black — for Crew Cab
2015-17	Silverado 1500	23237402	RIA	Premium All-Weather Rear Floor Liners, Black — for Crew Cab
2015-17	New Sierra HD	23237403	RIA	Premium All-Weather Rear Floor Liners, Cocoa — for Crew Cab
2015-17	New Silverado HD	23237403	RIA	Premium All-Weather Rear Floor Liners, Cocoa — for Crew Cab
2015-17	Sierra 1500	23237403	RIA	Premium All-Weather Rear Floor Liners, Cocoa — for Crew Cab
2015-17	Silverado 1500	23237403	RIA	Premium All-Weather Rear Floor Liners, Cocoa — for Crew Cab
2015-17	New Sierra HD	23237404	RIA	Premium All-Weather Rear Floor Liners, Black — for Double Cab
2015-17	New Silverado HD	23237404	RIA	Premium All-Weather Rear Floor Liners, Black — for Double Cab
2015-17	Sierra 1500	23237404	RIA	Premium All-Weather Rear Floor Liners, Black — for Double Cab
2015-17	Silverado 1500	23237404	RIA	Premium All-Weather Rear Floor Liners, Black — for Double Cab
2015-17	New Sierra HD	23237405	RIA	Premium All-Weather Rear Floor Liners, Cocoa — for Double Cab
2015-17	New Silverado HD	23237405	RIA	Premium All-Weather Rear Floor Liners, Cocoa — for Double Cab
2015-17	Sierra 1500	23237405	RIA	Premium All-Weather Rear Floor Liners, Cocoa — for Double Cab
2015-17	Silverado 1500	23237405	RIA	Premium All-Weather Rear Floor Liners, Cocoa — for Double Cab
2015-17	New Escalade	84181595	RIA	Premium All-Weather Rear Floor Liners, Black
2015-17	New Tahoe	23237406	RIA	Premium All-Weather Rear Floor Liners, Black
2015-17	New Yukon	23237406	RIA	Premium All-Weather Rear Floor Liners, Black
2015-17	New Tahoe	23237407	RIA	Premium All-Weather Rear Floor Liners, Cocoa
2015-17	New Yukon	23237407	RIA	Premium All-Weather Rear Floor Liners, Cocoa
2015-17	New Escalade	84181596	RIA	Premium All-Weather Rear Floor Liners, Shale
2015-17	New Tahoe	23237408	RIA	Premium All-Weather Rear Floor Liners, Dune
2015-17	New Yukon	23237408	RIA	Premium All-Weather Rear Floor Liners, Dune
2016-17	New Escalade	23237441	RIA	Premium All-Weather Second-Row Floor Liners, Black
2016-17	New Escalade	23237443	RIA	Premium All-Weather Second-Row Floor Liners, Shale
2017	All-New 2017 Acadia	23356364	RIA	Contoured All-Weather Second-Row Floor Liners, Jet Black
2017	All-New 2017 Acadia	23356365	RIA	Contoured All-Weather Second-Row Floor Liners, Cocoa
2017	All-New 2017 Acadia	23356366	RIA	Contoured All-Weather Second-Row Floor Liners, Dark Ash Gray
2015-17	New Canyon	23227120, 23381376	RIA	Premium All-Weather Rear Floor Liners, Jet Black — for Crew Cab
2015-17	New Colorado	23227120, 23381376	RIA	Premium All-Weather Rear Floor Liners, Jet Black — for Crew Cab
2015-17	New Canyon	23227121, 23381379	RIA	Premium All-Weather Rear Floor Liners, Cocoa — for Crew Cab
2015-17	New Canyon	23227122, 23381382	RIA	Premium All-Weather Rear Floor Liners, Jet Black — for Extended Cab
2015-17	New Colorado	23227122, 23381382	RIA	Premium All-Weather Rear Floor Liners, Jet Black — for Extended Cab
2015-17	New Canyon	23227123, 23381385	RIA	Premium All-Weather Rear Floor Liners, Cocoa — for Extended Cab
2017	Encore	42488644, 42533128	S55	Premium All-Weather Front Floor Liners, Ebony
2017	Trax	42488646, 42533130	S55	Premium All-Weather Front Floor Liners, Jet Black
2017	Encore	42488648, 42533132	S55	Premium All-Weather Rear Floor Liners, Ebony

Model Year	Vehicle	Part No.	RPO Code	Part Name
2017	Trax	42488650, 42533134	S55	Premium All-Weather Rear Floor Liners, Jet Black
2016-17	New Silverado HD	84051558	AAK	Premium All-Weather Front Floor Liners, Black with Chrome Logo
2016-17	New Suburban	84051558	AAK	Premium All-Weather Front Floor Liners, Black with Chrome Logo
2016-17	New Tahoe	84051558	AAK	Premium All-Weather Front Floor Liners, Black with Chrome Logo
2016-17	Silverado 1500	84051558	AAK	Premium All-Weather Front Floor Liners, Black with Chrome Logo
2016-17	New Silverado HD	84051559	AAK	Premium All-Weather Front Floor Liners, Cocoa with Chrome Logo
2016-17	New Suburban	84051559	AAK	Premium All-Weather Front Floor Liners, Cocoa with Chrome Logo
2016-17	New Tahoe	84051559	AAK	Premium All-Weather Front Floor Liners, Cocoa with Chrome Logo
2016-17	Silverado 1500	84051559	AAK	Premium All-Weather Front Floor Liners, Cocoa with Chrome Logo
2016-17	New Silverado HD	84051560	AAK	Premium All-Weather Front Floor Liners, Dune with Chrome Logo — for Crew and Double Cab
2016-17	New Suburban	84051560	AAK	Premium All-Weather Front Floor Liners, Dune with Chrome Logo — for Crew and Double Cab
2016-17	New Tahoe	84051560	AAK	Premium All-Weather Front Floor Liners, Dune with Chrome Logo — for Crew and Double Cab
2016-17	Silverado 1500	84051560	AAK	Premium All-Weather Front Floor Liners, Dune with Chrome Logo — for Crew and Double Cab
2016-17	New Sierra HD	84051562	AAK	Premium All-Weather Front Floor Liners, Black with Chrome Logo
2016-17	New Yukon	84051562	AAK	Premium All-Weather Front Floor Liners, Black with Chrome Logo
2016-17	New Yukon XL	84051562	AAK	Premium All-Weather Front Floor Liners, Black with Chrome Logo
2016-17	Sierra 1500	84051562	AAK	Premium All-Weather Front Floor Liners, Black with Chrome Logo
2016-17	New Sierra HD	84051563	AAK	Premium All-Weather Front Floor Liners, Cocoa with Chrome Logo
2016-17	New Yukon	84051563	AAK	Premium All-Weather Front Floor Liners, Cocoa with Chrome Logo
2016-17	New Yukon XL	84051563	AAK	Premium All-Weather Front Floor Liners, Cocoa with Chrome Logo
2016-17	Sierra 1500	84051563	AAK	Premium All-Weather Front Floor Liners, Cocoa with Chrome Logo
2016-17	New Sierra HD	84051564	AAK	Premium All-Weather Front Floor Liners, Dune with Chrome Logo
2016-17	New Yukon	84051564	AAK	Premium All-Weather Front Floor Liners, Dune with Chrome Logo
2016-17	New Yukon XL	84051564	AAK	Premium All-Weather Front Floor Liners, Dune with Chrome Logo
2016-17	Sierra 1500	84051564	AAK	Premium All-Weather Front Floor Liners, Dune with Chrome Logo
2015-17	New Canyon	23343574, 84056628	RIA	Premium All-Weather Floor Liners, Black
2015-17	New Canyon	23343575, 84056629	RIA	Premium All-Weather Floor Liners, Cocoa
2015-17	New Colorado	23343573, 84056631	RIA	Premium All-Weather Front Floor Liners, Black
2015-17	New Silverado HD	84073612	RIA	Premium All-Weather Front Floor Liners, Black — for Crew and Double Cab
2015-17	New Suburban	84073612	RIA	Premium All-Weather Front Floor Liners, Black
2015-17	New Tahoe	84073612	RIA	Premium All-Weather Front Floor Liners, Black
2015-17	Silverado 1500	84073612	RIA	Premium All-Weather Front Floor Liners, Black — for Crew and Double Cab
2015-17	New Silverado HD	84073613	RIA	Premium All-Weather Front Floor Liners, Cocoa — for Crew and Double Cab
2015-17	New Suburban	84073613	RIA	Premium All-Weather Front Floor Liners, Cocoa
2015-17	New Tahoe	84073613	RIA	Premium All-Weather Front Floor Liners, Cocoa
2015-17	Silverado 1500	84073613	RIA	Premium All-Weather Front Floor Liners, Cocoa — for Crew and Double Cab

Parts are contingent on part status availability. Superseding parts will be sold down until inventory is depleted. New Floor Liners released during program period are eligible.

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Model Year	Vehicle	Part No.	RPO Code	Part Name
2015	New Silverado HD	84073614	RIA	Premium All-Weather Floor Liners, Dune — for Crew and Double Cab
2015–17	New Suburban	84073614	RIA	Premium All-Weather Floor Liners, Dune — for Crew and Double Cab
2015–17	New Tahoe	84073614	RIA	Premium All-Weather Floor Liners, Dune — for Crew and Double Cab
2015	Silverado 1500	84073614	RIA	Premium All-Weather Floor Liners, Dune — for Crew and Double Cab
2015–17	New Sierra HD	84073616	RIA	Premium All-Weather Floor Liners, Black — for Crew and Double Cab
2015–17	New Yukon	84073616	RIA	Premium All-Weather Floor Liners, Black — for Crew and Double Cab
2015–17	New Yukon XL	84073616	RIA	Premium All-Weather Floor Liners, Black — for Crew and Double Cab
2015–17	Sierra 1500	84073616	RIA	Premium All-Weather Floor Liners, Black — for Crew and Double Cab
2015–17	New Sierra HD	84073617	RIA	Premium All-Weather Floor Liners, Cocoa — for Crew and Double Cab
2015–17	New Yukon	84073617	RIA	Premium All-Weather Floor Liners, Cocoa — for Crew and Double Cab
2015–17	New Yukon XL	84073617	RIA	Premium All-Weather Floor Liners, Cocoa — for Crew and Double Cab
2015–17	Sierra 1500	84073617	RIA	Premium All-Weather Floor Liners, Cocoa — for Crew and Double Cab
2016–17	New Yukon	84073618	RIA	Premium All-Weather Front Floor Liners, Dune
2016–17	New Yukon XL	84073618	RIA	Premium All-Weather Front Floor Liners, Dune
2015–17	New Escalade	84073620	AAK	Premium All-Weather Floor Liners, Jet Black
2015–17	New Escalade ESV	84073620	AAK	Premium All-Weather Floor Liners, Jet Black
2017	New Escalade	84073621	AAK	Premium All-Weather Floor Liners, Shale
2015–16	New Escalade	84073621	AAK	Premium All-Weather Floor Liners, Shale
2015–17	New Escalade ESV	84073621	AAK	Premium All-Weather Floor Liners, Shale
2016–17	New Colorado	84031486, 84128019	AAK	Premium All-Weather Floor Liners, Jet Black with Chrome Logo
2016–17	New Canyon	84031488, 84128021	AAK	Premium All-Weather Floor Liners, Jet Black with Chrome Logo
2016–17	New Canyon	84031489, 84128022	AAK	Premium All-Weather Floor Liners, Cocoa with Chrome Logo
2017	All-New 2017 Acadia	84019980, 84128105	RIA	Premium All-Weather Floor Liners, Dark Ash Grey
2017	All-New 2017 Acadia	84019981, 84128106	RIA	Premium All-Weather Floor Liners, Cocoa
2017	All-New 2017 Acadia	84019982, 84128107	RIA	Premium All-Weather Floor Liners, Jet Black

Model Year	Vehicle	Part No.	RPO Code	Part Name
2015–17	New Suburban	23237409, 84181588	RIA	Premium All-Weather Second-Row Floor Liners, Black
2015–17	New Yukon XL	23237409, 84181588	RIA	Premium All-Weather Second-Row Floor Liners, Black
2015–17	New Suburban	23237410, 84181589	RIA	Premium All-Weather Second-Row Floor Liners, Cocoa
2015–17	New Yukon XL	23237410, 84181589	RIA	Premium All-Weather Second-Row Floor Liners, Cocoa
2015–17	New Suburban	23237411, 84181590	RIA	Premium All-Weather Second-Row Floor Liners, Dune
2015–17	New Yukon XL	23237411, 84181590	RIA	Premium All-Weather Second-Row Floor Liners, Dune
2017	Escalade ESV	84181592	RIB	Premium All-Weather Second-Row Floor Liners, Jet Black
2017	Tahoe	84181612	RIB	Premium All-Weather Third-Row Floor Liners, Jet Black
2017	Yukon	84181612	RIB	Premium All-Weather Third-Row Floor Liners, Jet Black
2017	Escalade	84181612, 84327939	RIB	Premium All-Weather Third-Row Floor Liners, Jet Black
2017	Tahoe	84181613	RIB	Premium All-Weather Third-Row Floor Liners, Kona Brown
2017	Yukon	84181613	RIB	Premium All-Weather Third-Row Floor Liners, Kona Brown
2017	Tahoe	84181614	RIB	Premium All-Weather Third-Row Floor Liners, Shale
2017	Yukon	84181614	RIB	Premium All-Weather Third-Row Floor Liners, Shale
2017	Escalade	84181614, 84327941	RIB	Premium All-Weather Third-Row Floor Liners, Shale
2017	Suburban	84181616	RIB	Premium All-Weather Third-Row Floor Liners, Jet Black
2017	Yukon XL	84181616	RIB	Premium All-Weather Third-Row Floor Liners, Jet Black
2017	Escalade ESV	84181616, 84327943	RIB	Premium All-Weather Third-Row Floor Liners, Jet Black
2017	Suburban	84181617	RIB	Premium All-Weather Third-Row Floor Liners, Cocoa
2017	Yukon XL	84181617	RIB	Premium All-Weather Third-Row Floor Liners, Cocoa
2017	Suburban	84181618	RIB	Premium All-Weather Third-Row Floor Liners, Dune
2017	Yukon XL	84181618	RIB	Premium All-Weather Third-Row Floor Liners, Dune
2017	Escalade ESV	84181618, 84327945	RIB	Premium All-Weather Third-Row Floor Liners, Shale
2018	Equinox	84325551	RIA	Premium All-Weather Front Floor Liners, Jet Black
2018	Equinox	84325556	RIA	Premium All-Weather Second-Row Floor Liners, Jet Black
2017	All-New 2017 LaCrosse	84204786	RIA	Premium All-Weather Floor Liners, Ebony
2017	All-New 2017 LaCrosse	84204787	RIA	Premium All-Weather Floor Liners, Dark Brown
2018	Cruze	84333478	51F	Premium All-Weather Floor Liners, Jet Black
2018	Cruze	84333472	RIA	Premium All-Weather Floor Liners, Jet Black