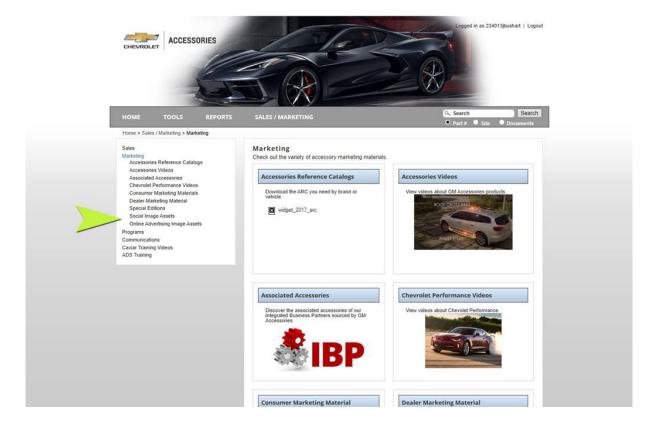# Social Asset Instructions



## SUGGESTED CONTENT

- Stay home, stay safe, stay in style. Get free ground shipping*, plus 10% below MSRP* online on accessories for your vehicle now.
- Make your vehicle from [dealership name] stand out. Get free ground shipping*, plus 10% below MSRP* online on accessories now.
- Keep your vehicle's style fresh for spring with free ground shipping*, plus 10% below MSRP* online on accessories.

*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 4/1/20 – 4/30/20.

## DESTINATION URL

When posting on social networks, you can direct traffic into the brand eCommerce websites so customers can purchase utilizing the great monthly eCommerce offers. When doing this, you can append your dealership BAC to the URL so that customers get paired to you as the selling dealership during checkout, no matter their proximity to you (as long as they are in the same state). Please note that you must be an accessories eCommerce participating dealership to perform these actions. If you are not sure if you are eCommerce enabled, please contact our team at ADS@GM.com for assistance in becoming an accessories eCommerce dealership.

The URLs to utilize are as follows:

**CHEVROLET:** https://accessories.chevrolet.com/?bac=123456&socid=dealer_social_0420
**GMC:** https://accessories.gmc.com/?bac=123456&socid=dealer_social_0420
**BUICK:** https://accessories.buick.com/?bac=123456&socid=dealer_social_0420
**CADILLAC:** https://accessories.cadillac.com/?bac=123456&socid=dealer_social_0420

NOTE: where it states "bac=", after the "=" you need to place your BAC code. For example, if your BAC was "123456", you would construct the URL as the above examples show.