

Q4
2012

ALL-WEATHER

FLOOR AND CARGO
MAT PROMOTION



EVERY CUSTOMER EVERY TIME

EARN REWARDS WITH THE Q4 ALL-WEATHER FLOOR AND CARGO MAT PROMOTION

This promotion is a great opportunity to ask every new vehicle customer about enhancing their vehicle with All-Weather Floor and Cargo mats as well as the full-lineup of GMC Accessories. Recent surveys show that dealer satisfaction is increased by 22 percentage points when a salesperson offers a customer GMC Accessories. Receive 10% of the MSRP on any eligible GMC Accessories All-Weather Floor and Cargo mats sold during the promotion period, **October 2, 2012, to January 2, 2013**. With the approach of seasonal weather, it's never been a better time to offer your customers the interior protection that their new GMC deserves.

GMC ACCESSORIES

KEY PROMOTION DETAILS

PROMOTION PERIOD DATES:

October 2, 2012 - January 2, 2013

- Enrollment for Sales Manager, Service Manager or Sales team member participation is automatic
- Dealers can choose not to participate in this promotion by sending an email to their District Sales Manager by October 19, 2012. The formal request should include their name and all BACs they wish to exclude. Upon receipt of a formal request from the dealer, General Motors will deactivate the appropriate BACs

RULES

FOR ALL QUALIFYING ACCESSORY SALES:

- All 2012 and 2013 model year GMC Accessories All-Weather Floor and Cargo Mats qualify. No substitutions or modifications are allowed. GMC Accessories All-Weather Floor and Cargo Mat sales must occur within 13 days of vehicle delivery
- Eligible GMC dealership sales employees will receive 10% of the MSRP (excluding installation) for eligible **GMC Accessories All-Weather Floor and Cargo Mats** sold on any GMC vehicle
- LPDs are excluded from this program. **Additionally, accessory content already included on the vehicle from the factory and on the Monroney label is ineligible**
- Business Choice is excluded from this program
- One payout will be awarded per qualifying VIN
- Any new 2012/2013 model year GMC vehicle is eligible

Q4 GMC ACCESSORIES ALL-WEATHER FLOOR AND CARGO MAT PROMOTION RULES

PROMOTION PERIOD:

October 2, 2012 – January 2, 2013

ELIGIBLE PARTICIPANTS:

- New Vehicle Sales Team Members, New Vehicle Sales Managers and Service Managers employed at GMC dealerships as of October 2, 2012, who also possess a valid GMIN are eligible to participate
- Participating dealerships must be enrolled in the 2012 Mark of Excellence (MOE)

HOW THE PROMOTION WORKS:

- This is an accessories promotion designed to reward eligible GMC dealership employees when they sell **GMC Accessories All-Weather Floor and Cargo Mats** (excluding LPO or factory production) on any eligible GMC New Vehicle from October 2, 2012 through January 2, 2013
- Eligibility is based on the sale of an All-Weather Floor and Cargo Mat occurring within 13 days of vehicle delivery
- Eligible GMC dealership sales employees will receive 10% of the MSRP (excluding installation) for eligible **GMC Accessories All-Weather Floor and Cargo Mats** sold on any GMC vehicle
- When a new vehicle sales team member delivers an eligible new vehicle with GMC Accessories All-Weather Floor and Cargo Mats to a new retail customer from October 2, 2012 to January 2, 2013, they must visit www.gmearnPOWER.com to earn 10% of the MSRP in total GMC Accessories All-Weather Floor and Cargo Mat sales (excluding installation) in GM earnPOWER Personal Rewards points per eligible delivery
- Eligible accessory sales are counted at MSRP, excluding installation, for the purposes of determining the 10% Personal Rewards payment
- LPDs are excluded from this program. **Additionally, accessory content already included on the vehicle from the factory and on the Monroney label is ineligible**
- Business Choice is excluded from this program
- One payout will be awarded per qualifying VIN
- **New Vehicle Sales Managers and Service Managers** will earn a 20% override of the total credits earned by their Sales Team provided their cumulative points earned for the dealership during the program exceeds 50 points
- **In the event a Sales Manager executes an accessory claim based on an eligible new vehicle delivery, the 20% override will be forfeited**
- Manager override earnings will be paid equally to all New Vehicle Sales Managers of record and Service Managers of record based on the 2012 MOE file by BAC
- Manager override earnings will also be awarded in the form of GM earnPOWER rewards points

ELIGIBLE VEHICLES:

- Any new 2012/2013 MY GMC vehicle

AWARD PAYMENT:

- New Vehicle Sales Team participants will see earnings reflected in their GM earnPOWER rewards account within approximately 3 business days of a validated VIN (i.e. delivery record is valid and appropriate i-labor operations have been entered into GWS.)
- Participants must have an active GMIN in order to receive GM earnPOWER rewards
- Participants must be employed at the dealership at the time the rewards are distributed

- Eligible Managers will receive override earnings to their GM earnPOWER rewards accounts shortly after the program ends in January 2013
- **Minimum Bonus Earning Requirement:** In order to qualify for the 20% Manager override payment, the dealership must have a minimum total of 50 points in override earnings at the conclusion of the program period
- Each Manager will receive the value of their equal share of the dealership override earned
- Managers will be notified via email by GM earnPOWER Program Headquarters after override earnings have been deposited
- Managers must have an active GMIN in order to receive GM earnPOWER rewards
- Managers must be employed at the dealership at the time the rewards are distributed

ENROLLMENT:

- There is no charge or fee to Sales Managers, Service Managers, or Sales Team Members for participation and enrollment is automatic
- At their option, Dealers can choose not to participate in this promotion by sending an email to their District Sales Manager by October 19, 2012. The formal request should include their name and all BACs they wish to exclude. Upon receipt of a formal request from the dealer, General Motors will deactivate the appropriate BACs

ELIGIBLE ACCESSORIES:

- All 2012 and 2013 Model Year GMC Accessories All-Weather Floor and Cargo Mats qualify. No substitutions or modifications are allowed. GMC Accessories All-Weather Floor and Cargo Mat sales must occur within 13 days of vehicle delivery
- All new retail sales of eligible GMC vehicles and All-Weather Floor and Cargo Mats must occur in and be dated during the promotional period
- Supplies may be limited on some All-Weather Floor and Cargo Mats. GMC will work to ensure adequate supply to meet all needs, but will bear no responsibility for missed claims due to inability to meet demand for any All-Weather Floor and Cargo Mats during the promotional period
- All non-GM Accessory mats do not qualify; including GM-licensed products without GM part numbers and all accessories and parts not originally purchased from GMC, GM or the ADI network
- Any CDR cancellation or subsequent return to stock of a vehicle awarded GM earnPOWER points during this program **AFTER** the promotional period will be subject to chargeback of the full amount to the appropriate GM earnPOWER account. If the GM earnPOWER credits have already been spent, the full chargeback will be assessed to the dealer's open account

ADDITIONAL PROMOTION RULES:

- Personal reward points will only be awarded when accessory sales are claimed by a Sales Team Member on the www.gmearnPOWER.com website from October 2, 2012 to January 15, 2013, for eligible retail deliveries from October 2, 2012 to January 2, 2013
- **Confirmed verification of all of the following is required prior to any personal rewards payout:**
 - The claimant's employing dealership (BAC) is currently enrolled in 2012 MOE
 - The claimant's GMIN is currently valid for the employing dealership (BAC)
 - The VIN claimed has not already been claimed by previous participant. One claim per qualifying VIN

- A valid customer delivery record (CDR) with an eligible delivery type for an eligible GMC vehicle has been successfully reported as delivered to the customer from October 2, 2012, to January 2, 2013. **Deadline for delivery reporting to be eligible for GM earnPOWER personal rewards is the close of business January 15, 2013**
- Confirmation the BAC on the accessory claim matches the BAC that reported sale of the VIN on the CDR
- All non-LPD accessories sold to the VIN have successfully been reported as installed within **13 days of delivery** to the VIN in the Global Warranty System (GWS) with the appropriate installation operations (iOPs). **Deadline for submissions to GWS for program eligibility is close of business January 15, 2013**
- In order to receive the appropriate points (10% of MSRP) all part numbers sold must be entered into the Global Warranty System (i.e. – Front Row, Second Row, Third Row, Cargo Mat)
- When all of the conditions above are met, participants will receive an email from GM earnPOWER headquarters indicating their claim is complete and the amount that will be deposited into their account
- Please be advised the feed from the Global Warranty System (GWS) occurs daily
- All earned, but incomplete claims (due to invalid delivery date or missing i-labor operations) will be forfeited on January 15, 2013
- **New GMC dealership points** with effective dates on or after October 2, 2012, **ARE** eligible to participate in this program provided a valid BAC exists, the BAC is enrolled in 2012 Mark of Excellence (MOE) and all participants have valid GMINs
- **Dealer Change:** Any financial arrangements between incoming/outgoing Dealers related to this program will be a matter for adjustment solely between the incoming/outgoing Dealers and General Motors Company shall assume no responsibility with respect thereto. General Motors Company will reward eligible participants currently employed by active GMC dealerships at the time the payment is made under the program as detailed in the rules. Dealerships must be active at the conclusion of the program for dealership personnel to be eligible for earned and unpaid rewards
- **Dealer Terminations:** If a dealership terminates or goes out of business prior to the end of the promotional period, neither the dealership nor any of its personnel will be entitled to any unpaid awards under this program
- **Tax Provisions:** Liability for federal, state or other taxes imposed upon rewards is the sole responsibility of the participants, not the ADIs, GMC or General Motors Company
- **Appeal Process:** It is the sole responsibility of participants to track progress of their accessory claims and review deposits to their GM earnPOWER accounts for accuracy and completeness. All appeals should be directed via email to your Regional Accessory Manager (RAM). General Motors Company shall have the final decision in its sole discretion on all appeals from Participants, Dealers and ADIs regarding this program
- **Auditing:** General Motors Company reserves the right to audit all dealer records supporting any reward under this program and to disqualify participants in the event of any irregularity. Sufficient dealer records must be kept to evidence the sale of vehicles and accessories to retail customers supporting all claims under this program. General Motors Company reserves the right to charge back dealers and/or participants for any rewards improperly paid based upon any irregularity. In all matters relating to the interpretation and application of any rules of this program, the decision of General Motors Company shall be final
- **Cancellation:** General Motors Company reserves the right to cancel, amend or revoke this program at any time

Q4 GMC ACCESSORIES ALL-WEATHER FLOOR AND CARGO MAT PROMOTION

Vehicle	Part No.	MSRP	Description	2012MY	2013MY
Acadia	22890387	\$70.00	Floor Mats - Front Premium All-Weather - GMC Logo, Ebony	X	X
Acadia	22890438	\$70.00	Floor Mats - Rear Premium All-Weather - 2nd Row - Folding Split Back Bench (AM9), Ebony	X	X
Acadia	22890474	\$70.00	Floor Mats - Rear Premium All-Weather - 2nd Row - Captain's Chairs (AQ4), Ebony	X	X
Acadia	22890501	\$70.00	Floor Mats - 3rd-Row Premium All-Weather - Folding Split Back Bench (AM9), Ebony	X	X
Acadia	22890525	\$70.00	Floor Mats - 3rd-Row Premium All-Weather - Captain's Chairs (AQ4), Ebony	X	X
Canyon	12499085	\$70.00	Floor Mats - Front Premium All-Weather - GMC Logo, Pewter	X	
Canyon	12499086	\$70.00	Floor Mats - Rear Premium All-Weather, Pewter	X	
Sierra	12499642	\$70.00	Floor Mats - Rear Premium All-Weather - 1 Piece, Crew Cab, Ebony	X	X
Sierra	12499644	\$70.00	Floor Mats - Front Premium All-Weather - GMC Logo, Extended or Crew Cab, Ebony	X	X
Sierra	19155813	\$70.00	Floor Mats - Front Premium All-Weather - GMC Logo, Regular Cab, Ebony	X	X
Sierra	19155814	\$70.00	Floor Mats - Rear Premium All-Weather - 1 Piece, Extended Cab without Front Split Seat (AZ3) or Rear Power Takeoff (M1F), Ebony	X	X
Terrain	22793575	\$70.00	Floor Mats - Rear Premium All-Weather, Black	X	X
Terrain	22832328	\$70.00	Floor Mats - Front Premium All-Weather - GMC Logo, Black	X	X
Yukon	12499640	\$70.00	Floor Mats - Rear Premium All-Weather - 2nd Row - 1 Piece, Ebony	X	X
Yukon	12499641	\$70.00	Floor Mats - 3rd-Row Premium All-Weather - 1 Piece, Ebony	X	X
Yukon	12499644	\$70.00	Floor Mats - Front Premium All-Weather - GMC Logo, Ebony	X	
Yukon	17801327	\$75.00	Floor Mats - Cargo Area Premium All-Weather - GMC Logo, Ebony	X	X
Yukon	19166592	\$70.00	Floor Mats - Front Premium All-Weather - GMC Logo, Cashmere	X	X
Yukon	19166593	\$70.00	Floor Mats - Front Premium All-Weather - GMC Logo, Gray	X	X
Yukon	19166596	\$70.00	Floor Mats - Rear Premium All-Weather - 2nd Row - 1 Piece, Cashmere	X	X
Yukon	19166597	\$70.00	Floor Mats - Rear Premium All-Weather - 2nd Row - 1 Piece, Gray	X	X
Yukon	19166599	\$70.00	Floor Mats - 3rd-Row Premium All-Weather - 1 Piece, Cashmere	X	X
Yukon	19166804	\$70.00	Floor Mats - Cargo Area Premium All-Weather - GMC Logo, Cashmere, For use with 3rd-Row Seats	X	X
Yukon	19166805	\$70.00	Floor Mats - Cargo Area Premium All-Weather - GMC Logo, Gray	X	X
Yukon XL	12499642	\$70.00	Floor Mats - Rear Premium All-Weather - 2nd Row - 1 Piece, Ebony	X	
Yukon XL	12499643	\$70.00	Floor Mats - 3rd-Row Premium All-Weather - 1 Piece, Ebony	X	X
Yukon XL	12499644	\$70.00	Floor Mats - Front Premium All-Weather - GMC Logo, Ebony	X	
Yukon XL	17801332	\$75.00	Floor Mats - Cargo Area Premium All-Weather - GMC Logo, Ebony	X	X
Yukon XL	19166592	\$70.00	Floor Mats - Front Premium All-Weather - GMC Logo, Cashmere	X	X
Yukon XL	19166593	\$70.00	Floor Mats - Front Premium All-Weather - GMC Logo, Gray	X	X
Yukon XL	19166602	\$70.00	Floor Mats - Rear Premium All-Weather - 2nd Row - 1 Piece, Cashmere	X	X
Yukon XL	19166603	\$70.00	Floor Mats - Rear Premium All-Weather - 2nd Row - 1 Piece, Gray	X	X
Yukon XL	19166605	\$70.00	Floor Mats - 3rd-Row Premium All-Weather - 1 Piece, Cashmere	X	X
Yukon XL	19166606	\$70.00	Floor Mats - 3rd-Row Premium All-Weather - 1 Piece, Gray	X	X
Yukon XL	19166810	\$70.00	Floor Mats - Cargo Area Premium All-Weather - GMC Logo, Cashmere	X	X
Yukon XL	19166811	\$70.00	Floor Mats - Cargo Area Premium All-Weather - GMC Logo, Gray	X	X