



ACCESSORIES

HEAT UP YOUR SALES WITH THE
CADILLAC ACCESSORIES
DEALER BONUS DAZE



All 2013 Mark of Excellence (MOE) enrolled dealers are automatically enrolled to earn one of two Cadillac Accessories Dealer Bonus Daze amounts for eligible deliveries made during the program period May 1, 2013 through July 1, 2013.

HERE'S HOW IT WORKS

To qualify for the Cadillac Accessories Dealer Bonus Daze, your dealership must meet or exceed one of the two Bonus Levels outlined to the right.

DEALER BONUS LEVELS

LEVEL 1 BONUS: \$20 per eligible delivery
Meet or exceed one of the following:

- 1. Your Cadillac Accessories sales May and June combined objective* **OR**
- 2. Per New Unit Retail (PNUR) May and June combined objective**

LEVEL 2 BONUS: \$25 per eligible delivery
Meet or exceed both of the following:

- 1. Cadillac Accessories sales May and June combined objective* **AND**
- 2. Per New Unit Retail (PNUR) May and June combined objective**

For more information, contact your ADI or visit www.gmexcellence.com.

* May/June combined Cadillac Accessories objectives are based on specific criteria. Dealer objectives are determined by combining all divisional objectives within the BAC.
** Actual \$PNUR is based on May/June 2013 eligible retail vehicle deliveries divided by accessory sales by vehicle line and combined to a dealership total.

CADILLAC ACCESSORIES DEALER BONUS DAZE — OFFICIAL PROGRAM RULES

To qualify for Cadillac Accessories Dealer Bonus Daze, the dealership must meet or exceed one of the following:

LEVEL 1	OR	LEVEL 2
CADILLAC ACCESSORIES DEALER BONUS DAZE: Earn \$20 per eligible delivery		CADILLAC ACCESSORIES DEALER BONUS DAZE: Earn \$25 per eligible delivery
Meet or exceed <u>either</u> the dealership's		Meet or exceed <u>both</u> the dealership's
Cadillac Accessories Sales May and June Combined Objective		Cadillac Accessories Sales May and June Combined Objective
OR		AND
Per New Unit Retail (PNUR) May and June Combined Objective		Per New Unit Retail (PNUR) May and June Combined Objective

CADILLAC ACCESSORIES DEALER BONUS DAZE				
BONUS LEVEL	REQUIREMENTS	ACCESSORIES OBJECTIVES		ACCESSORIES BONUS PAYOUT**
Level 1 Bonus	Dealers must achieve <u>at least one</u> of the following:	Cadillac Accessories Sales Objective*	\$PNUR Objective*	\$20/VIN
Level 2 Bonus	Dealers must achieve <u>both</u> of the following:	Cadillac Accessories Sales Objective*	\$PNUR Objective*	\$25/VIN

* May/June combined Cadillac Accessories objectives are based on specific criteria. Dealer objectives are determined by combining all divisional objectives within the BAC.

** Actual \$PNUR is based on May/June 2013 eligible retail vehicle deliveries divided by accessory sales by vehicle line and combined to a dealership total.

2013 CADILLAC ACCESSORIES DEALER BONUS DAZE REPORTING

Below is a sample of the May and June, 2013 Cadillac Accessories Dealer Bonus Daze Detail Report, which will be updated and available daily by clicking on the Cadillac Accessories Dealer Bonus Daze tile, located on gmexcellence.com. This report will be available starting on or about May 8, 2013.

2013 – CADILLAC ACCESSORIES DEALER BONUS DAZE					
OBJECTIVES	METRICS	MAY	JUNE	CUMULATIVE *	MET PROGRAM OBJ. (Y/N)
Accessories Sales	Objective	\$2,100	\$3,500	\$5,600	Y
	Actual	\$2,225	\$3,450	\$5,675	
OBJECTIVES	METRICS	NOV	DEC	AVERAGE *	MET PROGRAM OBJ. (Y/N)
\$PNUR	Objective	\$250	\$230	\$240	N
	Actual	\$243	\$235	\$239	
Dealer Bonus, 2013 Eligible Retail Vehicle Deliveries					165
Level 1 Bonus	Level 1 — Cadillac Accessories Dealer Bonus Daze <i>Potential</i> = \$20/per Eligible Retail Vehicle Delivery				\$3,300
Level 2 Bonus	Level 2 — Cadillac Accessories Dealer Bonus Daze <i>Potential</i> = \$25/per Eligible Retail Vehicle Delivery				\$4,125
2013 CADILLAC ACCESSORIES DEALER BONUS DAZE FINAL					\$3,300

*Actuals for both Cadillac 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 4th business day of the new month.

Accessory Sales calendar mirrors the retail vehicle selling calendar.

ELIGIBLE DELIVERIES: Eligible delivery types are based on the same criteria as the 2013 SFE program. See Cadillac Accessories Dealer Bonus Daze program website (www.gmexcellence.com) for additional information.

BUY/SELL DEALERS: In the event that a dealer completes a buy/sell during May and/or June 2013 and qualifies for the Cadillac Accessories Dealer Bonus Daze, payouts will be directed to the purchasing dealer. Actuals for both Accessories Sales and \$PNUR do not carry over to purchasing dealer.

DEALER PAY-OUT: Dealers who earn the Cadillac Accessories Dealer Bonus Daze will be paid via their open account the last week of July, 2013.

All Accessory Bonuses paid and eligible VINs reported are subject to audit and charge-back for non-compliance with any program rules. Dealers that forfeit May and June eligible units due to "return-to-stock" activity may be impacted for 2013 Cadillac Accessories Dealer Bonus Daze. Accessories sales are subject to audit after 2013 bonus payments are made.

