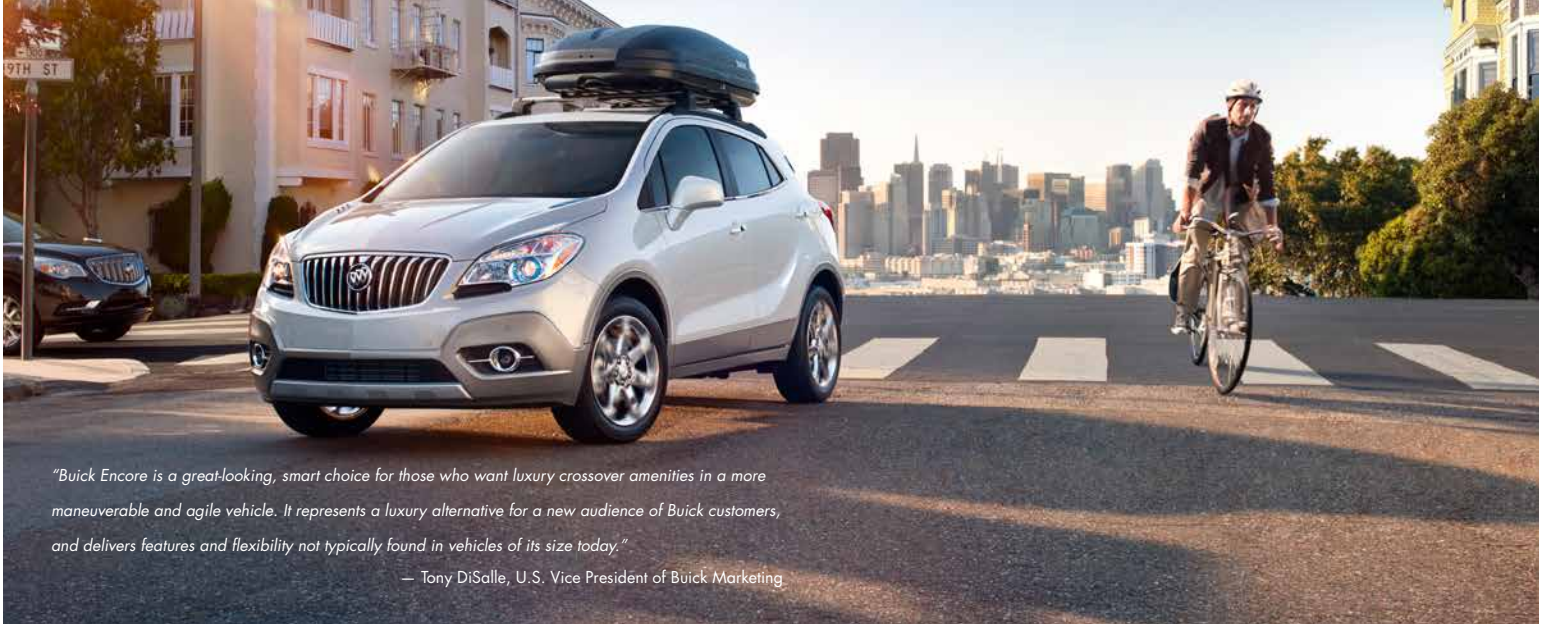




BUICK ACCESSORIES

2013 BUICK ENCORE ACCESSORIES LAUNCH KIT



"Buick Encore is a great-looking, smart choice for those who want luxury crossover amenities in a more maneuverable and agile vehicle. It represents a luxury alternative for a new audience of Buick customers, and delivers features and flexibility not typically found in vehicles of its size today."

— Tony DiSalle, U.S. Vice President of Buick Marketing

Dear Buick Dealer Principal,

Like a valuable, finely tuned Swiss watch, the new **2013 Buick Encore** is a sight to behold and a pleasure to experience. Its subtle, swooping exterior styling, luxurious interior and acoustic refinements embody what's important in the small, luxury crossover category.

This **Encore Accessories Launch Kit** can provide your salespeople with the tools and information to sell Buick Encore Accessories. We urge you to make its contents a personal selling tool on your sales floor.

For further questions, please contact your Buick Zone Team or ADI.

Good selling!

Brian K. Sweeney
U.S. Vice President,
Buick-GMC Sales & Service

Tony DiSalle
U.S. Vice President,
Buick-GMC Marketing

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CUSTOMER INSIGHTS

Encore's target prospects are luxury buyers who are open-minded, independent, creative, active and spontaneous. Their vehicle must resonate with them both on an emotional and rational basis — and Encore does just that.

It's a fresh idea for this consumer — a human kind of luxury. It's luxury how they want it to be, not how others say it should be.

Here's what else you should know about Encore buyers:

- Looking to shed excess, "right-size" their lives and possessions
- Looking for a personal-use vehicle for errands and commuting that does not have extra unused space
- Looking for a smaller vehicle that is easier to maneuver, gets better gas mileage and reduces their cost of purchase
- May be "graduating" from a minivan or larger SUV for the young family to something more "reasonably sized" and personal
- Still want personal luxuries in their vehicle (maybe even more so at this point in their lives)
- Gravitate toward crossovers/SUVs due to seat height, cargo space, flexibility and AWD capability
- Predominantly female (around 60 percent)
- Customers will either have no children, or have 1–2 children who are teenagers or older. Most will not have children of stroller/car-seat age





EXTERIOR ACCESSORIES



Removable Roof Rack Cross Rails



Rear Molded Splash Guards

Bodyside Moldings

Front Molded Splash Guards

18-Inch Painted Wheel

EXTERIOR COLORS

The Buick Encore is available in a wide variety of colors.



Quicksilver Metallic (GAN)



Carbon Black Metallic† (GAR)



Ruby Red Metallic (GCS)



Glacier Blue Metallic (GCW)



Brilliant Blue Metallic (GQM)



Cocoa Silver Metallic (GYL)



Satin Steel Gray Metallic (GYM)



White Pearl Tricoat† (GYN)



Deep Espresso Brown Metallic (GYO)

† Extra-cost color

Note: Lower accent colors are predetermined based on exterior color choice.



ACCESSORY WHEELS

Buick Encore can be personalized with this attractive painted wheel.



18-Inch Painted Wheel



Center Cap



Wheel Lock Kit



INTERIOR ACCESSORIES



Enhance the interior of your Encore with these accessories:

COMFORT & CONVENIENCE



Carpeted Cargo Mat



Premium All-Weather Floor Mats



Cargo Net – Black



Cargo Organizer



Cargo Tray – Black

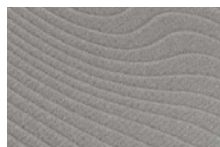


Smoker's Package

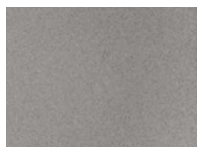
CLOTH:



Ebony (AFN)



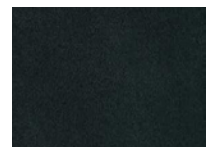
Titanium (AFO)



Titanium (AAW)



Saddle (AAX)



Ebony (AAY)

LEATHER-APPOINTED:



LIMITED PRODUCTION OPTION (LPO)

A Limited Production Option (LPO) is a preordered option that includes a single accessory or a collection of accessories that are a part of a special package.

FEATURES AND BENEFITS OF LPO PROGRAM

- Ordered same as RPOs during vehicle order process
- Fully residualized (listed on the Monroney Label)
- Covered by New Vehicle Limited Warranty*
- Included in floor plan
- Provided by ADI and installed by Dealer
- Labor paid through warranty system similar to Pre-Delivery Inspection (PDI)

For a complete list of current LPO Packages and details, please refer to the Online Order/Reference Guide found on the Order Workbench on GM GlobalConnect.

The LPO Packages are available to order via the workbench configurator, using the unique option code associated with each package. For additional information on any LPO Package, please contact your ADI.

CURRENT ENCORE LPOS

FEATURE	LPO CODE	TRIM LEVEL	MSRP	INSTALL TIME	SUGGESTED PENETRATION RATES
Floor Mats - Front and Rear Premium All-Weather — Black	VAV	ALL	\$140	0.1	10%
Cargo Tray – Black w/ Tri-shield logo	CAV	ALL	\$110	0.1	7%
Carpeted Cargo Mat (available in Ebony, Titanium, and Saddle)	VLI	1SB, 1SD, 1SL	\$60	0.1	10%
Cargo Net – Black	W2D	1SB, 1SD, 1SL	\$60	0.1	15%
Removable Roof Rack Cross Rails	VLL	ALL	\$245	0.1	15%
Front and Rear Custom Molded Splash Guards — Charcoal	VQK	ALL	\$160	0.7	7%

*Most Buick Parts and Accessories sold and permanently installed on a Buick vehicle by a Buick Dealer or Buick-approved Accessory Distributor/Installer (ADI) prior to delivery will be covered under the applicable portion (Bumper-to-Bumper, Powertrain, etc.) of the New Vehicle Limited Warranty. In the event Buick Accessories are installed after vehicle delivery, or are replaced under the New Vehicle Limited Warranty, they will be covered, parts and labor, for the balance of the applicable portion of the New Vehicle Limited Warranty, but in no event less than 12 months/12,000 miles.



ACCESSORIES AT A GLANCE

The following chart provides both Current and Future Encore accessories by trim level:

ACCESSORIES BY TRIM	ENCORE 1SB	CONVENIENCE 1SD	LEATHER 1SL	PREMIUM 1SN
CURRENT				
Cargo Mat – Carpeted – Ebony	A	A	A	–
Cargo Mat – Carpeted – Saddle	A	A	A	–
Cargo Mat – Carpeted – Titanium	A	A	A	–
Cargo Net – Black	A	A	A	–
Cargo Organizer – Black	A	A	A	A
Cargo Tray – Black w/Tri-shield logo	A	A	A	A
Lug Nuts	A	A	A	A
Smoker’s Package – Contains Lighter and Ashtray Assembly	A	A	A	A
Splash Guards – Front Molded – Charcoal	A	A	A	A
Tire Pressure Monitor	A	A	A	A
Wheel Lock Kit	A	A	A	A
Ascent™ 1500 Cargo Box by Thule®*	A	A	A	A
Big Mouth™ Upright Bike Carrier by Thule*	A	A	A	A
Flat Top 6-Pair Ski Carrier by Thule*	A	A	A	A
Hullaport Pro™ Folding J Kayak Carrier by Thule*	A	A	A	A
Set-to-Go™ Kayak Saddles by Thule*	A	A	A	A
FUTURE (Available Q1 '13)				
18-Inch Tire	A	A	A	A
18-Inch Wheel – Painted	A	A	A	A
Bodyside Molding Package	A	A	A	A
Center Cap	A	A	A	A
Floor Mats – Front and Rear Premium All-Weather – Black	A	A	A	A
Floor Mats – Front and Rear Carpet Replacements – Ebony	A	A	A	A
Floor Mats – Front and Rear Carpet Replacements – Saddle	A	A	A	A
Floor Mats – Front and Rear Carpet Replacements – Titanium	A	A	A	A
Removable Roof Rack Cross Rails	A	A	A	A
Splash Guards – Rear Molded – Charcoal	A	A	A	A

A = Available feature – = Not available

* Buick Licensed and Integrated Business Supplier Accessories are covered under the accessory-specific manufacturer’s warranty and are not warranted by Buick or its dealers. For details on the warranty provided by Thule, please call 1-800-238-2388.



ENCORE PACKAGING

EQUIPMENT GROUPS

Encore is available in Encore, Convenience, Leather and Premium models. The walk from Encore to Convenience is primarily comfort and convenience features. The walk from Leather to Premium is primarily interior amenities and safety features such as the Cargo Package and Forward Collision Alert.

Here's a look at key standard content by trim level:

ENCORE (1SB)	CONVENIENCE (1SD)	LEATHER (1SL)	PREMIUM (1SN)
STANDARD EQUIPMENT	STANDARD EQUIPMENT	STANDARD EQUIPMENT	STANDARD EQUIPMENT
	PLUS CONVENIENCE PACKAGE 120-volt outlet Auto-dimming inside rearview mirror Dual-zone automatic climate control Fog lamps Remote Start	PLUS CONVENIENCE PACKAGE 120-volt outlet Auto-dimming inside rearview mirror Dual-zone automatic climate control Fog lamps Remote Start	PLUS CONVENIENCE PACKAGE 120-volt outlet Auto-dimming inside rearview mirror Dual-zone automatic climate control Fog lamps Remote Start
		PLUS LEATHER PACKAGE Leather-appointed seats Driver seat memory Heated driver and front passenger seats Heated steering wheel Power front passenger seat	PLUS LEATHER PACKAGE Leather-appointed seats Driver seat memory Heated driver and front passenger seats Heated steering wheel Power front passenger seat
			PLUS PREMIUM PACKAGE Bose® Premium Audio Cargo Package (net and mat) Forward Collision Alert Front and Rear Park Assist Lane Departure Warning Rainsense™ wipers



ORDERING RECOMMENDATIONS

Four different Encore trim levels are available (1SB, 1SD, 1SL, 1SN). The following provides recommended accessories for each Encore trim level, and includes both accessories from your ADI and LPO accessories.

ENCORE – 1SB



Removable Roof Rack Cross Rails



Front and Rear Custom Molded Splash Guards – Charcoal



Cargo Net – Black



Premium All-Weather Floor Mats – Black

CONVENIENCE – 1SD



Carpeted Cargo Mat (available in Ebony, Titanium and Saddle)



Front and Rear Custom Molded Splash Guards – Charcoal



Cargo Net – Black



Premium All-Weather Floor Mats – Black

LEATHER – 1SL



Cargo Tray – Black w/ Tri-shield logo



Front and Rear Custom Molded Splash Guards – Charcoal



Cargo Net – Black



Premium All-Weather Floor Mats – Black

PREMIUM – 1SN



Cargo Tray – Black w/ Tri-shield logo



Front and Rear Custom Molded Splash Guards – Charcoal



Removable Roof Rack Cross Rails



Premium All-Weather Floor Mats – Black



MERCHANDISING

Merchandising is key when selling accessories. The consumer needs to see, touch and feel all of the personalization options. Below are just a few ways to merchandise Buick Accessories in your dealership:

BUICK ACCESSORIES SLATWALL*

Laminated wood panel with 3" aluminum inserts to hold Buick Accessories. Mounts to wall with four French cleats.

Note: Not recommended for hanging vehicle wheels. The Mobile Accessories Slatwall is designed for wheels.

Overall size: 8.25' wide x 5' high

ACCESSORIES SLATWALL PRICE HOLDERS* *(optional)*

Set of six price holders for slatwall. Dealer must provide printed pricing information.

BUICK ACCESSORIES DISPLAYS MOBILE ACCESSORIES SLATWALL*

Steel frame structure with slatwalls on two sides and locking casters for stability. Includes three brackets to hold vehicle wheel rims.

Overall size: 3' wide x 6' high x 3' deep

ACCESSORIES HANGING HARDWARE KIT*

Kit includes:

- Four 4" chrome peg hooks
- Four 8" chrome peg hooks
- One 11.5" waterfall hook
- One steel license plate holder
- Two steel splash guard brackets
- One 18" wide x 6" high wire form brochure holder
- Two steel floor mat holders

Hanging hardware also sold individually.

ACCESSORIES WALL LETTERS* *(optional)*

Two-inch-thick dimensional wall letters to identify the accessories area in your dealership. Designed for placement above the Buick Accessories Slatwall.

Overall size: 54" wide x 5" high

MANNEQUIN VEHICLE

On your showroom floor, display an Encore with and without fully accessorized options. This is a great conversation starter for sales consultants.



*Available through DCI Marketing and endorsed by the Buick Facility Image Program.

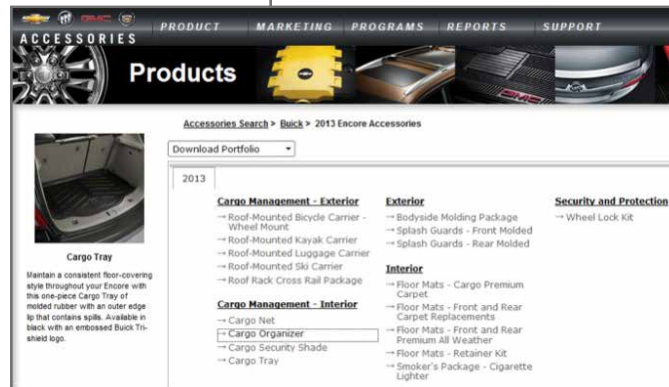
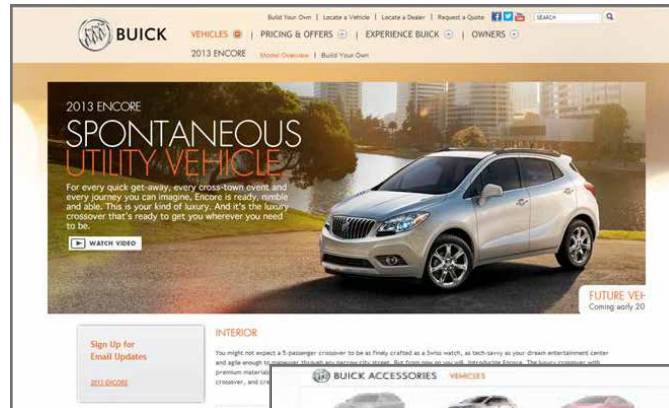


ACCESSORY RESOURCES

From marketing to training to creating a great accessories display wall, there are many Buick Accessories resources available to you!

DIGITAL RESOURCES

- **Buick.com**
Build Your Own Websites
- **Buick Dealer Cobalt Websites**
 - **Accessory Model Portfolio**
(Consumer Search Inventory, showcases available accessories)
- **GM Accessories Digital Solution**
- **GMAZ** www.gmaccessorieszone.com
- **Accessory Information Center (AIC)**
 - Accessories Slat Wall Planner
 - Dynamic Publishing
- **GM Asset Central**
Accessible through GM GlobalConnect
- **DWD Store**



PRINT RESOURCES

- **Accessory Reference Catalogs (ARCs)**
- **Buick Select Accessories Brochure**

