

November 2013

ADI UPDATE

The GM Accessories Newsletter from Express

WWW.EXPRESS-ADI.COM



IT'S BONUS TIME!



GM ACCESSORIES YEAR-END DEALER BONUS!

All 2013 Mark of Excellence (MOE) enrolled dealers are automatically enrolled to earn one of two Dealer Year-End Bonus amounts for eligible deliveries made from November 1, 2013, through January 2, 2014.

HERE'S HOW IT WORKS

To qualify for the GM Accessories Dealer Year-End Bonus Program, your dealership must meet or exceed one of the two Bonus Levels outlined below:

LEVEL 1 BONUS: \$25 per eligible delivery

Meet or exceed your dealership's Accessories Sales November and December Combined Objective*

OR

LEVEL 2 BONUS: \$35 per eligible delivery

Meet or exceed both of the following:

1. Your dealership's Accessories Sales November and December Combined Objective*, **AND**
2. New Vehicle Retail Sales November and December Combined Objective*

GM ACCESSORIES DEALER YEAR-END BONUS PROGRAM

BONUS LEVEL	REQUIREMENTS	ACCESSORIES OBJECTIVES		ACCESSORIES BONUS PAYOUT
Level 1 Bonus	Dealers must achieve the following:	Accessories Sales Objective*		\$25/VIN
Level 2 Bonus	Dealers must achieve both of the following:	Accessories Sales Objective*	New Vehicle Retail Sales Objective*	\$35/VIN

*November/December Combined Accessories Objectives are based on specific criteria. Dealer objectives are determined by combining all divisional objectives within the BAC.

The November and December, 2013 Dealer Year-End Bonus Detail Report will be updated and available daily by clicking on the Dealer Year-End Bonus Program tile, located on gmexcellence.com.

FOR MORE INFORMATION, CONTACT YOUR TSM, OR VISIT WWW.GMEXCELLENCE.COM.

www.Express-adi.com

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2014 CHEVROLET CORVETTE STINGRAY



Luggage, 5-Piece Set

Part #22970472

Arrive in style with luggage specially designed for the Corvette brand. A five-piece luggage set, including two roller suitcases, a backpack, duffel bag, and messenger bag are all available featuring the Cross-Flags logo.



Layout for 5-Piece Set

Other pieces available:	Part #	MSRP
Luggage, Back Pack	22970469	\$122.00
Luggage, Duffel, 40L	22970470	\$155.00
Luggage, Duffel, 70L	23152911	\$195.00
Luggage, Five Piece	22970472	\$910.00
Luggage, Messenger	22970471	\$112.00
Luggage, Roller	22970468	\$300.00



Vehicles shown above may feature additional accessories sold separately.

 **ACCESSORIES**

Winning the Battle for Automotive Accessories Sales

Written by Michael Bowen. Posted in Fixed Operations



The amount and variety of vehicle accessories available in today's new cars is extraordinary. From the inside to the outside, the only thing limiting how consumers can accessorize their cars is their imagination.

Everything from performance, safety, and style to connectivity, comfort and just about anything else you can think of can be enhanced with accessories. With so many options consumers have spoken with their pocketbooks to the tune of \$31 billion. The question for the auto dealerships out there is not how can they convince customers to buy accessories, but how they can convince those customers to buy those accessories from them.

Carrying the right accessories.

The first step to selling more accessories is to know which types customers in your area want. Are you in the Northeast, where remote starts are a godsend on freezing cold mornings or are you in the South, where the sun makes window tinting the most popular item with new car customers. According to a study from February of 2013 by AddOnAuto¹ the most popular accessories by region are:

Mid Atlantic:

Factory Exterior; Floor Mats; Alarms, Remote Starts, and Recovery; Hitch and Accessories; Factory Interior

Midwest:

Floor Mats; Paint Protection; Alarms, Remote Starts, and Recovery; Factory Exterior; Body Side Moldings

Northeast:

Alarms, Remote Starts, and Recovery; Floor Mats; Body Side Moldings; Factory Exterior; Paint Protection

South:

Window Tint; Factory Exterior; Body Side Moldings; Floor Mats; Paint Protection

West:

Floor Mats; Factory Exterior; Factory Interior; Body Side Moldings; Window Tint

We can see from this list that no matter where you are

in the country your dealership should stock floor mats, if you're in the South or West, you need to carry window tinting. The most important thing, however, is that your dealership carries accessories in the first place, because whether the customer buys them from your dealership, another dealership, or an aftermarket shop, they are going to buy them. In fact according to Forester Research, 44 percent of all buyers spend at least \$250 on accessorizing their vehicle and many spend much more.

Dealerships have the advantage.

Right now, aftermarket shops take a significant portion of aftermarket accessories sales, but dealerships that focus on selling accessories have several advantages over the independents.

The first big advantage that dealers have is financing. Aftermarket shops don't finance; their customers have to pay cash or break out their credit cards, which often means paying a high, interest rate. A dealership, on the other hand, has the option of including accessories in the vehicle financing, saving the customer money and hassle.

The second bit advantage dealerships have is the fact that they sell quality OEM parts, not aftermarket parts made by third-party manufacturers. Make sure that customers know the difference and remind them of issues that can arise with aftermarket parts not made by the OEM.

Continued on next page.

Selling accessories in the dealership.

Having accessories available at your dealership is essential to grabbing your slice of the accessories sales pie, but just having them is not enough; you need to market and sell them too. Unfortunately, Forester Research found that only 39 percent of salespeople made the effort to sell accessories, but this is not surprising when you consider that the same survey found that less than 50 percent of dealerships had accessorized vehicles on display. Dealerships need to make accessories sales part of their culture.

To make selling accessories a part of your dealership culture, you need to have a process in place showing salespeople when and how to present accessories to the customer. This requires buy-in from management and ownership, as well as the sales staff. If management doesn't find accessories sales

Continued on next page.

Source: <http://www.dealermarketing.com/marketing/fixed-operations/3198-winning-the-battle-for-automotive-accessories-sales>

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Winning the Battle for Automotive Accessories Sales *Continued from previous page.*

important enough to display on their vehicles, how can you expect salespeople to focus on it?

Once everyone is on board, it's time to start selling accessories. The best time to do this is after the customer has decided to purchase a vehicle, but is still waiting for the F&I department. At this point the customer is excited about their new car, but probably getting bored with waiting around to take delivery. This is the ideal time to present accessories to the customer. Their excitement is still high and there is still time to fold any purchases into the price of the vehicle *(check your state regulations for including accessories with financed purchases). Customers are worried about price, so be sure to ease their mind by showing them the monthly payment as well as the purchase price, so they can see that their purchase won't take too big a bite out of their monthly budget.

When it comes to presenting accessories, the right moment is essential, but presentation is important too. Don't just give the customer a list of available accessories and ask what they're interested in: show them. You can show them with technology, such as one of the accessories presentation programs available that allow them to pick different accessories and see how they would look on the vehicle, or you can show them with an accessorized vehicle you have in your showroom. Either way can be effective, it depends on your customers and your dealership style, but what's important is that you excite the customer about what they can do with their new car by showing them visually. We are visual creatures and a list of text just can't have the impact of a visual presentation, whether it's on a tablet or on a car.

Selling accessories online.

Another trend in aftermarket accessories industry is the increase in online sales. We all know that today's consumer starts the buying process online, long before they step foot in the dealership. They research different vehicles and

they visit different dealership websites to see what inventory is available. It shouldn't surprise us that according to a study from Google² 73 percent of accessories consumers researched their purchase online and "the average conversion rate for online research to offline sales for the accessory category is 40 percent."

Dealerships have the advantage here, because the customer is already on their site searching the inventory. All the dealership needs to do is provide a way for the customer to enhance their vehicle online. If the customer can find out what accessories are available for the car they're interested in and then see it on the vehicle, it is a powerful sales tool that not only interests them in accessories, but keeps them from leaving your website to search for them.

Unfortunately, despite their built in advantages, dealerships only account for 12 percent of sales from online accessories customers. This is obviously way below where we would like it to be, but the upside is that there is a lot of room for growth. Seventy-four percent of online customers use search to find the accessories they're looking for, so use the skills you've gained doing SEO for your website and optimize your site for accessories search. The customers are

already searching, you just need to make it easy for them to find you.

The bottom line.

The bottom line is that despite an increase in auto sales from the dismal years of the great recession, car sales are still well below where they were just a few years ago and they're not likely to climb to pre-recession levels for quite some time. Consumers are keeping their vehicles longer, service intervals are getting longer, and warranty work is slowing down, all of which means your dealership needs to find ways to increase its profits. Accessories present a great opportunity to bring back some of those lost profits. Customers are already buying them, you just need to make sure they buy from you.

"To make selling accessories a part of your dealership culture, you need to have a process in place showing salespeople when and how to present accessories to the customer."

¹www.izmocars.com/aoa-trend-report/AOA-Trend-Report-2013.pdf

²www.google.com/think/research-studies/automotive-aftermarket-study-2010.html

Article appears in Dealer Marketing Magazine

Source: <http://www.dealermarketing.com/marketing/fixed-operations/3198-winning-the-battle-for-automotive-accessories-sales>

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ACCESSORIES ARE KEY TO CSI AND PROFIT!

- 4 of 10 new vehicle buyers purchase accessories**
 - Half occur before or at delivery
 - But only 32% of salespeople offer them
- Buyers who accessorize spend big dollars:
 - Average nearly \$2,000 in the first two years of ownership.**
- Small Car Buyers want accessories!
 - Added profit from accessory and installation
 - Discuss them, display them!

SATISFACTION WITH DEALERSHIPS BASED ON WHO DISCUSSED PERSONALIZATION

Dealership Salesperson

94%

Someone Else at Dealership

84%

No One

72%

**Foresight Research, April 2013 Automotive Accessory Market Report

CADILLAC SRX SPORT SPECIAL EDITION



ACCESSORIES

LPO Code: PDT*

- TWO-TONE SIDE VENTS WITH BRIGHT OR BLACK CHROME
- 20-INCH MIDNIGHT SILVER PREMIUM PAINTED WHEELS
- SPORT GRILLE WITH BLACK CHROME FINISH
- BLACK CHROME REAR TRIM (NOT SHOWN)
- ALL-WEATHER CARGO MAT

ISA/ISB trims: \$3,850

ISD/ISE trims: \$3,350

*Not available with Adaptive Cruise.



TWO-TONE SIDE VENTS WITH BRIGHT OR BLACK CHROME



SPORT GRILLE WITH BLACK CHROME FINISH



ALL-WEATHER CARGO MAT



20-INCH MIDNIGHT SILVER PREMIUM PAINTED WHEELS

HOT NEW ITEM!

Perimeter Bed Lighting

Add an extra element of convenience to your all-new Silverado or Sierra with Perimeter Bed Lighting. With just the flip of a switch in the cabin, the pickup bed becomes lit, so you can confidently secure and remove cargo when it's dark or in minimal light.

Part #23145347

Dealer Cost: \$94.50

MSRP: \$135.00

Labor: 0.5 hrs.



NEW Installation Labor Operation



2014 Equinox & Terrain Cargo Area Closeout Panel

A new "installation" labor operation has been established for the 2014 Equinox/Terrain Cargo Area Closeout Panel.

Labor operation 0511222 – rear seat floor filler trim panel, should be claimed when the ACO accessory has been installed by an ADI or GM Dealer.

Accessories Make Great Holiday Gifts!



**UNDERSEAT STORAGE • CARGO ORGANIZERS • BEDLINERS • TONNEAU COVERS • REMOTE START
THULE RACKS & CARRIERS • CROSS RAILS & ROOF RACKS • ALL WEATHER MATS • ELECTRONICS**

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Curt 5th Wheel Display Program

DISPLAY OPTION #1



Display stand Part # 99156

Buy 3 of the GM parts listed below (mix/match ok) on a single PO marked "DISPLAY ORDER" and receive one display stand at no charge.

Eligible part numbers:

- 19302654 QTY _____
- 19302656 QTY _____

DISPLAY OPTION #2



Display stand Part # 99147

Buy 2 of the GM Parts listed below (mix/match ok) on a single PO marked "DISPLAY ORDER" and receive one display stand at no charge.

Eligible part numbers:

- 19302654 QTY _____
- 19302656 QTY _____

Part #	Description	Dealer Cost	MSRP	Labor
19302654	Hitch Trailing Package, 20K Capacity, Fifth Wheel with Standard Legs and 7-Way Electrical Extension by Curt Manufacturing	\$863.20	\$1079.00	2.00
19302656	Hitch Trailing Package, 24K Capacity, Fifth Wheel with Standard Legs and 7-Way Electrical Extension by Curt Manufacturing	\$879.20	\$1099.00	2.00

Limit of 1 Display per dealer location. Part # 19302655 not eligible for display program. For warranty details, call Curt Manufacturing at 877-287-8634. Equipment shown is from an independent supplier and is not covered by the GM New Vehicle Limited Warranty.

SOURCED BY:



Dealership Name / BAC: _____

PO: _____

Manager's Signature: _____

Print Name: _____

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Buy 12 Get One FREE!!

From November 1 through December 31, 2013, purchase 12 of any Kicker Sub Kits OR Subwoofer/Amp Kits and receive one for FREE!

Product can be selected from vehicles shown below.

Order Example 1: Purchase 12 Sub only kits any mix and get one Amp free.

Order Example 2: Purchase 12 Subwoofer/Amp Kits any mix and receive a free Subwoofer/Amp Kit.

Camaro full Systems

#19119226 and #19119199

Camaro Sub only

#19303112

Truck Full Systems

#19119203 and #19119205

Truck Sub only

#19303113 and #19303114

Sonic full Systems

19119230, 19119147 and 19119232

Cruze Full Systems

19119228, and 19119201



NOTE: When placing orders in EPIC for the promotional parts, please enter "Kicker Promo" and the part number to be sent for free in the "Customer PO" Field. (ex. Kicker Promo 19119201).





2014 BUSINESS CHOICE



Eligible business owners can receive up to \$1,000 of Chevrolet or GMC Accessories¹, plus a maintenance Program.

TRUCKS		VANS	
\$400 Accessories Cash Allowance	\$1,000 AccessoriesCash Allowance	\$400 Accessories Cash Allowance	Up to \$1,200 Upfit Cash Allowance ²
1500 Silverado/Sierra Avalanche	2500 Silverado/Sierra 3500 Silverado/Sierra	Express (Passenger) Savana (Passenger)	Express (Cargo & Cutaways) Savana (Cargo & Cutaways)
ELIGIBLE VEHICLES		MAINTENANCE PROGRAM	
2012-2013 MY	Business Choice Maintenance Program ³ - Vehicle's recommended maintenance schedule for up to two years or 30,000 miles, whichever comes first.		
2014 MY	Division Maintenance Program ⁴ - Vehicle's recommended maintenance schedule for up to two years or 24,000 miles, whichever comes first.		

¹ Not valid with all offers. See Dealer for details. Take delivery by 9/30/14.

² Customers will need to spend at least \$500 up to a maximum of \$1,200, in order to be eligible for this allowance. Not valid with all offers. See Dealer for details. Take delivery by 9/30/14.

³ Scheduled oil changes with filter, SRW tire rotations (extra charge for dual rear wheel vehicles may apply), and 27-point inspections, according to your new vehicle's recommended maintenance schedule, for a maximum of four service events for diesel engines and six services for gas engines. Does not include air filters or Diesel Exhaust Fluid. See Dealer for other restrictions and complete details.

⁴ Scheduled oil changes with filter, SRW tire rotations (extra charge for dual rear wheel vehicles may apply), and 27-point inspections, according to your new vehicle's recommended maintenance schedule, for a maximum of four service events. Diesel Exhaust Fluid included. Does not include air filters. See Dealer for other restrictions and complete details.

Receive GM *earnPOWER* Points on all Chevrolet Silverado, Avalanche, and Express accessories, and GMC Sierra and Savana accessories, sold within the 2014 Business Choice Program.

Official program period: October 1, 2013 through September 30, 2014.

2014 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 2014 Business Choice Program. **NEW MSRP AMOUNTS FOR 2014!**

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

Total MSRP	Sales Consultant	Sales Manager
\$850-\$1,099	\$50	\$25
\$1,100-\$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
\$1,350-\$1,599	\$50	\$25
\$1,600-\$1,999	\$75	\$50
\$2,000-\$2,499	\$100	\$75
\$2,500 & Up	\$125	\$100



 **ACCESSORIES**



Assist Steps

All-New 2014 Silverado

Stylish Assist Steps with textured step pads make it easier to get in and out of your Silverado. Available in 4-inch round or 6-inch rectangular, with either chrome or black powder coat finish. Both finishes add great style and excellent corrosion protection. Now available for Regular Cab:

Part #	Description
22805432	4 inch Round, Chrome, For Use on Regular Cab Models with Gas Engine (LV 3)
22805433	4 inch Round, Black, For Use on Regular Cab Models with Gas Engine (LV 3)
22805438	6 inch Oval, Chrome, For Use on Regular Cab Models with Gas Engine (LV 1, LV 3, L83, LC8, and L96)
22805439	6 inch Oval, Black, For Use on Regular Cab Models with Gas Engine (LV 1, LV 3, L83, LC8, and L96)



Soft Folding Tonneau Cover

All-New 2014 Silverado

Shield cargo from harsh weather with this Soft Folding Tonneau Cover. (Part #22895473 - Soft Folding 8' Long Box, High Gloss Vinyl, Black)



Bodyside Molding Package Chrome

All-New 2014 Silverado

Add accent styling and protection to your vehicle with this Bodyside Molding package in Chrome. (Part #22775457 - For Use on Regular Cab Models)



Molded Splash Guards

All-New 2014 Silverado

Designed to accent the exterior of your vehicle, these Molded Splash Guards fit directly behind your wheels to help protect your truck from tire splash and mud. Available in a variety of styles and colors for Front and Rear.



Rear Carpet Replacements

2011-2014 Traverse; 2011-2014 Enclave

These Carpet Replacement Floor Mats for the rear seat of your Traverse duplicate your original production floor mats exactly. (Part #22789903 - 2nd Row - Folding Split Back Bench (AM9, ABC) Ebony)



Cargo Area Close-Out Panel

2014 Equinox

The Cargo Area Close-Out (Part #23426665) covers the opening behind the rear seats when they are folded down. It eliminates any open space between the seats and the cargo area.

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 **ACCESSORIES**



Remote Start

2014 Equinox

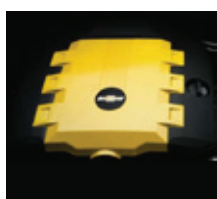
By pressing a button on the key fob, the Remote Start system (Part #23181319) starts a parked vehicle. It pre-warms or pre-cools a vehicle and is seamlessly integrated with the vehicle's anti-theft and Remote Keyless Entry systems. For Use on Vehicles Not Equipped with Factory Remote Start (BTV).



Ambient Lighting

2014 Camaro

This Ambient Lighting package provides a soft glow in 7 colors (blue, red, white, orange, purple, green, yellow) illuminating the console cupholder and footwell area of your Camaro. The color can be controlled via a button in your center console. (Part #23173329 - Footwell and Cup Holder)



Engine Cover

2014 Camaro

Give your Camaro's V6 or V8 engine a stylish upgrade with one of these Engine Covers. They are available to match most exterior colors, allowing you to complement or contrast color choices. Now available, Part#12658128 - Bright Yellow (G7D), and Part #12658130 - Red Hot (G7C).



Spoiler Kit

2014 Camaro

Personalize the look of your Camaro with a custom race-inspired Spoiler Kit, available in several body colors.



Strut Tower Brace

2014 Camaro

This lightweight, aluminum underhood tower-to-tower brace enhances chassis stiffness, contributing to a firmer feel behind the wheel and more-direct steering response. Kit includes brace and installation hardware. For coupe only. (Part #23120485)



Suspension Package

2014 Camaro

Give your 2010+ Camaro SS or Camaro V6 greater capability in curves with the same suspension components used in the production 1LE performance package. Contents include a front and rear stabilizer bar, ZL1 wheel bearings, toe links, and rear shock mounts for improved on-track performance. (Part #23123397 - V8; Part #23123398 - V6)



Battery Protection

2014 Corvette Stingray

Keep your Corvette's battery in peak condition with this Battery Charger (Part #22969090). Includes Plug-In Cord, 110V and Carrying Case w/logo.

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 **ACCESSORIES**



**NEW STINGRAY
ACCESSORIES AVAILABLE!
CALL OR VISIT US
ONLINE TO VIEW ENTIRE
PORTFOLIO!**



**Cargo Premium Carpet
2014 Corvette Stingray**

This Premium Carpet Cargo Mat (Part #22801642) provides a perfect fit in the rear cargo area of your Corvette to help keep your carpet clean. Stingray logo, Black



**Cargo Security Shade
2014 Corvette Stingray**

Conceal possessions in the rear of your Corvette with a retractable Cargo Security Shade. It's available in Black with the Cross-Flags logo. (Part #22952948)



**Center Cap
2014 Corvette Stingray**

Add an extra element of beauty to your Corvette Stingray with Center Caps featuring one of many Corvette logos: Z51, Stingray, Jake, and Cross-Flag logos available.



**Deck Lid Liner
2014 Corvette Stingray**

Show your attention to detail throughout your Corvette. This Rear Decklid Liner (Part #22807701) features the Stingray logo and adds a more refined look to your Convertible.



**Door Sill Plates
2014 Corvette Stingray**

These Door Sill Plates add the finishing touch to the entry area of your Corvette, while protecting the paint as you enter and exit the cockpit. (Part #23146465 - Alternate Finish, Stingray Logo)



**Front End Cover
2014 Corvette Stingray**

Made out of a heavy-duty vinyl, this black Front-End Cover (Part #23142886) helps to protect the nose of your Corvette from stone chips and road debris. It features the crossed-flags Corvette logo.



**THE PERFECT GIFT FOR THE CORVETTE
ENTHUSIAST ON YOUR LIST!**

**Luggage
2014 Corvette Stingray**

Arrive in style with luggage specially designed for the Corvette brand. A five-piece luggage set, including two roller suitcases, a backpack, duffel bag, and messenger bag are all available featuring the Cross-Flags logo. Sold as a 5-piece set, or separately.



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 **ACCESSORIES**



Grille

2014 Corvette Stingray

Add a distinct look to the front of your Corvette with a Cyber Gray Grille insert (Part #22987426) that dresses up the front of your Corvette while providing protection from road debris. Add the Front Bumper Molding for states that require a front license plate.



Indoor Vehicle Cover

2014 Corvette Stingray

The interior Dust Covers, designed for interior storage, shield the surface of your Corvette from dust and dirt. Includes a duffle-style storage bag, which can also be used to stash miscellaneous items. Indoor Dust Cover now available in Black with Stingray Logo (Part #23142883) and Red with Crossed-Flag Logo (Part #23142888).



Cargo Hooks

2014 Impala

Help keep smaller and lighter bags in place during sharp turns or quick stops and starts with these Cargo Hooks (Part #22793992). Designed to fit under the parcel shelf in your trunk and not intended for larger or heavier items. Set includes 2 Black Hooks.



Center Cap

2014 Impala, 2013-2014 Malibu

Custom wheel center caps in Brushed Aluminum feature the Gold Bowtie. Specifically designed for your GM wheels. (Part #19299317)



Premium All Weather Mats

2014 Sonic

These precision-designed Premium All-Weather Front and Rear Floor Mats (Part #95332036) fit the front and rear rows exactly. The deep-ribbed pattern collects rain, mud, snow and other debris for easy cleaning. Nibs on the back help keep them in place.

 **BUICK ACCESSORIES**



Rear Carpet Replacements Mats

2011-2014 Enclave

These Rear Carpet Replacement Floor Mats duplicate your original production floor mats exactly. (Part #22789903 - 2nd Row Folding Split Back Bench (AM9, ABC) Ebony)



Cargo Area Premium All Weather Mat

2013-2014 LaCrosse

The Premium All-Weather Cargo Area Floor Mat fits the floor of your vehicle exactly. Its deep-ribbed pattern collects rain, mud, snow and other debris for easy cleaning. Nibs on the back help keep it in place.

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 **BUICK ACCESSORIES**



Cargo Area Premium All Weather Mat

2014 Regal

The Premium All-Weather Cargo Area Floor Mat (Part #22911886) fits the floor of your vehicle exactly. Its deep-ribbed pattern collects rain, mud, snow and other debris for easy cleaning. Nibs on the back help keep it in place.



Rear Molded Splash Guards

2014 Regal

Custom designed Molded Splash Guards (Part #22891983) fit directly behind the rear wheels to help protect against tire splash and mud. Specifically tooled for your Regal, they include styling features that accent the exterior.

GMC ACCESSORIES



Hard Folding Tri-Fold Tonneau Cover

All-New 2014 Sierra

These Hard Folding Tonneau covers are engineered to provide quick and easy access to your truck's cargo area, while offering the ultimate protection for your cargo. (Part #23139845 - 8' Long Box, High Gloss Vinyl, Black)



Front Molded Splash Guards

2014 Acadia

Designed to accent the exterior of your Acadia, these Molded Splash Guards (Part #23104176) fit directly behind the front wheels to help protect against tire splash and mud.



Rear Molded Splash Guards

2013-2014 Acadia

Designed to accent the exterior of your Acadia, these Molded Splash Guards (Part #22935679) fit directly behind the rear wheels to help protect against tire splash and mud.



Cargo Area Close-Out Panel

2014 Terrain

The Cargo Area Close-Out (Part #23426665) covers the opening behind the rear seats when they are folded down. It eliminates any open space between the seats and the cargo area.



Remote Start

2013-2014 Terrain

By pressing a button on the key fob, the Remote Start system (Part #23181320) starts a parked vehicle. It pre-warms or pre-cools a vehicle and is seamlessly integrated with the vehicle's anti-theft and Remote Keyless Entry systems.

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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 or call 800-676-8513.

Part Description	MY / Vehicle	Part #
BED PRODUCTS		
Tonneau Cover - Soft Folding 8' Long Box, High Gloss Vinyl, Black	2014 All-New 2014 Sierra	22895473
Tonneau Cover - Hard Folding Tri-Fold, 8' Long Box, High Gloss Vinyl, Black	2014 All-New 2014 Sierra	23139845
CARGO MANAGEMENT		
Cargo Hooks	2014 Impala	22793992
Cargo Security Shade, Upper Shade Crossed-Flag Logo, Black	2014 Corvette Stingray	22952947
Cargo Security Shade, Upper and Lower Shade Crossed-Flag Logo, Black	2014 Corvette Stingray	22952948
Luggage, Roller	2014 Corvette Stingray	22970468
Luggage, Back Pack	2014 Corvette Stingray	22970469
Luggage, Duffel, 40L	2014 Corvette Stingray	22970470
Luggage, Messenger	2014 Corvette Stingray	22970471
Luggage, Duffel, 70L	2014-2014 Corvette Stingray	23152911
Cargo Area Close-Out Panel, Charcoal	2013-2014 Equinox	23426665
Cargo Area Close-Out Panel, Charcoal	2014 Terrain	23426665
ELECTRONICS		
Ambient Lighting Footwell and Cup Holder	2014 Camaro	23173329
Remote Start - For Use on Vehicles Not Equipped with Factory Remote Start (BTV)	2014 Equinox	23181319
Battery Protection, Plug-In Cord, 110V and Carrying Case w/logo	2014 Corvette Stingray	22969090
Remote Start	2013-2014 Terrain	23181320
EXTERIOR		
Assist Steps, 4 inch Round, Chrome, For Use on Regular Cab Models with Gas Engine (LV 3)	2014 All-New 2014 Silverado	22805432
Assist Steps, 4 inch Round, Black, For Use on Regular Cab Models with Gas Engine (LV 3)	2014 All-New 2014 Silverado	22805433
Assist Steps, 6 inch Oval, Chrome, For Use on Regular Cab Models with Gas Engine (LV 1, LV 3, L83, LC8, and L96)	2014 All-New 2014 Silverado	22805438
Assist Steps, 6 inch Oval, Black, For Use on Regular Cab Models with Gas Engine (LV 1, LV 3, L83, LC8, and L96)	2014 All-New 2014 Silverado	22805439
Bodyside Molding Package Chrome, For Use on Regular Cab Models	2014 All-New 2014 Silverado	22775457
Splash Guards - Rear Molded Set, Black (GBA)	2014 All-New 2014 Silverado	22902401
Splash Guards - Rear Molded Set, Summit White (GAZ)	2014 All-New 2014 Silverado	22902402
Splash Guards - Rear Molded Set, Red (GCN)	2014 All-New 2014 Silverado	22902403
Splash Guards - Rear Molded Set, Silver (GAN)	2012-2014 All-New 2014 Silverado	22902404
Splash Guards - Rear Molded Set, White Diamond (GBN)	2014 All-New 2014 Silverado	22902405
Vehicle Cover, Indoor Dust Cover, Stingray Logo, Black	2014 Corvette Stingray	23142883
Vehicle Cover Indoor Dust Cover, Crossed-Flag Logo, Red	2014 Corvette Stingray	23142888
Grille Alt. Finish, Cyber Gray	2014 Corvette Stingray	22987426
Front End Cover, Crossed-Flag Logo, Black	2014 Corvette Stingray	23142886
Splash Guards - Front Molded Set, Black (GBA)	2014 All-New 2014 Silverado	22902391
Splash Guards - Front Molded Set, Summit White (GAZ)	2014 All-New 2014 Silverado	22902392
Splash Guards - Front Molded Set, Red (GCN)	2014 All-New 2014 Silverado	22902393

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New Product Table

<i>Part Description</i>	<i>MY / Vehicle</i>	<i>Part #</i>
EXTERIOR, cont.		
Splash Guards - Front Molded Set, Silver (GAN)	2014 All-New 2014 Silverado	22902394
Splash Guards - Front Molded Set, White Diamond (GBN)	2014 All-New 2014 Silverado	22902395
Spoiler Kit, Blade, Not For Use on Convertible Models, Blue Ray (GXH)	2014 Camaro	22875600
Spoiler Kit, Blade, Not For Use on Convertible Models, Summit White (GAZ)	2014 Camaro	22875592
Spoiler Kit, Blade, Not For Use on Convertible Models, Silver Ice (GAN)	2014 Camaro	22875593
Spoiler Kit, Blade, Not For Use on Convertible Models, Black (GBA)	2014 Camaro	22875595
Spoiler Kit, Blade, Not For use on Convertible Models, Crystal Red (GBE)	2014 Camaro	22875596
Spoiler Kit, Blade, Not For Use on Convertible Models, Ashen Gray (GLJ)	2014 Camaro	22875599
Spoiler Kit, Rear Blade Wing Spoiler, Bright Yellow	2014 Camaro	22943660
Splash Guards - Rear Molded Black, Not For Use on Regal GS Models	2014 Regal	22891983
Splash Guards - Front Molded Set, Black	2014 Acadia	23104176
Splash Guards - Rear Molded Set, Black	2013-2014 Acadia	22935679
INTERIOR		
Floor Mats - Cargo Premium Carpet Stingray logo, Black	2014 Corvette Stingray	22801642
Deck Lid Liner Stingray logo, Black	2014 Corvette Stingray	22807701
Door Sill Plates Alternate Finish, Stingray Logo	2014 Corvette Stingray	23146465
Floor Mats - Rear Carpet Replacements - 2nd Row - Folding Split Back Bench (AM9, ABC) Ebony	2011-2014 Traverse	22789903
Floor Mats - Front and Rear Premium All Weather - Black	2014 Sonic	95332036
Floor Mats - Cargo Area Premium All Weather Black, For Use on vehicles with 3.6L Engine (LFX)	2013-2014 LaCrosse	22982930
Floor Mats - Cargo Area Premium All Weather Black, For Use on vehicles with 2.4L Engine with eAssist (LUK)	2013-2014 LaCrosse	22982932
Floor Mats - Rear Carpet Replacements - 2nd Row - Folding Split Back Bench (AM9, ABC) Ebony	2011-2014 Enclave	22789903
Floor Mats - Cargo Area Premium All Weather Black	2014 Regal	22911886
PERFORMANCE		
Engine Cover V8 (LS3 and L99) - Bright Yellow (G7D)	2014 Camaro	12658128
Engine Cover V8 (LS3 and L99) - Red Hot (G7C)	2014 Camaro	12658130
Strut Tower Brace	2014 Camaro	23120485
Suspension Package 1LE Suspension for V8 Coupe Models	2014 Camaro	23123397
Suspension Package 1LE Suspension for V6 Coupe Models	2014 Camaro	23123398
WHEELS & WHEEL ACCESSORIES		
Center Cap - Z51 Logo, Metallic Gray	2014 Corvette Stingray	19301421
Center Cap - Z51 Logo, Chrome, Service Component	2014 Corvette Stingray	22782985
Tire Pressure Monitor – Multipack (16pc)	2014 Corvette Stingray	19119416
Center Cap - Gold Bowtie, Brushed Aluminum, Service Component	2011-2014 Impala	20914866
Center Cap - Gold Bowtie, Brushed Aluminum	2013-2014 Malibu	19299317
Center Cap - Gold Bowtie, Brushed Aluminum	2014 Impala	19299317

GM Accessories Digital Solution Weekly Webinar

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.



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