

PRODUCT SPOTLIGHT | MARCH 2017

PREMIUM ALL-WEATHER FLOOR LINERS



PREMIUM ALL-WEATHER LINERS NOW AVAILABLE FOR CHEVY, GMC, BUICK, & CADILLAC.

OFFER PREMIUM INTERIOR PROTECTION

These All-Weather Floor Liners are precision designed for maximum carpet coverage. They feature textures and patterns that enhance foot traction and provide exceptional channeling for dirt, water, snow and mud. Unlike aftermarket options, GM Accessory Floor Liners are color matched for Jet Black, Cocoa, and Dark Grey interiors. They feature more drainage channels than the aftermarket liner and bear the official Chevrolet bowtie or GMC logo—something brand loyal customers value.

According to a GM market research report*, 89% of accessory buyers purchase their accessories within 6 months of buying their new vehicle, and 64% are buying them within just 30 days. Floor liners are a great option for any car buyer, so ensure they are aware of this premium accessory. They'll be purchasing them from someone soon, so make that "someone" you.

*GM Global Market Research Accessories Ecommerce Report May 2015

MARCH 1-31, 2017

Buy any 6 Premium All-Weather Front or Rear Floor Liners (mix and match)

AND GET 1 FRONT OR REAR LINER AT N/C!

- SILVERADO
- COLORADO
- SUBURBAN
- TAHOE
- SIERRA
- CANYON
- YUKON
- ACADIA
- ENCORE
- ESCALADE

TAKE PART IN OUR MARKETING PARTNER PROGRAM

\$50 OFF
First & Second Row Premium All-Weather Floor Liner Sets

— OR —

10% OFF
Any One GM Accessory*

GMC ACCESSORIES

AVAILABLE FOR

- Sierra
- Canyon
- New Acadia
- Full-Size SUVs

*TAXES OFF FROM PURCHASE OF ONE OR MORE ACCESSORIES UP TO \$500.
*LIMIT ONE DEALER INSTALLER LABOR AND TAXES ADDITIONAL.
*AUTHORIZATION CODE MUST BE VALIDATED BY DEALER AND ENTERED INTO FINAL ORDER. THIS OFFER IS NOT VALID FOR PURCHASE OF PREMIUM OR PREMIUM PLUS EQUIPMENT. OFFER IS VALID FOR ONE ACCESSORY PURCHASE AT A RETAILER'S OPTION. MUST BE USED AND MAILED IN 30 DAYS FROM ORIGINAL OFFER DATE. MAY BE USED FOR ELIGIBLE TRANSACTIONS. NOT AVAILABLE WITH OTHER OFFERS. SEE DEALER FOR DETAILS.

BENEFITS

- INCREASE SALES
- EXCLUSIVE PROMOTIONS
- READY-MADE ASSETS

Visit the URL below to see more exclusive promotions like the one shown here.

VIPADI.COM/PROGRAMS/PARTNER

All VIP ADI promotions can be used with the [Mannequin Vehicle Program](#). This program can qualify the sales manager and selling salesperson to receive a \$25, \$50, or \$100 bonus. Understand the program in under 5 minutes by watching our video at vipadi.com/programs/mannequin.