

NEXT-GEN TRUCKS

MANNEQUIN BUILD GUIDE

ALL **NEW 2020** ACCESSORIES



ACCESSORIES

2020 MANNEQUIN VEHICLE PROGRAM



- ✓ INCREASE FOOT TRAFFIC TO THE SALES FLOOR
- ✓ BOOST VEHICLE TURN
- ✓ MAXIMISE PROFIT

Our 2020 Mannequin Vehicle Program creates opportunities for you to boost your vehicle turn rate and increase profit on each vehicle sale. We're taking a proven accessory selling technique and adding bonus incentives to the sales staff for each qualifying mannequin vehicle sold.

When you register an accessorized mannequin vehicle at vipadi.com you qualify the sales manager and selling salesperson to each receive either 25, 50, or 100 earnPower points upon the sale, depending on the vehicle type and package threshold seen below.

TRUCKS, CROSSOVERS, & SUVs

PACKAGE THRESHOLD	SALES MANAGER	SALESPERSON
\$3,000 MSRP	100 earnPower	100 earnPower
\$1,500 MSRP	50 earnPower	50 earnPower

HOW DO I REGISTER?

IT ONLY TAKES 5 MINUTES OR LESS USING OUR ONLINE FORM.

Include a list of the accessories added to the vehicle, basic vehicle information, and a few photos of the vehicle. You can even take photos directly in the form if you're registering on a mobile device.

CARS & PERFORMANCE

PACKAGE THRESHOLD	SALES MANAGER	SALESPERSON
\$3,000 MSRP	100 earnPower	100 earnPower
\$1,500 MSRP	50 earnPower	50 earnPower
\$500 MSRP	25 earnPower	25 earnPower

KEEPING IT SIMPLE

PARTICIPATION DOESN'T REQUIRE RADICAL CHANGES TO YOUR DAY-TO-DAY BUSINESS.

A single accessory such as a DVD Headrest System could qualify a vehicle for the program, adding extra sales incentives to your sales staff. Just ensure the vehicle meets the program requirements and register the mannequin prior to sale.

APPEARANCE ACCESSORIES



NEW

Bedside Decal Package w/ Chevrolet Bowtie

Enhance the exterior appearance of your vehicle with this Bedside Decal Package.

MSRP: \$375.00



NEW

Fender Hash Mark Decal Package

Further enhance your vehicle's powerful styling with Fender Hash Mark Decals.

MSRP: \$175.00



NEW

Tailgate Lettering in Black / Silver

These premium decals are made of vinyl and feature durable adhesive backing.

MSRP: \$150.00



GMC Emblem Pack in Black

Further accent your vehicle's exterior styling with this distinctive GMC Accessories Grille Emblem.

MSRP: \$150.00



Bowtie Grille Emblem in Black

Further accent your vehicle's exterior styling with this distinctive Chevrolet Accessories Bowtie Emblem.

MSRP: \$75.00



Illuminated Bowtie Emblem in Black or Gold

Further accent your vehicle's exterior styling with this distinctive Chevrolet Accessories Illuminated Bowtie Emblem.

MSRP: \$275.00



Front Recovery Hooks in Red

Add functionality and enhance the appearance of your vehicle with Chevrolet Accessories Recovery Hooks.

MSRP: \$65.00



Custom Emblems in Black

Enhance the exterior appearance of your vehicle with Accessory Tailgate Lettering.

Starting at MSRP: \$100.00



NEW

Blade LED Tailgate Light Bar by Putco®

Change the look of the rear of your vehicle while helping you to communicate your driving intentions to other drivers with the LED Tailgate Light Bar.

MSRP: \$208.00

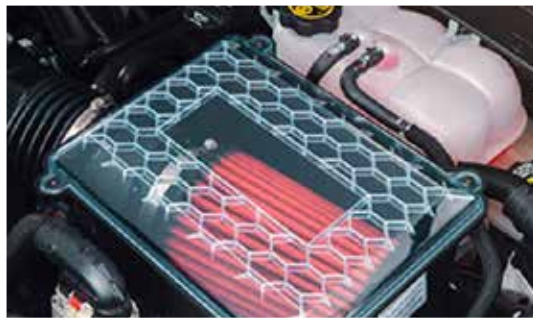
PERFORMANCE ACCESSORIES



Front Brake Upgrade System

Help enhance the braking performance of your vehicle with this Performance Front Brake Upgrade Package.

MSRP: \$2895.00



Cold Air Intake System

Add an element of performance-oriented style to your vehicle with this Performance Air Intake System.

MSRP: \$625.00



Cat-Back Dual Exit Exhaust Upgrade System with Tip

Give your vehicle a throaty purr with a Accessories Bowtie Emblem.

MSRP: \$1,595.00



NEW

Rear Brake Upgrade System

Help enhance the braking performance of your vehicle with this Performance Rear Brake Upgrade Package.

MSRP: \$575.00



NEW

2-Inch Suspension Upgrade & Lift

Kick the ride of your vehicle up a notch with the Lift Suspension Upgrade System.

MSRP: 2WD - \$995.00 4WD - \$1295.00



Rear Wheelhousing Liner Set

Protect the rear wheelhousing of your truck from damage with Accessory Wheelhousing Liners.

MSRP: \$150.00

SPORT ACCESSORIES



NEW

Sport Step in Black

Make it easier to get into and out of your vehicle with these sturdy assist steps.

MSRP: \$855.00



NEW

Fender Flares

Help minimize damage to your vehicle and add a bold stylish flair with Accessory Fender Flares.

MSRP: \$499.00



Front Foglamp Kit

Customize the front end of your vehicle while providing additional illumination with these Accessory Fog Lamps.

MSRP: \$295.00



NEW

Sport Bar in Black with Silverado Script

Create a rugged, off-road appearance for your vehicle with this Accessory Sport Bar Package.

MSRP: \$995.00



NEW

Tubular Nudge Bar

Customize the front end of your vehicle while providing additional illumination with these Accessory Fog Lamps.

MSRP: \$750.00



Grille in Black

Add a distinctive appearance to your vehicle with a Accessory Grille. The painted finish adds a personalized look.

MSRP: \$395.00

UTILITY ACCESSORIES



Embark Power Max Retractable Tonneau Cover by Advantage®

Shield and secure truck bed cargo with this automatic, powered accessory tonneau cover.

MSRP: \$2599.00



Front Row Floor Liner Package

Help protect the interior of your vehicle from water, debris, and everyday wear with the Accessory Premium All-Weather Floor Liners.

MSRP: \$120.00



Second Row Floor Liner Package

Help protect the interior of your vehicle from water, debris, and everyday wear with the Accessory Premium All-Weather Floor Liners.

MSRP: \$80.00



Bed Liner with Brand Logo

Protect your truck bed and prevent your cargo from sliding with this Accessory Bed Liner.

MSRP: \$395.00



Work Step Assist Steps in Black

Make it easier to get into and out of your vehicle with these sturdy Accessory Assist Steps.

MSRP: \$400.00



Tailgate Gap Cover

Complete the look of your truck's bed with Accessory Tailgate Gap Cover. It helps prevent debris from getting stuck between it and the tailgate.

MSRP: \$65.00

ALL-NEW 2019 WHEELS



SKY

18x8.5-Inch Aluminum Wheel
in Satin Graphite with Gold Oxide



PT# 84040796



SFO

22x9-Inch Aluminum Multi-Spoke Wheel
in Chrome



PT# 84040802



SEV

22x9-Inch Aluminum 6-Split-Spoke Wheel
in Low Gloss Black with Machined Accents



PT# 84040799



SGM

22x9-Inch Aluminum 5-Split-Spoke Wheel
in High Gloss Black



PT# 84253948



SEW

22x9-Inch Aluminum 6-Split-Spoke Wheel
in Midnight Silver with Chrome Inserts



PT# 84040800



SHD

22x9-Inch Aluminum 5-Split-Spoke Wheel
in High Gloss Black



PT# 84253949

STEP-BY-STEP

✓ CHECK VIPADI.COM FOR EXAMPLES

✓ SIMPLE AS 1.2.3

1 Accessorize Vehicle

Determine what accessories to include on your mannequin vehicle. Order your accessories, ensuring the total value (MSRP) equals or exceeds one of the reward tiers.

For best results create an itemized addendum showing all GM content added to the vehicle, and utilize accessory decals available at the Dealer1 store.



2 Register Vehicle

Visit VIPADI.COM and navigate to the 2019 Mannequin Vehicle Program page.

Complete the registration form using your vehicle and accessory information, including photos.



3 Sell Vehicle

The appeal of accessorized vehicles drive foot traffic into your store, and the sales staff have added incentives to close the deal. With the right package, your mannequin vehicle should turn faster than your store stock units.

Upon the sale of your registered qualifying mannequin vehicle, contact your ADI Territory Sales Manager to declare the sale and collect your rewards



FREQUENTLY ASKED QUESTIONS

I already have a mannequin vehicle on my lot, does it qualify?

Possibly, if the existing vehicle meets the program requirements you can register it.

Do all accessories count towards my package cost?

LPOs, labor, non-GM Accessories, and accessories not supplied by the ADI do not count towards your MSRP tiers.

A customer would like a package similar to my mannequin vehicle, will this customer order count?

Mannequin vehicles refer only to pre-accessorized and registered vehicles sitting on your lot or show floor.

We sold a preloaded truck last week, can we register it now and retroactively get credit?

For your mannequin vehicle to qualify it must be registered prior to the sale.

PROGRAM TERMS

- 1 Vehicle package thresholds are calculated by MSRP of ADI to dealer accessories only. Does not include LPOs, labor, non-GM Accessories, or any accessories not supplied by the ADI.
- 2 Package value must meet or exceed desired reward threshold to qualify for the bonus incentives.²
- 3 Vehicles must have an itemized addendum showing all GM content added to the vehicle.
- 4 Vehicles in a showroom must have accessory decal stickers (available at Dealer1 store) appropriately placed.
- 5 Registration photos must show the vehicle addendum and stickers (if applicable).
- 6 Incentives cannot be claimed unless the qualifying registered vehicle is demonstrated as sold. Dealer trades do not qualify.