

December 2012



WWW.EXPRESS-ADI.COM



# ADI UPDATE

CONVENIENCE

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**Take advantage of this month's promotions to reach your GM Accessories Sales Objectives and receive your Year-End Bonus!**

## GM Accessories December Promotions

### YEAR END BONUS PROGRAM

MOE Enrolled Dealers – Hit your performance objectives during the GM Accessories Year-End Dealer Bonus Program and earn a \$20 or \$25 bonus per retail vehicle delivered!

### CHEVY SILVERADO ACCESSORY PROMOTION

Eligible Sales Consultants earn 10% of MSRP (excluding installation) in earnPower points when they sell Non-LPO GM Accessories on any eligible 2012-2013 Chevy Silverado from November 1 through January 2, 2013. Sales, Service, and Parts Mgrs earn 10% override!

### GMC ACCESSORY PROMOTION

Eligible Sales Consultants earn 10% of MSRP (excluding installation) in earnPower points when they sell Non-LPO GM Accessories on any eligible 2012-2013 GMC Acadia, Canyon, Savana, Sierra, Terrain or Yukon from December 1 through January 2, 2013. Sales, Service, and Parts Mgrs earn 10% override!

### ALL WEATHER FLOOR MAT PROMOTION

Receive 10% of the MSRP on any eligible GM Accessories All-Weather Floor and Cargo mats sold during the promotion period – October 2, 2012, to January 2, 2013.

### LAST CALL FOR BUSINESS CHOICE

Current program ends January 2, 2013!

*See Details Inside!*

### TIS THE SEASON FOR...

**REMOTE STARTS** - Whatever the weather brings, be prepared with a Remote Start!

**GIFT CERTIFICATES** - Let your customers Give the Gift of GM Accessories this season!



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**IT'S BONUS TIME!**



# GM ACCESSORIES YEAR-END DEALER BONUS!

To all 2012 Mark of Excellence (MOE) Enrolled Dealers — Hit your performance objectives during the GM Accessories Year-End Dealer Bonus Program and earn a \$20 or \$25 bonus per retail vehicle delivered!

GM Accessories is proud to announce the 2nd annual GM Accessories Year-end Dealer Bonus. All 2012 MOE enrolled dealers have the opportunity to earn one of two GM Accessories Year-end Dealer Bonus amounts over the last two months of 2012. Qualifying dealers are automatically enrolled in the GM Accessories Year-end Dealer Bonus.

To qualify for the GM 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.

GM Accessories Year-end Dealer Bonus				
Bonus Level	Requirements	Accessories Objectives		Accessories Bonus Payout**
Level 1 Bonus	Dealers must achieve <b>at least one</b> of the following:	Accessories Sales Objective*	\$PNUR Objective*	\$20/VIN
Level 2 Bonus	Dealers must achieve <b>both</b> of the following:	Accessories Sales Objective*	\$PNUR Objective*	\$25/VIN

\* 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.

The November and December, 2012 GM Accessories Year-end Dealer Bonus Detail Report will be available and updated daily by clicking on the GM Accessories Year-end Dealer Bonus tile, located on [www.gmexcellence.com](http://www.gmexcellence.com). For full program guidelines, log on to [www.gmexcellence.com](http://www.gmexcellence.com) and click on GM Accessories Year-end Dealer Bonus.

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# SILVERADO ACCESSORY PROMOTION

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## ELIGIBLE SALES CONSULTANTS EARN 10% OF MSRP (EXCLUDING INSTALLATION) IN EARNPOWER POINTS! SALES, SERVICE, AND PARTS MGRS EARN 10% OVERRIDE!

Promotion Dates November 1, 2012 – January 2, 2013.

When a new vehicle sales team member delivers an eligible Silverado with at least one eligible GM accessory to a retail customer from November 1, 2012 to January 2, 2013, they can visit [www.gmearnPOWER.com](http://www.gmearnPOWER.com) and earn 10% MSRP of total GM Accessory sales (excluding installation) in EarnPower Personal Rewards points per eligible Silverado delivery.

New Vehicle Sales Managers, Service Managers and Parts Managers will earn a 10% override of the total credits earned by their Sales Team provided their cumulative points earned for the dealership during the program exceeds 50 points.

Payout Example:

Product	MSRP	EarnPower Personal Points
6" Chrome Assist Steps	\$660	66
Underseat Storage	\$180	18
<b>Total Salesperson Points</b>	<b>\$840</b>	<b>84</b>
<b>Sales Manager Points</b>		<b>8.4</b>
<b>Service Manager Points</b>		<b>8.4</b>
<b>Parts Manager Points</b>		<b>8.4</b>

### ADDITIONAL GUIDELINES:

Personal reward points will only be awarded when accessory sales are claimed by a Sales Team Member on the [www.gmearnPOWER.com](http://www.gmearnPOWER.com) website from November 1, 2012 to January 9, 2013 for eligible retail deliveries from November 1, 2012 to January 2, 2013.

The following are ineligible: LPOs, factory contented accessories, all weather floor mats, cargo mats, Business Choice and Integrated Business Parter accessories.

Wheels – 10% MSRP is calculated on wheels only. Tires are excluded.

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 Silverado has been successfully reported as delivered to the customer from November 1, 2012 to January 2, 2013. Deadline for claim submission to be eligible for Earnpower personal rewards is the close of business January 9, 2013.
- Confirmation the BAC on the accessory claim matches the BAC that reported sale of the VIN on the CDR.
- All non-LPO accessories sold to the VIN have successfully been reported as installed 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 16, 2013.

General Motors reserves the right to amend, cancel, or revoke this promotion at any time.



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# GMC ACCESSORY PROMOTION

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**ELIGIBLE SALES CONSULTANTS EARN 10% OF MSRP (EXCLUDING INSTALLATION) IN EARNPOWER POINTS! SALES, SERVICE, AND PARTS MGRS EACH EARN 10% OVERRIDE!**

Promotion Dates December 1 - January 2, 2013.

This is an accessory promotion designed to reward eligible GMC dealership employees when they sell Non-LPO GM Accessories (excluding IBP products and factory production) on any eligible 2012-2013 GMC Acadia, Canyon, Savana, Sierra, Terrain or Yukon from December 1 through January 2, 2013.

Eligible GMC dealership sales employees will receive 10% of the MSRP (excluding installation) for eligible GM Accessories sold on a 2012/2013 MY GMC Acadia, Canyon, Savana, Sierra, Terrain or Yukon.

Product	MSRP	EarnPower Personal Points
<b>6" Chrome Assist Steps</b>	<b>\$660</b>	<b>66</b>
<b>Underseat Storage</b>	<b>\$180</b>	<b>18</b>
<b>Total Salesperson Points</b>	<b>\$840</b>	<b>84</b>
<b>Sales Manager Points (10%)</b>		<b>8.4</b>
<b>Service Manager Points (10%)</b>		<b>8.4</b>
<b>Parts Manager Points (10%)</b>		<b>8.4</b>

Payout Example

**ADDITIONAL GUIDELINES:**

When a new vehicle sales team member delivers an eligible GMC with at least one eligible GM accessory to a retail customer from December 1st - January 2, 2013, they can visit [www.gmearnPOWER.com](http://www.gmearnPOWER.com) and earn 10% MSRP of total GM Accessory sales (excluding installation) in EarnPower Personal Rewards points per eligible GMC Acadia, Canyon, Savana, Sierra, Terrain or Yukon delivery.

LPOs are excluded from this program. Additionally, accessory content already included on the vehicle from the factory and on the Monroney label is ineligible. (i.e. chrome door handles, chrome mirror covers, etc.)

Business Choice is excluded from this program.

New Vehicle Sales Managers, Service Managers and Parts Managers will earn a 10% override EACH on the total dealership's credits earned by their Sales Team provided their cumulative points earned for the dealership during the program exceeds 50 points.

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 Acadia, Canyon, Savana, Sierra, Terrain or Yukon has been successfully reported as delivered to the customer from December 1st, 2012 to January 2nd, 2013. Deadline for delivery reporting to be eligible for Earnpower personal rewards is the close of business January 7th, 2013.
- » Confirmation the BAC on the accessory claim matches the BAC that reported sale of the VIN on the CDR.
- » All non-LPO accessories sold to the VIN have successfully been reported as installed 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 14th, 2013

General Motors reserves the right to amend, cancel, or revoke this promotion at any time.

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# EVERY CUSTOMER EVERY TIME

*Earn Rewards with the Q4  
All-Weather Floor and Cargo Mat promotion!*

With the seasonal weather upon us, it's never been a better time to **ask every new vehicle customer** about enhancing their vehicle with All-Weather Floor and Cargo mats **as well as the full-lineup of GM Accessories!**

**Receive 10% of the MSRP on any eligible GM Accessories All-Weather Floor and Cargo mats sold during the promotion period – October 2, 2012, to January 2, 2013.**

## 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. Participating dealerships must be enrolled in the 2012 Mark of Excellence (MOE)
- All 2012 and 2013 model year Chevrolet, Buick, GMC, and Cadillac Accessories All-Weather Floor and Cargo Mats qualify. No substitutions or modifications are allowed. **GM All-Weather Floor and Cargo Mat sales must occur within 13 days of vehicle delivery**
- Eligible dealership sales employees will receive 10% of the MSRP (excluding installation) for eligible GM All-Weather Floor and Cargo Mats sold on any Chevrolet, Buick, GMC, or Cadillac vehicle
- Eligible sales employees must have a valid GMIN, and visit [www.gmearnpower.com](http://www.gmearnpower.com) to receive the GM earnPower points.
- 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
- LPOs 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 Chevrolet, Buick, GMC, or Cadillac vehicle is eligible



**FOR COMPLETE PROMOTION GUIDELINES VISIT [WWW.GMEARNPOWER.COM](http://WWW.GMEARNPOWER.COM)**

**INCREASE DEALER SATISFACTION RATINGS BY OFFERING GM ACCESSORIES!**

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# 2012 BUSINESS CHOICE PROGRAM

*"MAKE IT YOUR BUSINESS"*




BUSINESS  
CHOICE

**TAKE ADVANTAGE NOW!  
CURRENT PROGRAM  
ENDS 01/02/13.**

**BONUS! Receive a \$25 GIFT CARD from Express Dealer Accessories with EVERY OPTION A package sold!**

*Dealer must fax copy of claim form to 918-217-1250 to receive bonus. Offer ends 01/02/13.*

## OPTION A – GM Accessory Upfit Packages for Silverado & Sierra

PACKAGE		MSRP	YOU PAY
<b>Round Step Package</b> <ul style="list-style-type: none"> <li>3" Round Black Powder Coated Assist Steps*</li> <li>Under Rail Bedliner</li> <li>Bed Rail Protectors</li> </ul> <i>Available for Light Duty and Heavy Duty Non-Diesel Trucks</i>		\$849 +\$122 Labor cost	<b>NO CUSTOMER COPAYS! \$0</b>
<b>Toolbox Package</b> <ul style="list-style-type: none"> <li>Stationary Toolbox</li> <li>Under Rail Bedliner</li> <li>Bed Rail Protectors</li> </ul> <i>Available on Light Duty and Heavy Duty (Diesel and Non-Diesel) Trucks</i>		\$974 +\$97 Labor cost	<b>\$0</b>
<b>Oval Step Package</b> <ul style="list-style-type: none"> <li>6" Oval Black Powder Coated Assist Steps*</li> <li>Under Rail Bedliner</li> <li>Bed Rail Protectors</li> </ul> <i>Available on Light Duty and Heavy Duty (Diesel and Non-Diesel) Trucks</i>		\$1,059 +\$122 Labor cost	<b>\$0</b>
<b>Tonneau Cover Package</b> <ul style="list-style-type: none"> <li>Tri-Fold Soft Tonneau Cover</li> <li>Bed Rail Protectors</li> <li>3" Round Black Powder Coated Assist Steps*</li> </ul> <i>Available for Light Duty and Heavy Duty Non-Diesel Trucks</i>		\$1,095 +\$113 Labor cost	<b>\$0</b>

\*For an additional cost, customers can upgrade to Chrome Assist Steps in the Round Step Package, Oval Step Package, and Tonneau Cover Package.



The 2012 Business Choice Program runs from October 1, 2011 through **January 2, 2013.**



Salesperson Name: \_\_\_\_\_ Date: \_\_\_\_\_

Dealer Name & BAC: \_\_\_\_\_

Address: \_\_\_\_\_

VIN: \_\_\_\_\_

Signature: \_\_\_\_\_

Spiff Amount: \_\_\_\_\_

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# 2012 BUSINESS CHOICE PROGRAM

*"MAKE IT YOUR BUSINESS"*

BUSINESS  
CHOICE

**TAKE ADVANTAGE NOW!  
CURRENT PROGRAM  
ENDS 01/02/13.**

## OPTION B – Eligible GM Accessories for \$500 Upfit Cash

22" Chrome Wheel - CK919  
Assist Steps - 3" Round, Chrome or Black; 6" Oval Black or Chrome  
Autonet Wifi  
Bed Extender  
Bed Mat - Black Rubber Mat  
Bed Net - Black  
Bed Rail Protectors  
Bed Rug  
Bedliner  
Bodyside Molding Package  
Brush Grille Guard - Bright Chrome  
Door Handles - Chrome  
Door Sill Plates - Brushed Stainless  
Door Step Shields - Brushed Stainless  
Extendable Mirror- Outside Heated Power - Adjustable  
Fender Flares  
Fire Extinguisher  
First Aid Kit - White GM Logo, Black  
Floor Mats - Molded Carpet, Premium All Weather  
Fog Lamps - Clear or Body Colored Lens  
Fold-a-Cover® G4 Elite Hard Folding Tonneau Cover w/ Personal Caddy  
Fold-a-Cover® G4 Elite Hard Folding Tonneau Cover  
Front Floor Console Organizer, Coin & CD-DVD Holder  
Fuel Door - Chrome  
Grille - Chrome or Body Colored  
Ground Effects Protective Film  
Gull Wing Tool Box by UWS®  
Head Restraint DVD System  
Heated Seat Kit  
Hitch Ball Assembly  
Hitch Ball Mount Assembly  
Hitch Pin - Locking  
Hitch Receiver Cover  
Hitch Trailing Package  
Hitch Trailing Package - Transmission Cooler - Auxiliary  
Molded Assist Step  
Molded Hood Protector - Smoke or Chrome  
Outside Rear View Mirror Cover - Chrome or Body  
Personal Audio Link (PAL)  
Reflective Triangle  
Roadside Assistance Package  
Roof Rack Cross Rail Package - Black or Chrome  
Roof Rack Side Rails  
Side Window Weather Deflectors  
Smoker's Package  
Splash Guards - Molded, Flat, Contoured  
Sport Tent  
Sunroof Weather Deflector  
Tail Lamp Guards - Black, Chrome  
Tailgate Liner - Black  
Tailgate Lock Package - Black or Chrome  
Tailgate Protector  
Tie Down Hooks - Bed Mounted  
TomTom - 4.3", 5"  
Tonneau Cover - Hard Folding, Hard Shell, Soft, Soft Roll-Up, Soft Tri-Fold  
Tool Box - Stationary, GMC or Bowtie Logo, Diamond Patterned  
Tow Hooks - Black, Chrome  
TracRac® Cantilever Cab Rack - Silver  
TracRac® Complete Rack System - 2 Cross Bar - Black, Silver  
TracRac® Full Frame Steel Ladder Rack - Black  
TracRac® Half Ladder Rack - Black  
TracRac® Headache Rack - Silver  
TracRac® Single Cross Bar Rack - Black, Silver  
Trailer Wiring Adapter  
Transportation Hitch Cargo Box by Thule  
Tubular Assist Step - Round - Brushed Aluminum, Chrome, Gray Powder Coated  
Tubular Bed Rails - Chrome  
Under seat Storage Box - Rear  
UWS® Deep Well Single-Lid Tool Box  
Vehicle Security System - Shock Sensor Package  
Vehicle Security System - Tailgate Theft Deterrent System  
Wheel House Liners

*List updated 05/31/12.*

*Above list includes accessories for Colorado/Canyon.*

**EXTENDED!** The 2012 Business Choice Program runs from October 1, 2011 through January 2, 2013.



**Business Choice HelpDesk: 888-566-6393**  
**www.gmbusinesschoice.com**

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## NEW PARTS REPLACE WARRANTY

The new warranty will be in effect on all parts purchased by consumers on, or after, January 1, 2013.

Date: 11/15/2012 Ref. number: Parts / Process and Policy / G\_0000151303

Subject: Dealer

Parts

Warranty

Change

To: Chevrolet, Buick, GMC, and Cadillac Dealers and Medium Duty Service Centers

### DESCRIPTION:

GM's parts warranty is an important part of the value proposition when a consumer decides to have GM recommended service parts installed on their vehicle. The parts warranty policy has been a mileage limitation of 12,000 miles and a corresponding time limitation of 12 months for parts installed by a GM Dealer. Parts sold over-the-counter had a warranty limited by time of 12 months, but not mileage. In the interest of improving the value proposition and reducing the complexity of administering parts warranties, GM is simplifying the Standard Parts Warranty to cover 12 Months regardless of the mileage. Dealer Parts and Service personnel can offer the consumer the same simple warranty explanation whether the part is installed by the dealer service department or sold over-the-counter.

### INCENTIVE:

Effective January 1, 2013, the 12,000 mile limitation for warranty, on service parts installed by an authorized GM dealer, will be eliminated. We will continue to offer specialized warranties on selected product lines that require additional coverage for both competitive marketing and peace of mind for our customers.

### EFFECTIVE DATE:

The new warranty will be in effect on all parts purchased by consumers on, or after, January 1, 2013. All parts purchased by consumers prior to January 1, 2013, will retain the warranty in place at the time of sale.

### QUALIFICATIONS:

The warranty change covers all parts sold through your Dealer's Service Department, Body Shop, as well as over-the-counter Parts Department transactions.

### GENERAL INFORMATION:

- The Policy and Procedure manuals will be updated to reflect the changes.
- All parts purchased prior to January 1, 2013, will continue to be covered by the warranty for the specific product at time of sale.
- All Customer Care and Aftersales Marketing material will be changed to reflect the new warranty guidelines.
- All unique warranty applications (exp: DuraStop Brakes) will require proof of purchase and installation is still required. Applicable warranty guidelines should be followed according to the Service Policies and Procedure Manual.

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## GM Accessories – Installation and Servicing



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GM Accessories installed prior to new vehicle delivery (PDI installed LPOs)

- ❖ ZPDI Transaction Type
- ❖ Labor Operation Z6998 for installation labor time
- ❖ Approved labor time can be found in the Labor Time Guide under General Information > Pre-Delivery Inspection > PDI – Dealer Installed – Factory Invoiced Options
- ❖ Warranty: Bumper to Bumper New Vehicle Limited Warranty

GM Accessories installed after new vehicle delivery

- ❖ ZSET Transaction Type for install ; ZREG for repair
- ❖ 'I' Labor Operation for installation, zero dollar claim
- ❖ 'R' Labor Operation for repairs or replacement during the warranty period
- ❖ Appropriate I or R Labor Operations can be found in the Labor Time Guide under General Information > Dealer Installed GM Accessory Installation / Repairs
- ❖ Warranty: Balance of Bumper to Bumper New Vehicle Limited Warranty, but no less than 12 months/12,000 miles

Submitting the ZSET claim will add the accessory to the vehicle build record, allowing for future warranty claims if necessary.

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# Submitting the I Labor Operation in Global Warranty

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Job Card Transaction Details

Header > Details > Result

New Transaction Details \* Required Fields

**General [Top]**

Service Agent Installed Option

Standard

**Complaint/Cause/Correction [Top]**

Customer Complaint Category: <Select One>

Customer Complaint Code: \* <Select Category>

Cause Code: <Select One>

**Labour Time [Top]**

Labour Operation Code: i9255 - Fog/Driving Lights

**Parts [Top]**

Line Number	Causal Part	Part Quantity	Part Number	Svc Agent Trade	Non-GM Part	Serial Number
1	<input type="radio"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/> +

Causal Part Number:

If no causal part number available, please enter description:

- Once you click “Continue”, it will bring you to the Job Card Transaction Details page (shown left).
- Make sure you select the box for “Service Agent Installed Option”.
- Enter the part number of the installed accessory in the Parts field

## GMAS Overview and Q & A

This overview webinar will cover the functions of the GM Accessories Solution, including Cool Ideas, Catalog Navigation, Fulfillment Desklog, Basic Administration, and Q&A.



Thu, Dec 6, 2012 10:30 AM - 12:00 PM CST	<a href="https://www1.gotomeeting.com/register/555159160">https://www1.gotomeeting.com/register/555159160</a>
Thu, Dec 13, 2012 10:30 AM - 12:00 PM CST	<a href="https://www1.gotomeeting.com/register/947645073">https://www1.gotomeeting.com/register/947645073</a>
Thu, Dec 20, 2012 10:30 AM - 12:00 PM CST	<a href="https://www1.gotomeeting.com/register/151301345">https://www1.gotomeeting.com/register/151301345</a>
Thu, Dec 27, 2012 10:30 AM - 12:00 PM CST	<a href="https://www1.gotomeeting.com/register/788132401">https://www1.gotomeeting.com/register/788132401</a>
Thu, Jan 3, 2013 10:30 AM - 12:00 PM CST	<a href="https://www1.gotomeeting.com/register/269359168">https://www1.gotomeeting.com/register/269359168</a>
Thu, Jan 10, 2013 10:30 AM - 12:00 PM CST	<a href="https://www1.gotomeeting.com/register/739677704">https://www1.gotomeeting.com/register/739677704</a>

Once registered you will receive an email confirming your registration with information you need to join the Webinar.

**System Requirements:** PC-based attendees Required: Windows®7, Vista, XP or 2003 Server  
 Macintosh®-based attendees Required: Mac OS® X 10.5 or newer

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# I-LABOR OPERATION CODES FOR GM ACCESSORIES

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<b>19182</b>	Cruise Control Package
<b>19183</b>	Locking Gas Cap Package
<b>19185</b>	Spare Tire Kit
<b>19186</b>	Wheel Lock Package
<b>19187</b>	Vehicle Protective Cover/Lock/Stowage Bag Package
<b>19188</b>	Interior Storage Box Package
<b>19191</b>	Personal Audio Link Module Package
<b>19192</b>	Rear Parking Assist Alarm Sensor Package
<b>19193</b>	Toolbox Package
<b>19194</b>	Ambient Lighting Package
<b>19196</b>	Liftgate Applique Package
<b>19197</b>	Battery/Charger/Heater Package
<b>19198</b>	License Plate Frame Package
<b>19199</b>	Exhaust Tail Pipe Extension Package
<b>19224</b>	Turbocharger Kit
<b>19227</b>	Performance Muffler Exhaust Package
<b>19235</b>	Bumper/Bumper Protector
<b>19236</b>	Fascia Extension/Tow Hook
<b>19241</b>	Engine Cover Kit
<b>19242</b>	Underhood Appearance Package
<b>19245</b>	Wheel Opening Flare/Liner Package
<b>19250</b>	Floor Mat Package
<b>19255</b>	Front Fog Lamp Package
<b>19256</b>	Headlamp Kit
<b>19260</b>	Front End Cover/Molded Hood Protector
<b>19261</b>	Hood, Hood Insert, or Hood Louver
<b>19270</b>	Body Decal Kit
<b>19273</b>	Passenger Compartment Screen Air Deflector Package
<b>19274</b>	Cigarette Lighter Package
<b>19275</b>	Rear Compartment Floor Stowage Compartment Tray Package
<b>19278</b>	Accelerator Pedal Cover Package
<b>19279</b>	Cargo Organizer Package
<b>19280</b>	Outside Rearview Mirror/Cover

<b>19281</b>	Body Side Molding Insert Package
<b>19285</b>	Body Exterior Molding Package
<b>19286</b>	Exterior Latch, Handle, or Fuel Door
<b>19287</b>	Front Grill/Guard
<b>19288</b>	Tail Lamp Guard Package
<b>19291</b>	Remote Start/Keyless Entry Transmitter
<b>19294</b>	Rearview Camera Package
<b>19300</b>	Roof Rack/Rail/Panel
<b>19310</b>	Running Board Step Package
<b>19311</b>	Tubular Assist Step Package
<b>19315</b>	Highway Emergency Package
<b>19320</b>	Front and Rear Seat Cover Package
<b>19321</b>	Driver or Passenger Seat Cushion Heater Kit
<b>19322</b>	Steering Wheel Package
<b>19323</b>	Rear Window Inside Sunshade Kit
<b>19325</b>	Vehicle Remote Security Package
<b>19331</b>	Front and Rear Side Door Sill Trim Plate Kit
<b>19335</b>	Spare Wheel Cover Package
<b>19340</b>	Mud Flap Guard
<b>19345</b>	Spoiler/Grounds Effects
<b>19350</b>	Pickup Box Tonneau Cover Package
<b>19351</b>	Pickup Box Cover Package
<b>19355</b>	Roof Panel Storage Bag Package
<b>19360</b>	Trailer Hitch/Wiring Harness
<b>19365</b>	Pickup Box Liner Package
<b>19370</b>	Pickup Box Platform Extension Package
<b>19371</b>	Endgate Spoiler Package
<b>19372</b>	Truck Bed - Bike Chock/Stake Hook/Tie Down
<b>19374</b>	Rear Cargo Organizer/Cargo Net/Luggage Rack
<b>19375</b>	Cargo Box Side Rail Package
<b>19380</b>	Daytime Running Lamp Kit
<b>19385</b>	Folding Top Cover Package
<b>19390</b>	Body Side Window Package
<b>19392</b>	Video Disc Player Package
<b>19395</b>	Wheel/Wheel Cover

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# BUICK ENCORE

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## ACCESSORIES FOR THE 2013 BUICK ENCORE NOW AVAILABLE!

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This durable, flexible, collapsible Cargo Organizer has multiple compartments to carry lightweight items of various sizes in the rear of your Encore. Can be folded flat, or removed from the vehicle as needed. MSRP \$130



These Front and Rear Premium All-Weather Floor Mats provide an exact fit to the floor of your Encore for excellent fit and function. They help protect the interior of your vehicle from mud, snow and debris. MSRP \$130



Cargo Net Secure items in the trunk of your Encore with this black envelope-style Cargo Net. It attaches easily to the sides of your cargo area to keep small, light items neat and handy while in transit. MSRP \$50



Custom designed Molded Splash Guards fit directly behind the wheels to help protect against tire splash and mud. Specifically tooled for your Encore, they include styling features that accent the exterior. MSRP \$50



Roof-Mounted Luggage Carrier A stylish, well equipped cargo box with premium features like dual side opening and Quick Grip™ mounting. The Ascent will carry all your gear in style. Requires crossbars or Thule Rack Solution. MSRP \$389

### Future Products:

- Cargo Premium Carpet Mat MSRP \$50
- Bodyside Molding Package MSRP \$125
- Roof Rack Cross Rail Package MSRP \$235
- Cargo Tray MSRP \$100
- Smoker's Package MSRP \$55

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**New Products!**

**CHEVY ACCESSORIES**



**Ambient Lighting Kits**

**2013 Chevy Malibu**

These Ambient Lighting packages provide a soft glow in the front floor footwell area and/or console cup holder of your Malibu to provide a stylish accent.

**BUICK ACCESSORIES**



**Rear Park Assist**

**2013 Buick Regal**

The Rear Park Assist Package aids drivers with parking and avoiding objects while in reverse. Sensors detect obstacles and alert the driver with a warning signal (series of beeps). Now available in Champagne Silver (GWT) (p/n 22908836).

**CADILLAC ACCESSORIES**



**CD Player**

**2013 Cadillac ATS**

Expand your listening pleasure with this Single Disc CD Player (p/n 22849066). It mounts easily in the glove box of your ATS.

*Images are for representation only and may not reflect actual product.*

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Did you know that you can up-size many factory Sonic wheels with Chevrolet Accessory wheels? See the wheel application chart for up-sizing opportunities!

A = Available

Sonic Wheel Application Guide			
Trim Level	LS	LT	LTZ
		15" STD	
<b>Factory Wheel/s</b>	15" STD	16" OPT	17" STD
<b>16" Accy Wheel</b>			
White (VSR)	A	A	-
Black (5ZY)	A	A	-
<b>17" Accy Wheel</b>			
White (SE1)	A	A	A
Black (SE0)	A	A	A



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# New Product Table

The following new products are ready for sale. For pricing information and availability, please visit [www.Express-ADI.com](http://www.Express-ADI.com) or call 800-676-8513.

ELECTRONICS		
Ambient Lighting - Footwell and Cup Holder	2013 Chevrolet Malibu	22922239
Ambient Lighting - Front Footwell Lamp Kit	2013 Chevrolet Malibu	22983212
Rear Park Assist - Champagne Silver (GWT)	2013 Buick Regal	22908836
CD Player - Single Disk, Mount in Glove Box	2013 Cadillac ATS	22849066



## 2012-2013 Accessories Reference Catalogs (ARCs)

By now you should be seeing the new 2012-2013 ARCs. Below is a listing of the all-new and/or re-designed models included in this update:

- Chevrolet: Malibu, Spark and Traverse
- Buick Enclave
- GMC Acadia
- Cadillac: ATS, SRX and XTS



### ARCs on AIC:

The updated 2012-2013 ARCs are also available **online!** On AIC right from the Home Page, just click on the "Go" button on the first link for Accessories Reference Catalog. You may view/download/print each Brand's entire catalog or just the individual Models. GM Accessories has also provided .jpg's of all of the Divider Pages. These are great beauty shots of accessorized vehicles.



ARC Divider Pages

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# SEMA 2012 and Chevrolet Accessories

From stylized mini cars to drag strip-conquering muscle cars, Chevrolet showed its broadest-ever range of performance and personalization choices at the 2012 SEMA Show. The annual automotive aftermarket extravaganza took place Oct. 30 – Nov. 2, 2012 at the Las Vegas Convention Center.

Accessories had two displays within the Chevrolet footprint at SEMA 2012. One display was a portfolio of Chevrolet Accessories and the other display showcased Chevrolet Wheels.

Vehicles highlighted within the portfolio display included: Camaro, Corvette, Cruze, Silverado, Sonic, Spark, and Volt. Also included in this display were two touch screen kiosks which linked to GMAccessoriesZone.com where visitors could browse complete accessory portfolios.

The Chevrolet Wheel display included 12 panels that showcased

the majority of Chevrolet wheels available in the market today or coming to market soon. Each panel held a maximum of 5 wheels. Vehicles represented included: Silverado, Tahoe, Suburban, Sonic, Cruze, Camaro, Corvette, Equinox, Malibu and Impala. Five current model wheels were also included and received alternative finishes that were presented as “concept.”

In the Chevrolet Accessories Garage Bay there was a fully accessorized

Sonic that was part of a vehicle walk around along with Original Wraps live demonstrations explained by Randy Finney, ADI Northeast Account Manager. Accessories on the Sonic included: Black Mirror Caps, Black Spoiler, Z Spec Color Flash Black Grille Surround, Roof Rack Cross Rails, Sport Pedals, Kicker Audio System, Borla Exhaust System, Premium Carpet Floor Mats, Door Sill Plates, and Fog Lamps.



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