

2012 Business Choice Program

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9/28/2011



ACCESSORIES

2012 Business Choice Options



UPFITS		CARDS		
A  ACCESSORIES GMC ACCESSORIES 	B  Upfit Cash	C Lowe's Gift Card 	D Business Card 	E Customer Rewards 
Choose one great option for each eligible new Chevrolet or GMC vehicle you purchase or lease				



Vans (Option A, B, C, D E)



Trucks (Option A, B, C, D E)



“MAKE IT YOUR BUSINESS”



- GM Accessories will be the exclusive provider of Full Sized Truck accessories under Options A & B
- Adrian Steel will continue to provide up-fit packages for vans
- Option A packages maintain \$0 co-pay to customer
- Sales consultant spiff will be offered on both Options A and B
- Marketing Collateral will be specific to GM Accessories, other options will not be displayed
- Business Choice website will be enhanced to provide a more user friendly interface



2012 Option A



3" Round Step Package

MSRP \$833

- 3" Round Assist Step
- Bedrail Protectors
- Bedliner

Labor Payment \$122



Toolbox Package

MSRP \$963

- Stationary Toolbox
- Bedrail Protectors
- Bedliner

Labor Payment \$97



6" Oval Step Package

MSRP \$1038

- 6" Oval Assist Step
- Bedrail Protectors
- Bedliner

Labor Payment \$122



Soft Tonneau Package

MSRP \$1079

- Tri-Fold Tonneau Cover
- Bedrail Protectors
- 3" Round Assist Steps

Labor Payment \$113

- GM Accessories is the EXCLUSIVE provider of truck packages under Option A
- No cost packages
- Packages de-contented to allow for greater up selling opportunities
- Dealers will be reimbursed for labor per rates above*
- Ladder rack and Mid Sized truck packages have been removed



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*Labor rate based on national average of \$81.

2012 Option B



- A minimum of \$500 in eligible upfit equipment (excluding the cost of labor) must be installed to be eligible for the \$500 upfit cash
- GM Accessories will be the only products offered under Option B for Full Sized Trucks
 - The portfolio of available products under Option B has been expanded to accommodate the needs of the fleet customer
- New parts can be added and announced as they become ready for sale

Option B



Bed Products

- Bed Mat
- Bed Net
- Bed Rail Protectors
- Bed Rug
- Bedliner
- Tailgate Liner
- Tailgate Protector
- Tie Down Hooks
- Tonneau Cover – Hard Folding & Soft
- Tool Box
- Tow Hooks

Exterior

- Assist Steps
- Brush Grille Guard
- Door Handles
- Door Sill Plates
- Door Step Shields
- Fog Lamps
- Fuel Door
- Grille
- Ground Effects Protective Film
- Molded Hood Protector
- Outside Rear View Mirror Cover
- Outside Rear View Mirrors
- Side Window Weather Deflector
- Splash Guards
- Tail Lamp Guards
- Wheel House Liner
- Weather Deflector
- Vehicle Wraps

Interior

- Floor Mats
- Front Floor Console Coin and CD/DVD Holder
- Front Floor Console Organizer
- Heated Seat Kit
- Seat Covers
- Smokers Package
- Underseat Storage Box

Safety and Security

- Fire Extinguisher
- First Aid Kit
- Rear View Mirror Camera
- Tailgate Lock Package
- Vehicle Security System

Trailer/Hitch

- Hitch Ball Mount Assembly
- Hitch Trailering Package
- Trailer Wiring Adapter



Option E – Customer Rewards

\$500 Customer Rewards

- Customer Rewards provides a unique \$500 account that can be used only at the selling dealership when customers purchase or lease an eligible Chevrolet or GMC vehicle
 - Drives small business customers back to the selling dealership
 - Designed to increase customer retention and loyalty
 - Customer receives rewards card with selling dealership name and phone number on the front of the card
- Customer Rewards card can be used on
 - **GM Accessories**
 - Service
 - Parts
 - Labor



Sales Person Spiff

2012 Program

Sales Consultants and Sales Managers will earn GM *earnPOWER* points† for each qualifying claim submitted under GM Accessories Business Choice Options A or B

Option A

	SC*	SM**
\$1500 - \$1749	\$25	\$10
\$1750 - \$1999	\$50	\$25
\$2000 & Up	\$75	\$50

Option B

	SC*	SM**
\$750 - \$999	\$25	\$10
\$1000 - \$1499	\$50	\$25
\$1500 - \$1999	\$75	\$50
\$2000 & Up	\$150	\$75

Pay out amounts will be based on the total MSRP of accessories purchased under Options A or B

† Points can be transferred to a Universal Visa® card or transfer funds to a personal bank account via ACH. Fees may apply.

*Sales Consultant

**Sales Manager



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Option A Spiff Example

6" Oval Step Package

	<u>MSRP</u>
Oval Assist Step	\$600
Bed Rail Protectors	\$109
Bedliner	<u>\$329</u>
Package MSRP	\$1038

Customer Pay
\$0

Incentive Pay
\$0

Add On Accessories

Stationary Toolbox	<u>\$525</u>
Package MSRP	\$1563

Customer Pay
\$525

Incentive Pay
\$25/\$10

Underseat Storage	\$175
Wheelhouse Liners	<u>\$119</u>
Package MSRP	\$1857

Customer Pay
\$819

Incentive Pay
\$50/\$25

Tow Hooks - Chrome	<u>\$145</u>
Package MSRP	\$2002

Customer Pay
\$964

Incentive Pay
\$75/\$50



Option B Spiff Example

Bedliner	<u>MSRP</u> \$329	Customer Pay \$57	Incentive Pay \$0
Wheelhouse Liner	\$119		
Bedrail Protector	<u>\$109</u>		
Package MSRP	\$557		
Add On Accessories			
Underseat Storage	\$175	Customer Pay \$370	Incentive Pay \$25/\$10
All Weather Floor Mats	<u>\$138</u>		
Package MSRP	\$870		
Round Assist Steps Chrome	<u>\$495</u>	Customer Pay \$865	Incentive Pay \$50/\$25
Package MSRP	\$1365		
Stationary Toolbox	<u>\$525</u>	Customer Pay \$1390	Incentive Pay \$75/\$50
Package MSRP	\$1890		
Splash Guards	\$88	Customer Pay \$1588	Incentive Pay \$150/\$75
Vehicle Security System	<u>\$110</u>		
Package MSRP	\$2088		





Spiff Rules

- For the 2012 Program all Salespeople and Commercial Sales manager must register on the Business Choice website the first time they submit a claim using their GMIN. Participant IDs from the 2010-2011 program are no longer valid for claiming promotional funds
- Eligible GM Business Choice claims must be submitted on or before October 1, 2012, to qualify and include the Sales Consultant GMIN in order to receive an incentive payout
- Inquiries regarding spiff payment can be made through the Business Choice Help Desk
- All incentive payments will now be processed through earnPower
- Sales consultant tiered spiff payout for Option A and B based upon total Accessory MSRP (labor not included)



earnPower

- Once a claim has been received and verified and points are available, an email will be sent with a link to earnPOWER for acceptance of points. (1 point = \$1 U.S. dollar)
- Sales Consultants & Managers can convert points to a Universal Visa® debit card. Points can also be transferred to personal bank accounts via ACH. (Applicable fees and terms and conditions can be found in the Cardholder Agreement and at gmearnpower.com)
- Sales Consultants can contact earnPOWER direct at 1-800-368-1638
- Due to the dealer's ability to change or cancel Business Choice claims, earnPower payouts will be done on a monthly basis



Program Guidelines

- For audit purposes, the following information must be kept in the deal jacket:
 - Print out of claim summary
 - PO or Invoice (ADI/Dealer) for all GM Accessories added to the package
- Dealers must also enter all dealer installed GM Accessories into the on-line warranty system. See Global Connect Message G_0000053231 dated April 6, 2010 for more information
- LPOs are not eligible
- Substitutions are not allowed under Option A

Marketing Materials



2012 Business Choice Marketing Material

- Marketing materials will be available Mid-October
- Dealer kits will be assembled and sent to ADIs (1 per Chevy/GMC Dealer in their APR)
- Vehicle wraps are in development as a new tool for promoting the Business Choice program

2012 Business Choice Marketing Material



Mirror Dangler

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MAKE IT YOUR BUSINESS

SMALL BUSINESS OWNERS: ASK ABOUT NO-COST CHEVROLET ACCESSORIES.

SEE YOUR SALES PERSON FOR DETAILS.

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GMC ACCESSORIES

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Tri-Fold Pocket Guide

UPFIT EQUIPMENT QUICK REFERENCE GUIDE

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OPTION A – UPFIT EQUIPMENT PACKAGES

Business Choice customers can select from four valuable Upfit Equipment Packages. GMC Accessories* equipment packages are specifically manufactured to the exacting specifications of the vehicle and designed to maximize work efficiency.

TOOLBOX PACKAGE

- Toolbox
- Bedliner/Steel Bed Protection
- Splash Guards
- Tailgate Lock
- Tie-downing products
- Tonnex Camera
- Tire Monitor
- Toner Strip

6" OVAL STEP PACKAGE

- Front Console Organizer
- Underbed Storage Bin
- Seat Covers
- Heated Seat Kit
- Door Sill Plates
- Floor Liners
- Front Air Kit
- Rear View Mirror Camera
- Bedliner's Package

3" ROUND STEP PACKAGE

- Front Console Organizer
- Underbed Storage Bin
- Seat Covers
- Heated Seat Kit
- Door Sill Plates
- Floor Liners
- Front Air Kit
- Rear View Mirror Camera
- Bedliner's Package

SOFT TRI-FOLD TONNEAU COVER PACKAGE

*GMC Accessories are available on select vehicles. See your salesperson for details. ©2011 General Motors. All rights reserved. GMC is a registered trademark of General Motors.

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OPTION B – UPFIT EQUIPMENT CASH

Flexible \$500 upfit cash option for your eligible GMC full-size truck.

- Receive up to \$500 toward your eligible vehicle when you install at least \$500 of eligible upfit equipment on full-size trucks.*

Many GMC Accessories are eligible for the flexible \$500 upfit cash option. View full list of accessories, visit www.gmaccessories.com

TRUCKS/CHASSIS CABS – EXTERIOR

- Toolbox
- Bedliner/Steel Bed Protection
- Splash Guards
- Tailgate Lock
- Tie-downing products
- Tonnex Camera
- Tire Monitor
- Toner Strip

TRUCKS/CHASSIS CABS – INTERIOR

- Front Console Organizer
- Underbed Storage Bin
- Seat Covers
- Heated Seat Kit
- Door Sill Plates
- Floor Liners
- Front Air Kit
- Rear View Mirror Camera
- Bedliner's Package

OPTION E – \$500 CUSTOMER REWARDS*

Customer Rewards provides a unique \$500 account that can be used at your selling dealership when you purchase or lease an eligible GMC vehicle. Your new personalized account can be used at the dealership toward:

- GMC Accessories
- Vehicle service
- Parts
- Labor

MAKE IT YOUR BUSINESS

Make it your business to help eligible small business owners get the job done with genuine GMC Accessories. GM Business Choice incentives allow them to equip their trucks with GMC Accessories that are built exactly to the specifications of the vehicle.

For small business owners who use their vehicle in the day-to-day operation of business, GM Business Choice is a great means of available genuine GMC Accessories options.

Visit www.gmaccessories.com for more information.

Make It Your Business with Genuine GMC Accessories.

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2012 Business Choice Marketing Material

Consumer Brochure

2012 GMC Accessories Business Choice Program

MAKE IT YOUR BUSINESS

GET NO-COST GMC ACCESSORIES THROUGH BUSINESS CHOICE

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GMC ACCESSORIES

Find out if you qualify for the 2012 GMC Accessories Business Choice Program.

Are You a DRAFT Business Owner?

If you're a small business owner, you may be eligible to receive select no-cost accessories for your GMC truck. Get the benefits of GMC Accessories, with no out of pocket expense.

New Upfit Packages for 2012:



TOOLBOX PACKAGE \$1079 Value

- Under Rail Bedliner
- Bed Rail Protectors
- Stationary Toolbox

3" ROUND STEP PACKAGE \$933 Value

- Under Rail Bedliner
- 3" Round Black Powder-Coated Assist Steps
- Bed Rail Protectors



6" OVAL STEP PACKAGE \$963 Value

- Under Rail Bedliner
- Bed Rail Protectors
- 6" Oval Black Powder-Coated Assist Steps

SOFT TONNEAU COVER PACKAGE \$1029 Value

- Tri-Fold Soft Tonneau Cover
- 3" Round Black Powder-Coated Assist Steps
- Bed Rail Protectors

* Most GM parts and accessories sold and permanently installed on GM vehicles by a GM Dealer or GM approved Accessory Distributor (AD) prior to delivery will be covered under the applicable warranty. Coverage is limited to the New Vehicle Limited Warranty. In the event GM accessories are installed after vehicle delivery, or are installed 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 for no more than 12 months/125,000 miles.

Do You Qualify for No-Cost Accessories?

Yes—if you're a small business owner who's purchased or leased select GMC vehicles and can provide one of the following documents:

- State Business License or State/Federal Business Tax ID Certificate
- GM Fleet Account Number
- Prior-year Schedule C (Form 1040) or Schedule F (Form 1040 - farmers ONLY)
- Sales Tax License
- DBA (Doing Business As)
- Lowe's Home Improvement Authorized Installer Vendor Number
- Federal Land Use Restriction and/or Land Grant Subsidiary Documentation
- State Occupational License for Trade (for example: plumber's, electrician's, contractor's, etc.)
- State or Federal Authorized Business website (must have gov website address)
- Commercial General Liability Insurance Policy/Public Liability Insurance Policy and/or Workers' Compensation Insurance Policy
- Municipalities (In lieu of bid assistance, vehicle must be in the name of the municipality)
- Crop or Livestock Insurance
- State Real Estate License
- Municipal Business License

GMC BUSINESS CHOICE **GMC ACCESSORIES**
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For a full list of small business incentives and GMC Accessories, ask your GMC Dealer or visit www.gmbusinesschoice.com.

Additional Business Choice Options

UPFIT EQUIPMENT CASH

Flexible \$500 upfit cash option for your eligible GMC full-size trucks.

- Receive up to \$500 toward your eligible vehicle when you install at least \$500 of eligible upfit equipment on full-size trucks.*

For a full list of accessories, visit www.gmbusinesschoice.com.



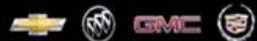
\$500 CUSTOMER REWARDS[†]

Customer Rewards provides a unique \$500 account that can be used at your selling dealership when you purchase or lease an eligible GMC vehicle. Your new personalized account can be used at the dealership toward:

- GMC Accessories
- Vehicle service
- Parts
- Labor



* Amounts include parts and labor.
† The 2012 GMC Business Choice Program is available on eligible vehicle deliveries from October 1, 2011, through September 30, 2012. For important details regarding Customer Rewards, visit [www.gmbusinesschoice.com/customer-rewards.com](http://www.gmbusinesschoice.com/customer-rewards). Customer will receive \$500 towards eligible upfit vehicle delivery and service. All service benefits require a valid GM account. During the New 24 year term, the entire reward amount may be used only for service, labor, parts or GMC Accessories and only if the dealer/leasing retailer has purchased this vehicle. After the 24 year term, the reward balance will be transferred to the customer in the form of a check. Please allow 6 weeks for delivery of check by mail.



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2012 Marketing Materials

Window Cling

MAKE IT YOUR BUSINESS



SMALL BUSINESS OWNERS: ASK ABOUT NO-COST CHEVROLET ACCESSORIES.

SEE YOUR SALESPERSON FOR DETAILS.

OPTION A



ACCESSORIES

Upfit Equipment Packages

- *Toolbox Package*
- *6-inch Oval Step Package*
- *3-inch Round Step Package*
- *Soft Tri-Fold Tonneau Cover Package*

OPTION B



Upfit Equipment Cash

- *Flexible \$500 cash option*

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OPTION E



\$500 Customer Rewards

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ADI Vehicle Wrap (Example)



TopCarShed





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FMR Website Demo

Elizabeth Pfenning

FMR

Business Choice Spiff

BUSINESS CHOICE   Home Help Contact Us

Home Page Program Info Reporting Distributer / ADI Lookup Spiffs Training Registration View Claim **Submit Claim**

Submit Claim - Option A: Upfit Equipment Packages(GM Acc) Helpful Info

Step 1: GM Accessories ADI Information
 Name: VIP Distributing Contact Name: Michael Morris
 Phone #: 314-989-1667 Email: mmorris@vipadi.com

Step 2: Choose A Package
 *Package: [GM Accessories Package Info](#)

Step 3: Enter GM Accessories Promotion Participant (optional)
 Sales Person: [Click Here to Register](#)

Step 4: Add GM Accessories Parts (optional)
 Click below for additional parts sold or click no thanks to continue with the claim.
[GM Accessories Spiff Pay Scale](#)

- Claims
- Vehicle
- Dealership Information
- Customer Information
- Option A GM Accessories
 - Select the package that you are installing on the vehicle
 - Enter the sales person who is eligible to receive a spiff on this claim
 - If the salesperson is not registered, please click on the link to register them for the spiff
 - If you sold additional GM Accessories parts with this vehicle please enter them in the part selector for the chance to get spiff rewards.

Qty	Max Allowed	Description	MSRP
Bed Products			
<input type="text" value="0"/>	1	Bed Mat - Black Rubber Mat	\$125.00
<input type="text" value="0"/>	1	Bed Net - Black	\$47.00
<input type="text" value="0"/>	1	Bed Rug - Carpet Bed Rug	\$415.00
<input type="text" value="0"/>	1	Tailgate Liner - Black	\$45.00
<input type="text" value="0"/>	1	Tailgate Protector	\$35.00
<input type="text" value="0"/>	1	Tie Down Hooks - Bed Mounted	\$55.00
<input type="text" value="0"/>	1	Tonneau Cover - Hard Folding	\$950.00
<input type="text" value="0"/>	1	Tonneau Cover - Hard Shell	\$1,650.00
<input type="text" value="0"/>	1	Tonneau Cover - Soft	\$445.00
<input type="text" value="0"/>	1	Tonneau Cover - Soft Tri-fold	\$575.00
<input type="text" value="0"/>	1	Tool Box - Stationary, GMC or Bowtie Logo, Diamond Patterned	\$525.00
<input type="text" value="0"/>	1	Tow Hooks - Black	\$40.00
Exterior			
Interior			
Safety And Security			
Trailer/Hitch			
Spiff Amount Eligible:		Package MSRP: \$1,038.00	
\$0.00		Additional Parts MSRP: \$0.00	
		Total MSRP: \$1,038.00	

*PO/RO/Invoice Number:

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As the sales consultant is selecting additional upfit equipment, the spiff is automatically calculated at the bottom of the screen.

<input type="text" value="0"/>	1	Molded Hood Protector - Smoke	\$99.00
<input type="text" value="0"/>	1	Outside Rear View Mirror Cover - Chrome or Body Colored, Set of 2	\$99.00
<input type="text" value="1"/>	1	Side Window Weather Deflector - Front and Rear Sets, Smoke	\$89.00
<input type="text" value="0"/>	1	Side Window Weather Deflector - Front Set, Smoke	\$59.00
<input type="text" value="0"/>	1	Splash Guards - Front Molded - Front Set, Black or Body Colored	\$80.00
<input type="text" value="0"/>	1	Splash Guards - Rear Flat - Flat with Contour, Rear Set	\$25.00
<input type="text" value="1"/>	1	Splash Guards - Rear Molded - Black	\$88.00
<input type="text" value="0"/>	1	Tail Lamp Guards - Black	\$159.00
<input type="text" value="0"/>	1	Tail Lamp Guards - Chrome	\$189.00
<input type="text" value="0"/>	1	Wheel House Liner - Rear Set, Not For Use on Dually Models	\$119.00
Interior			
Safety And Security			
Trailer/Hitch			
Spiff Amount Eligible:		Package MSRP: \$1,038.00	
\$50.00		Additional Parts MSRP: \$768.00	
		Total MSRP: \$1,806.00	

Q & A

Q: Is the salesperson incentive based on entering into the on-line warranty system?

A: No. The spiff is triggered when the salesperson enters the claim through the online claim system

Q: Is it possible for the ADI to submit a claim to the online warranty system, in the instance that the ADI does the installation?

A: No. ADIs are not able to enter information through Global Warranty

Q: Is an upgrade (ex: black ovals to chrome ovals) considered a substitution?

A: Substitutions and upgrades are currently being reviewed

Q: Can you speak to dealers who ordered and installed a demo unit in 2011? How will that work for 2012? What if the dealer didn't sell the demo unit by Sept. 30TH?

A: Stock claims or "Demo" units are not eligible for 2012. Stock units filed prior to October 2nd will be able to be delivered through January 3rd.

Q: Does a sales person have to re-register or does it carry over from last year?

A: For the 2012 Program, all Salespeople and Commercial Sales managers must register on the Business Choice website the first time they submit a claim using their GMIN. Participant IDs from the 2010-2011 program are no longer valid for claiming promotional funds



Q & A

Q: How are the additional accessories added to Option A outside of the packages tracked?

A: Sales consultants will be able to select upfit equipment when filing their claim

Q: Explain the process of Option B from time the submit. Do we get the order from the parts department, or will it be our order bank the same as option A

A: Option A orders are the only orders received through D2D. Others are handled as regular part orders

Q: Are we going to have more toolbox options available similar to Adrian Steel's portfolio (i.e., side boxes, double lid boxes, low profile, black, etc)?

A: Yes. We are currently researching products through the IBP Program

Q: There is a monthly BC report that comes out. Does the data reflect the 1st through the last day of each month?

A: Reporting will be available to wholesale employees on the Business Choice website.

Q: I do not see any mention about spray in bedliners being part of option B

A: Spray in bedliners are not a GM product and are no longer an option in the program

Q & A

Q: All sales people need to be Mark of Excellence I assume

A: Sales people are not required to be MOE in order to participate in earnPower and earn points

Q: Who qualifies in new 2012 program

A: Qualifications of the program are the same as 2011

Q: If cargo management system is going away, when will the parts be coming off RIM?

A: The Cargo Management System is being discontinued, and will follow the current sell-down process for RIM

