IT’S GMC ACCESSORIES YEAR-END DEALER BONUS TIME!

EARN A BONUS FOR EACH RETAIL VEHICLE DELIVERED.

End this year on a high note. GMC Accessories is proud to announce the 2nd annual GMC Accessories Year-End Dealer Bonus. All Mark of Excellence (MOE) Enrolled Dealers have the opportunity to earn one of two GMC Accessories Year-End Dealer Bonus amounts over the last two months of 2012. Qualifying dealers are automatically enrolled in the promotion.

BENEFITS OF OFFERING GMC ACCESSORIES TO YOUR CUSTOMERS INCLUDE:

- Customers can personalize their vehicle, which results in higher customer satisfaction and loyalty retention
- GMC Accessories are covered by the GMC New Vehicle Limited Warranty when permanently installed by a GMC dealer at the time of new vehicle delivery
- GMC Accessories are designed and tested by GMC engineers, resulting in products that provide the best fit and finish and pass all General Motors standards for performance, durability and safety
- Same day/next day product availability through your local Accessory Distributor Installer (ADI)
- Provides an easy way to increase hours per RO within the service department
- Gives your body shop the opportunity for upsell
- Great way to increase the appeal of used vehicles

FOR MORE DETAILED INFORMATION, PLEASE CONTACT YOUR LOCAL ADI OR LOG ON TO GMEXCELLENCE.COM
HERE’S HOW IT WORKS:
To qualify for GMC Accessories Year-End Dealer Bonus, the dealership must meet or exceed one of the following:

**LEVEL 1** – Earn $20 per eligible delivery by meeting or exceeding either the Dealership’s combined November and December Accessories Sales Objectives OR the Dealership’s combined November and December Per New Unit Retail (PNUR) objectives.

**LEVEL 2** – Earn $25 per eligible delivery by meeting or exceeding both the Dealership’s combined November and December Accessories Sales Objectives AND the Dealership’s combined November and December Per New Unit Retail (PNUR) objectives.

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**GMC ACCESSORIES YEAR-END DEALER BONUS**

<table>
<thead>
<tr>
<th>BONUS LEVEL</th>
<th>REQUIREMENTS</th>
<th>ACCESSORIES OBJECTIVES</th>
<th>ACCESSORIES BONUS PAYOUT**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1 Bonus</td>
<td>Dealers must achieve at least one of the following:</td>
<td>Accessories Sales Objective*</td>
<td>$20/VIN</td>
</tr>
<tr>
<td>Level 2 Bonus</td>
<td>Dealers must achieve both of the following:</td>
<td>Accessories Sales Objective*</td>
<td>$25/VIN</td>
</tr>
</tbody>
</table>

* Nov/Dec combined Accessories objectives are based on specific criteria; Dealer objectives are determined by combining all divisional objectives within the BAC.

** Actual PNUR is based on Nov/Dec 2012 eligible retail vehicle deliveries divided by accessory sales by vehicle line and combined to a dealership total.

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**YEAR-END DEALER BONUS REPORTING**

Below is a sample of the November and December 2012 GMC Accessories Year-End Dealer Bonus Detail Report, which will be available and updated daily by clicking on the GMC Accessories Year-End Dealer Bonus tile, located on gmexcellence.com. This report will be available starting on or about November 7, 2012.

**2012 – GMC ACCESSORIES YEAR-END DEALER BONUS**

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>METRICS</th>
<th>NOV</th>
<th>DEC</th>
<th>CUMULATIVE*</th>
<th>MET PROGRAM OBJ. (Y/N)</th>
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</thead>
<tbody>
<tr>
<td>Accessories Sales</td>
<td>Objective</td>
<td>$2,100</td>
<td>$3,500</td>
<td>$5,600</td>
<td>Y</td>
</tr>
<tr>
<td></td>
<td>Actual</td>
<td>$2,225</td>
<td>$3,450</td>
<td>$5,675</td>
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</tr>
<tr>
<td>PNUR</td>
<td>Objective</td>
<td>$250</td>
<td>$230</td>
<td>$240</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Actual</td>
<td>$243</td>
<td>$235</td>
<td>$239</td>
<td>N</td>
</tr>
<tr>
<td>Year-End Bonus, 2012 Eligible Retail Vehicle Deliveries</td>
<td></td>
<td>165</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Level 1 Bonus</td>
<td>Level 1 – GMC Accessories Year-End Dealer Bonus Potential = $20/per Eligible Retail Vehicle Delivery</td>
<td></td>
<td>$3,300</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Level 2 Bonus</td>
<td>Level 2 – GMC Accessories Year-End Dealer Bonus Potential = $25/per Eligible Retail Vehicle Delivery</td>
<td></td>
<td>$4,325</td>
<td></td>
<td></td>
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<tr>
<td>2012 GMC Accessories Year-End Dealer Bonus Final</td>
<td></td>
<td></td>
<td>$3,300</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Actuals for both accessories sales and PNUR will be updated on gmexcellence.com daily. PNUR is calculated at BAC level and based on a monthly track, actuals calculated at month-end. Monthly objectives, cumulative and average will update by the 6th business day of the new month. Accessory sales calendar mirrors the retail vehicle-selling calendar.

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**ELIGIBLE DELIVERIES:**
Eligible delivery types are based on the same criteria as the 2012 SFE program. See GMC Accessories Dealer Year-End Bonus program website (gmexcellence.com) for additional information.

**BUY/SELL DEALERS:**
In the event that a dealer completes a buy/sell during November and/or December 2012 and qualifies for the GMC Accessories Year-End Dealer Bonus, payouts will be directed to the purchasing dealer. Actuals for both accessories sales and PNUR do not carry over to purchasing dealer.

**DEALER PAYOUT:**
Dealers who earn the GMC Accessories Year-End Dealer Bonus will be paid via their open account the last week of January 2013.

All Accessory Bonuses paid and eligible VINs reported are subject to audit and charge back for noncompliance with any program rules. Dealers that forfeit November and December eligible units due to “return-to-stock” activity may be impacted for 2012 Accessories Year-End Bonus. Accessories sales are subject to audit after 2012 Year-End bonus payments are made.

GMC reserves the right to cancel the program, or to modify the criteria, the payment levels, or the threshold performance levels for the payouts in its sole business discretion. If GMC determines that such a cancellation or change is required, dealers will not be permitted to un-enroll from the MOE program based on that cancellation or change.