

# GM ACCESSORIES

## 2016 MANNEQUIN VEHICLE PROGRAM



Our 2016 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](http://vipadi.com) you qualify the sales manager and selling salesperson to each receive either a \$25, \$50, or \$100 bonus upon the sale, depending on the vehicle type and package threshold seen below.

### TRUCK & SUV

PACKAGE THRESHOLD	SALES MANAGER	SALESPERSON
\$3,000 DLR Cost	\$100 Bonus	\$100 Bonus
\$1,500 DLR Cost	\$50 Bonus	\$50 Bonus

### CAR

PACKAGE THRESHOLD	SALES MANAGER	SALESPERSON
\$3,000 DLR Cost	\$100 Bonus	\$100 Bonus
\$1,500 DLR Cost	\$50 Bonus	\$50 Bonus
\$500 DLR Cost	\$25 Bonus	\$25 Bonus

The registration process takes 5 minutes or less using our online form. You'll need to include a list of the accessories added to the vehicle, some basic vehicle information like VIN #, and a few photos demonstrating the vehicle's compliance with the program requirements. The photos can even be taken directly inside of the form if you're registering on a mobile device.

### LISTEN TO THE NUMBERS

Since the program was announced in January many dealerships have taken advantage of this new opportunity. With only a couple months of data we're already able to demonstrate the huge opportunity mannequin accessory packages are creating for dealers.

**"THE AVERAGE DAYS-TO-SALE FOR SOLD MANNEQUINS IS 9 DAYS,  
AND EACH AVERAGED \$658.96 IN ADDED PROFIT POTENTIAL"**

### A CONCRETE EXAMPLE

Let's dig down past the numbers to show a specific example from one of our area Chevrolet dealership. On a 2016 Silverado Crew Cab 4X4 they installed Front & Rear Molded Splash Guards, 6" Chrome Assist Steps, a GM Soft Tonneau Cover, 22" Chrome GM Accessory wheels, and a Kicker Audio System Upgrade. The total dealer cost of these accessories was \$2,558.75 and they retailed for \$3,224.

The bonus incentives to the sales staff combined with the added value customers see in GM Accessories contributed to the truck selling less than a week after registration — potentially netting them \$665.25 in profit. They contacted their ADI Territory Sales Manager to confirm the sale, and soon after, the sales manager and selling salesperson had a \$50 bonus delivered to each of them.

Your dealership can't afford to pass up this opportunity. Contact your Territory Sales Manager if you have any further questions and make sure you visit our website to view example packages and register your next mannequin vehicle.

## STEP-BY-STEP

---

### 1. Accessorize Vehicle

- Determine what accessories to include on your mannequin vehicle. You can find example packages on vipadi.com.
- Order your accessories, ensuring the total value (dealer cost to ADI) equals or exceeds one of the reward tiers.

### 2. Create Addendum

- Vehicles must have an itemized addendum showing all GM content added to the vehicle.

### 3. Apply Stickers

- Showroom vehicles must have accessory decal stickers appropriately applied. (Available at the Dealer1 store)

### 4. Take Photos

- Take photos demonstrating the vehicle's compliance with the requirements.
- If you're registering on a mobile device you can wait to do this during the next step.

### 5. Register Vehicle

- Visit vipadi.com and navigate to the 2016 Mannequin Vehicle Program page.
- Complete the registration form using your vehicle & accessory information, including photos.
- Review your entries to ensure they're correct, then hit submit.

### 6. Sell Vehicle

- A registered mannequin vehicle is a win for all involved. The dealership increases profit, the sales staff gets a bonus incentive, and the customer gets more value from their new vehicle.

### 7. Contact ADI Rep

- Upon the sale of your registered qualifying mannequin vehicle, contact your ADI Territory Sales Manager to declare the sale.
- This is a great time to order a replacement mannequin package now that you've sold this one.

### 8. Collect Bonus

- Your ADI Territory Sales Manager will deliver your bonus gift cards on their next visit.

---

## REQUIREMENTS<sup>1</sup>

1. Vehicle package thresholds are calculated by dealer cost on **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.<sup>2</sup>
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. Bonuses cannot be claimed unless the qualifying registered vehicle is demonstrated as sold. Dealer trades do not qualify.

## 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 LPOs count towards my package cost?

*No, LPOs, labor, non-GM Accessories, and accessories not supplied by the ADI do not count towards your cost threshold.*

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

*No, 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?

*No, for your mannequin vehicle to qualify it must be registered prior to the sale.*

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