

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.

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.

¹Program terms and requirements are subject to change at any time. ²\$500 package threshold applies to cars only, trucks and SUVs cannot qualify for this reward level.