



ACCESSORIES

ILLUMINATE YOUR JUNE

RECEIVE 25 EARNPWR REWARDS ON SELECT ILLUMINATED BOWTIES IN JUNE



Illuminated Bowtie Emblem on a 2017 Colorado

Illuminated Bowtie Emblem

Accent a vehicle's styling with a distinctive Illuminated Bowtie Emblem for the front grille, now available in Black. Designed, engineered, tested and backed by Chevrolet, this bowtie touts a prominent backlit appearance that stands out as you drive down the road.

INCENTIVE PERIOD ENDS JUNE 30th!

Sell any of the Illuminated Bowtie Emblems listed below, and receive 25 *earnPower* rewards for each qualifying sale. This limited-time incentive is available to both sales consultants and service advisors.

Service Advisors have the opportunity to earn these 25 *earnPower* rewards on top of the 15 *earnPower* rewards already offered by our service drive accessory program.

REDEMPTION

Sales Consultants must submit the buyer's order containing one of the qualifying Illuminated Bowtie Emblems to the ADI. This can be done in one of two ways:

- Hardcopy given to your Territory Sales Manager
- Uploaded to vipadi.com/promo/illuminate-june

Service Advisors will be credited this incentive when submitting their service claims following the program's procedure. [Learn more at vipadi.com/programs/servicedrive/](http://vipadi.com/programs/servicedrive/)

VEHICLE	DESCRIPTION	P/N	DLR PRICE	MSRP ¹	INSTALL	<i>earnPower</i> Rewards
2017 Chevrolet Silverado	● Illuminated Bowties in Black	84129741	\$243.75	\$325.00	1.0 hr.	25
2017 Chevrolet Silverado	● Illuminated Grille Bowtie in Gold	84129740	\$206.25	\$275.00	1.0 hr.	25
2017 Chevrolet Silverado HD	● Illuminated Bowties in Black	23385942	\$243.75	\$325.00	1.0 hr.	25
2017 Chevrolet Silverado HD	● Illuminated Grille Bowtie in Gold	23306537	\$206.25	\$275.00	1.0 hr.	25
2017 Chevrolet Colorado	● Illuminated Bowties in Black	23385939	\$243.75	\$325.00	1.0 hr.	25
2017 Chevrolet Colorado	● Illuminated Grille Bowtie in Gold	23307910	\$206.25	\$275.00	1.0 hr.	25

VIP ADI reserves the right to withdraw or alter promotions at any time. Only one claim per VIN # allowed. Promotion ends June 30, 2017. Incentive offering only on select Illuminated Bowtie Emblems listed.