

May 2013



ACCESSORIES

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EXPRESS
DEALER ACCESSORIES

ADI UPDATE

Bonus Daze

GM ACCESSORIES DEALER BONUS



All 2013 Mark of Excellence (MOE) enrolled dealers are automatically enrolled to earn one of two **GM 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 **GM Accessories Dealer Bonus Daze**, your dealership must meet or exceed one of the two Bonus Levels outlined below:

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

* May/June combined GM 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.

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



NEW GM ACCESSORIES WARRANTY STATEMENT - PLEASE READ!

Effective immediately, the following change has been made to the Accessories Warranty for ACO accessories sold over the counter and installed by the customer. The warranty changed from 12 months/12,000 miles to 12 months/**unlimited mileage**.

"GM accessories sold over the counter, or those not requiring installation, will continue to receive the standard GM Dealer Parts Warranty of 12 months from the date of purchase, parts only, regardless of miles."

www.Express-adi.com

12007 E 61st Street Tulsa, OK 74146 Phone 918-317-6890 • 800-676-8513 Fax 918-217-1250



LIMITED PRODUCTION OPTIONS (LPO) 2014 CHEVROLET SILVERADO

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

LPO FEATURES AND BENEFITS

- Ordered during vehicle order process
- Fully residualized (listed on Monroney Label)
- Covered by New Vehicle Limited Warranty¹
- 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.

LPO PACKAGE

- PDZ – Chrome Appearance Package (Chrome Grille, 4-Inch Chrome Assist Steps, Polished Exhaust Tip and Chrome Recovery Hooks)

¹ Most Chevrolet Parts and Accessories sold and permanently installed on a Chevrolet vehicle by a Chevrolet Dealer or Chevrolet 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 Chevrolet 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.

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CURRENT (AVAILABLE FOR 4/17 CONSENSUS)

LPO Name	LPO Code	Suggested Penetration Rates
INTERIOR		
Floor Console Insert	SOP	30%
Floor Mats, All-Weather	VAV	50%
Floor Mats, Carpeted	RWS	30%
Underseat Storage, Rear	VBJ	30%
EXTERIOR		
Assist Steps – 4-Inch Round, Black Tubular	RVS	30%
Assist Steps – 6-Inch Oval, Black Tubular	RVQ	30%
Assist Steps – 4-Inch Round, Chrome Tubular	VXJ	30%
Exhaust Tip, Polished	VQZ	35%
Fuel Door, Chrome	VQL	15%
Recovery Hooks, Chrome	SDA	30%
Splash Guards, Flat	SB1	20%
BED		
Bed Mat, Rubber	VBR	10%
Bed Net	RXQ	10%
Bed Storage Box, Metal	RW6	5%
Bedliner	VZX	65%
Tailgate Liner	VUK	10%
Tonneau Cover, Hard-Folding	VQT	10%
Tonneau Cover, Soft-Folding	5JY	10%
Tonneau Cover, Vinyl with Integrated Support Bows	VPB	10%
WHEELS		
22-Inch Wheel – Chrome	SEU	15%
22-Inch Wheel – Chrome	SEY	15%
22-Inch Wheel – Chrome	SEZ	15%
Wheel Locks	SFE	30%

Note: Pricing and Install Time to be released at a later date.

FUTURE (AVAILABLE FOR 5/1 CONSENSUS)

LPO Name	LPO Code
INTERIOR	
Console Organizer, Front Floor	VKW
EXTERIOR	
Splash Guards, Molded	VQK
Tailgate Handle, Chrome	SCZ
BED	
Bed Rug	VBN
Bed Step, Retractable	SGV

FUTURE (AVAILABLE Q2 AND Q3, 2013)

LPO Name	LPO Code
EXTERIOR	
Bodyside Moldings, Chrome	RWI
Splash Guards, Body-Color Molded	VRV
WHEELS	
22-Inch Wheel – Silver w/Black Inserts	RX1
22-Inch Wheel – Hi Gloss Black	SEV
22-Inch Wheel – Silver UBM/Hi Gloss Black	SEW
22-Inch Wheel – Silver UBM	SFO
22-Inch Wheel – Silver	SF1



2014 CHEVROLET SILVERADO ACCESSORY WHEELS

A brand-new offering of eight accessory wheels provides great personalization options for your customers.



NOW AVAILABLE: 22-Inch Wheel - Chrome (SEU)



FUTURE* 22-Inch Wheel - Silver w/Black Inserts (RXI)



NOW AVAILABLE: 22-Inch Wheel - Chrome (SEY)



FUTURE* 22-Inch Wheel - Hi Gloss Black (SEV)



NOW AVAILABLE: 22-Inch Wheel - Chrome (SEZ)



FUTURE* 22-Inch Wheel - Silver (SFI)



FUTURE* 22-Inch Wheel - Silver Ultra Bright Machined w/Hi Gloss Black (SEW)



FUTURE* 22-Inch Wheel - Silver Ultra Bright Machined (SFO)

2014 CHEVROLET CAMARO LPOs

CURRENT LPOs available in the Online Dealer Ordering Guide as of April 15, 2013.

FUTURE LPOs shown for reference.

LIMITED PRODUCTION OPTIONS (LPO)

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

LPO FEATURES AND BENEFITS

- Ordered during vehicle ordering process
- Fully residualized (listed on Monroney label)
- Covered by the New Vehicle Limited Warranty¹
- Included in the floor plan
- Provided by ADI and installed by the dealer
- Labor paid through the 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.

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CURRENT (AVAILABLE FOR 4/17 CONSENSUS)

LPO Name	LPO Code	Suggested Penetration Rates
INTERIOR		
Cargo Net	W2D	75%
Floor Console Lid, Custom – logos for RS, SS and ZL1	VTF	15%
Floor Mat, Cargo Area Premium All-Weather	VL1	40%
Floor Mats, Front and Rear Premium Carpet	VYW	40%
Floor Mats, Front and Rear Premium All-Weather	VAV	40%
Interior Trim Kit – Silver	S0T	15%
Interior Trim Kit – White	WGK	15%
Pedal Cover Set – Automatic and Manual Transmissions	VEB	30%
EXTERIOR		
21-Inch Wheel – Polished, not for use on ZL1 or 1LE	S5Y	15%
Battery Tender Package	5WF	30%
Car Cover, Indoor	RWH	30%
Car Cover, Outdoor – Red with Black stripes	VRB	30%
Car Cover, Outdoor – Gray with Black stripes	VRU	30%
Engine Cover – Black and Crystal Claret	VYX	15%
Fuel Door, Satin Nickel	VQL	15%
Windscreen (Convertible only)	VLN	30%

Note: Pricing and Install Time to be released at a later date.

FUTURE (AVAILABLE Q3' 13)

LPO Name	LPO Code
INTERIOR	
Ambient Lighting – Footwell and Cup holder – Available in Orange, Yellow, Blue, Purple, Green, Red and White	S00
EXTERIOR	
20-Inch Wheel – ZL1 Five-Spoke Black	RZT
21-Inch Wheel – Black with Red Flange Stripe, not for use on ZL1 or 1LE	5W6
21-Inch Wheel – Multi-Spoke Chrome, not for use on ZL1 or 1LE	SEP
21-Inch Wheel – Multi-Spoke Painted Silver, not for use on ZL1 or 1LE	SEQ
Brake Upgrade Package – ZL1 Brakes for non-ZL1 Camaro models	5JL
Engine Cover, Custom Painted	VYX
Fuel Door, Chrome	VTU
Grille – Black with body-color Surround	VAS
Ground Effects Package – Body Color	5W8
Hood Louver Insert – Body Color (V8 only)	S0J
Splash Guards, Front and Rear Molded – Black	VQK
Spoiler, Blade – Body Color	SB3
Storage Bag, Premium Boot Cover – Removable Hard Top with Chevy bowtie logo	SC7
Stowable Soft Top – Convertible	VZQ
Suspension Lowering Kit – 1LE Suspension for non-1LE vehicles. Not available for ZL1/Z28	SCJ
Underhood Appearance Package (Strut Tower Brace)	SLN

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ACCESSORIES

2014 CHEVROLET CORVETTE LPOs

CURRENT LPOs available in the Online Dealer Ordering Guide as of April 15, 2013.

FUTURE LPOs shown for reference.

LIMITED PRODUCTION OPTIONS (LPO)

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CURRENT (AVAILABLE FOR 4/17 CONSENSUS)

LPO Name	LPO Code	Suggested Penetration Rates
INTERIOR		
Floor Mats, Premium Carpet – All available interior colors with Stingray logo	VYW	75%
Sill Plates, Custom – Stingray alternate finish	V8X	25%
EXTERIOR		
5-spoke Torque Wheel – Chrome with Crossed-Flag logoed center caps and Tire Pressure Monitor	5YU	15%
Car Cover, Indoor – Black with Stingray logo	RWH	15%
Car Cover, Indoor – Gray with Crossed-Flag logo	VDN	15%
Car Cover, Indoor – Kalahari with Crossed-Flag logo	WKP	15%
Car Cover, Indoor – Red with Crossed-Flag logo	WKQ	15%
Car Cover, Outdoor – Black with Stingray logo	RWJ	15%
Car Cover, Outdoor – Gray with Stingray logo	VRU	15%
Cargo Security Shade – Black with Crossed-Flag logo	VRS	40%
Center Cap – Chrome with Stingray logo	RXJ	30%
Cover, Front End – Black with Crossed-Flag logo	RZ2	25%
Floor Mat, Cargo Area Premium Carpet with Stingray logo	VLI	40%
Grille – Cyber Gray	RZ9	25%
Luggage, 5-piece Custom with Crossed-Flag logo	S2L	15%

Note: Pricing and Install Time to be released at a later date.

FUTURE (AVAILABLE Q3' 13)

LPO Name	LPO Code
INTERIOR	
Decklid Liner with Stingray logo	S3Z
Dedication Plaque – National Corvette Museum Registry Plaque	BXK
Floor Console Lid, Custom Suede-wrapped – Brownstone with Stingray logo	SH1
Floor Console Lid, Custom PUR-wrapped – Available in Black, Med Ash, Kalahari and Adrenaline Red with Stingray logo	SH2
Floor Console Lid, Custom Leather-wrapped – Available in Black, Med Ash, Kalahari and Adrenaline Red with Stingray logo	VTF
Highway Safety Kit	5AZ
Interior Stingray Logo Package – Stingray badge, Floor Console Lid (VTF), Sill Plates (V8X) and Floor Mats (VYW)	5V6
Interior Trim Badge – Chrome with Stingray logo	5YN
EXTERIOR	
5-spoke Torque Wheel – Silver with Crossed-Flag logoed Center Caps and Tire Pressure Monitor	5YV
Exterior Trim Kit – Cyber Gray, includes Quarter Vent, Hood Vent, Fender Vent and Taillamp Scoops	RYQ
Fascia Protector, Rear	VTB
Front Aero Panel – Cyber Gray	5WH
License Plate Holder, Rear – Available in Carbon Flash and Spectra Gray	RXX
Protective Decal Kit, Clear	WA9
Splash Guards, Front and Rear Molded – Black	VQK
Spoiler, Wing – Body Color	SB3
Spoiler, Z51 Design – Painted Carbon Flash	5ZV
Spoiler, Z51 Design – Body Color	5ZU
Stingray Exterior Appearance Package – Underhood Liner with Crossed-Flag logo (VTE), Indoor Car Cover (RWH), and Chrome Center Cap (RXJ) (Coupe only)	5KX
Stingray Package – Indoor Car Cover (RWH), Chrome Center Cap (RXJ), and Decklid Liner with Stingray logo (S3Z) (Convertible only)	5KW
Tonneau Cover insert – Matching interior colors (Convertible only)	SHU
Underhood Liner – Black with Crossed-Flag logo	VTE

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- Included in floor plan
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2014 GMC SIERRA

¹ Most GMC Parts and Accessories sold and permanently installed on a GMC vehicle by a GMC Dealer or GMC 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 GMC 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.

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CURRENT (AVAILABLE FOR 4/7 CONSENSUS)

LPO NAME	LPO CODE	SUGGESTED PENETRATION RATES
INTERIOR		
Floor Console Insert	SOP	10%
Floor Mats, All-Weather	VAV	25%
Floor Mats, Carpeted	RWS	25%
Underseat Storage, Rear	VBJ	25%
EXTERIOR		
Assist Steps - 4-Inch Round, Black	RVS	5%
Assist Steps - 6-Inch Oval, Black	RVQ	5%
Assist Steps - 4-Inch Round, Chrome	VXJ	10%
Bedside Decal, Chrome 4x4	SB9	10%
Bedside Decal, Chrome Z71	SB7	10%
Bedside Decal, Chrome Z71/4x4	SF8	10%
Exhaust Tip, Polished	VQZ	20%
Fuel Door, Chrome	VQL	5%
Recovery Hooks, Chrome	SDA	20%
Splash Guards, Flat	SB1	5%
Splash Guards, Molded	VQK	10%
BED		
Bed Mat, Rubber	VBR	5%
Bed Net	RXQ	1%
Bed Storage Box, Metal	RWG	5%
Bedliner	VZX	75%
Tailgate Liner	VUK	5%
Tonneau Cover, Hard-Folding	VQT	15%
Tonneau Cover, Soft-Folding	5JY	5%
Tonneau Cover, Vinyl w/Integrated Support Bows	VPB	10%
WHEELS		
22-Inch Wheel - Chrome	SEU	10%
22-Inch Wheel - Chrome	SEY	10%
22-Inch Wheel - Chrome	SEZ	10%
Wheel Locks	SFE	75%

Note: Pricing and Install Time to be released at a later date.

FUTURE (AVAILABLE FOR 5/1 CONSENSUS)

LPO NAME	LPO CODE
INTERIOR	
Console Organizer, Front Floor	VKW
EXTERIOR	
Grille, Body-Color Accented	RZB
Splash Guards, Body-Color Molded	VRV
Tailgate Handle, Chrome	SCZ
BED	
Bed Rug	VBN
Bed Step, Retractable	SEV

FUTURE (AVAILABLE BY OCTOBER 2013)

LPO NAME	LPO CODE
EXTERIOR	
Bodyside Moldings, Chrome	RW1
Wheel Arch Moldings, Body-Color	SF6
WHEELS	
22-Inch Wheel - Silver w/Black Inserts	RX1
22-Inch Wheel - Silver w/Chrome Inserts	RXN
22-Inch Wheel - Hi-Gloss Black	SEV
22-Inch Wheel - Silver UBM/Hi-Gloss Black	SEW
22-Inch Wheel - Silver UBM	SFD
22-Inch Wheel - Silver	SF1



GMC
ACCESSORIES

2014 GMC SIERRA ACCESSORY WHEELS

GMC ACCESSORIES

Nine Accessory wheels in high-quality finishes allow your customers to create a new look for their truck.



FUTURE* 22-Inch Wheel - Silver w/Black Inserts (RXI)



NOW AVAILABLE: 22-Inch Wheel - Chrome (SEU)



FUTURE* 22-Inch Wheel - Silver w/Chrome Inserts (RXN)



NOW AVAILABLE: 22-Inch Wheel - Chrome (SEY)



FUTURE* 22-Inch Wheel - Hi-Gloss Black (SEV)



NOW AVAILABLE: 22-Inch Wheel - Chrome (SEZ)



FUTURE* 22-Inch Wheel - Silver (SFI)



FUTURE* 22-Inch Wheel - Silver Ultra Bright Machined w/Hi-Gloss Black (SEW)



FUTURE* 22-Inch Wheel - Silver Ultra Bright Machined (SFO)

SLE model shown.

* Available by October 2013




EARN BIG WITH COMMERCIAL-GRADE GMC ACCESSORIES




**EARN BIG
WITH COMMERCIAL-GRADE
CHEVROLET ACCESSORIES**

RECEIVE GM EARNPOWER POINTS ON ALL CHEVROLET SILVERADO, AVALANCHE AND EXPRESS ACCESSORIES, AND GMC SIERRA AND SAVANA ACCESSORIES, SOLD WITHIN THE 2013 BUSINESS CHOICE PROGRAM

Official program period: January 3, 2013, through September 30, 2013.

			
TRUCKS		VANS	
\$400 Chevrolet Accessories Cash Allowance	\$1,000 Chevrolet Accessories Cash Allowance	\$400 Chevrolet Accessories Cash Allowance	\$1,200 Upfit Cash Allowance*
1500 Silverado Avalanche	2500 Silverado 3500 Silverado	Express (Passenger)	Express (Cargo and Cutaways)

			
TRUCKS		VANS	
\$400 GMC Accessories Cash Allowance	\$1,000 GMC Accessories Cash Allowance	\$400 GMC Accessories Cash Allowance	\$1,200 Upfit Cash Allowance*
1500 Sierra	2500 Sierra 3500 Sierra	Savana (Passenger)	Savana (Cargo and Cutaways)

PLUS BUSINESS MAINTENANCE PLAN**

* Customer will need to spend at least \$500 to be eligible. The 2013 GM Business Choice Program is valid from January 3, 2013, through September 30, 2013.

** According to your vehicle's recommended maintenance schedule for up to two years or 30,000 miles, whichever comes first. Does not include air filters. See participating dealer for restrictions and complete details.

2013 INCENTIVE PAY SCALE (BASED ON TOTAL MSRP)

Sales Consultants and Sales Managers take advantage of GM *earnPOWER* points for each qualifying Chevrolet and GMC Accessories claim submitted within the 2013 Business Choice Program.

AVALANCHE, 1500 SILVERADO/SIERRA, EXPRESS/SAVANA (PASSENGER)

Total MSRP	Sales Consultant	Sales Manager
\$750-\$999	\$50	\$25
\$1,000-\$1,499	\$75	\$50
\$1,500-\$1,999	\$100	\$75
\$2,000 & Up	\$150	\$100

2500/3500 SILVERADO/SIERRA, EXPRESS/SAVANA (CARGO & CUTAWAY)

Total MSRP	Sales Consultant	Sales Manager
\$1,250-\$1,499	\$50	\$25
\$1,500-\$1,999	\$75	\$50
\$2,000-\$2,499	\$100	\$75
\$2,500 & Up	\$125	\$100



www.Express-adi.com

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NEW SONIC ORIGINAL WRAP CUSTOM GRAPHICS

GIVE YOUR CUSTOMERS A GREAT WAY TO ACCESSORIZE THEIR 2012 OR 2013 CHEVROLET SONIC WITH NEW 3M ORIGINAL WRAP CUSTOM GRAPHICS.

Available Sonic Custom Graphics

Part #	Part Description	Vehicle	MSRP*
19301455	Dual Stripes, Gloss White	5-Door	\$510.50
19301456	Dual Stripes, Matte White	5-Door	\$510.50
19301457	Dual Stripes, Gloss Black	5-Door	\$510.50
19301458	Dual Stripes, Matte Black	5-Door	\$510.50
19301459	Dual Stripes, Matte Silver	5-Door	\$510.50
19301460	Dual Stripes, Gloss Red	5-Door	\$641.50
19301461	Dual Stripes, Gloss White	4-Door	\$510.50
19301462	Dual Stripes, Matte White	4-Door	\$510.50
19301463	Dual Stripes, Gloss Black	4-Door	\$510.50
19301464	Dual Stripes, Matte Black	4-Door	\$510.50
19301465	Dual Stripes, Matte Silver	4-Door	\$510.50
19301466	Dual Stripes, Gloss Red	4-Door	\$641.50

Install time: 2.5 hours for each application.



Sonic Graphic Shown: Gloss Red



CONTACT YOUR ADI FOR DETAILS.



*Manufacturer's Suggested Retail Price. Tax, Installation and Dealer fees may be extra.

Equipment shown is from an independent supplier and is not covered by the Chevrolet New Vehicle Warranty. Chevrolet is not responsible for the safety or quality of third-party supplier alterations. For details on warranty provided by 3M Original Wraps, call 877-277-0655 or visit chevroletgraphics.com

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!



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



Sonic 16" Wheels

Sonic 17" Wheels

www.Express-adi.com

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ACCESSORIES

Black Suede Automatic Shift Knob and Boot

2013-2014 Cadillac ATS

Soft, hand-stitched suede accentuates the shift knob (part #22860141), adding a touch of extraordinary luxury to the interior of your Cadillac ATS



Front and Rear Premium Carpet Floor Mats

2013 Cadillac ATS

These Front and Rear Premium Carpet Floor Mats provide a custom fit for your ATS with a high quality carpeted upper surface to match the interior. Features the ATS Logo. Available in Brownstone (part #22937097) and Jet Black (part #22937098).



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

GM Accessories Digital Solution Webinar

This weekly overview webinar will cover the functions of the GM Accessories Solution including:

- Cool Ideas
- Catalog Navigation
- Managing Orders
- Basic Administration
- Question and Answer

No need to preregister, simply join Chrome Data every Thursday at 8:30am – 10:00am Pacific Time. For the audio portion join us toll-free at 1-866-439-4489 (US) Participant Pin Code: 669 124 86. Click on the following link for Meeting number 921 809 456 at meeting start time: <https://chromedata.webex.com/chromedata/j.php?ED=213786482&UID=505633242&RT=MIM0>

PC requirements: Flash Player 6.0 or later, Windows Media Player 9.0 or later, QuickTime 7.1 or later.

Go to <http://www.webex.com> for general Cisco Webex questions



www.Express-adi.com

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