

Business Choice Program

October 1, 2011 - September 30, 2012

**BUSINESS
CHOICE**



ACCESSORIES

GMC ACCESSORIES



12007 East 61st Street, Tulsa OK 74146

918-317-6890 ▪ 800-676-8513 ▪ Fax: 918-217-1250

www.EXPRESS-ADI.com

2012 Business Choice Program | Chevrolet Accessories | GMC Accessories

Option A: Upfit Packages • Option B: Upfit Cash • Salesperson Spiff

Business Choice Headquarters: 888-566-6393

2012 BUSINESS CHOICE PROGRAM

"MAKE IT YOUR BUSINESS"



NEW! Sales Consultant tiered spiff payout for Option A and Option B based upon total Accessory MSRP (labor not included).

OPTION A – GM Accessory Upfit Packages for Silverado & Sierra

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

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

OPTION B – \$500 Upfit Cash for GM Accessories

This option gives customers **\$500 in upfit cash** to purchase qualifying GM Accessories for their eligible vehicle. A minimum of \$500 in eligible upfit equipment (excluding the cost of labor) must be installed to be eligible for the \$500 upfit cash. For a complete list of eligible accessories, see your dealer or visit www.gmbusinesschoice.com.

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

22" Chrome Wheel - CK919 **NEW!**

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 **NEW!**

Fold-a-Cover® G4 Elite Hard Folding Tonneau Cover **NEW!**

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® **NEW!**

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 **NEW!**

TracRac® Complete Rack System - 2 Cross Bar - Black, Silver **NEW!**

TracRac® Full Frame Steel Ladder Rack - Black **NEW!**

TracRac® Half Ladder Rack - Black **NEW!**

TracRac® Headache Rack - Silver **NEW!**

TracRac® Single Cross Bar Rack - Black, Silver **NEW!**

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 **NEW!**

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.

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Sales Person Spiff – 2012 Program for Option A and Option B

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		
Total GM Accessory MSRP	Sales Consultant Spiff	Sales Manager Spiff
\$1,500 - \$1,749	\$25	\$10
\$1,750 - \$1,999	\$50	\$25
\$2,000 and up	\$75	\$50

OPTION B		
Total GM Accessory MSRP	Sales Consultant Spiff	Sales Manager Spiff
\$750 - \$999	\$25	\$10
\$1,000 - \$1,499	\$50	\$25
\$1,500 - \$1,999	\$75	\$50
\$2,000 and up	\$150	\$75

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

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.
- Payout amounts will be based on the total MSRP of accessories purchased under Options A or B (labor not included).

OPTION A SPIFF EXAMPLE

6" Oval Step Package	MSRP	Customer Pay	Incentive Pay
Oval Assist Step	\$600		
Bed Rail Protectors	\$109		
Bedliner	\$329		
Package MSRP	\$1038	\$0	\$0
Add On Accessories			
Stationary Toolbox	\$525		
Package MSRP	\$1563	\$525	\$25/\$10
Underseat Storage	\$175		
Wheelhouse Liners	\$119		
Package MSRP	\$1857	\$819	\$50/\$25
Tow Hooks - Chrome	\$145		
Package MSRP	\$2002	\$964	\$75/\$50

OPTION B SPIFF EXAMPLE

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



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Eligible Business Documents for Business Choice

Business owners who can provide one of the following eligible business documents can take advantage of the GM Business Choice Program. All eligible business documentation must link the owner's name to the business.

- 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)
- State Occupational License for Trade (for example: plumbers, electricians, contractors, etc.)
- State or Federal Authorized Business website (must have .gov website address)
- Municipal Business License
- Commercial General Liability Insurance Policy/Public Liability Insurance Policy and/or Workmen's Compensation Insurance Policy
- Crop or Livestock Insurance
- Municipalities (In lieu of bid assistance, vehicle must be in the name of the municipality)
- State Real Estate License
- Lowe's Home Improvement Authorized Installer Vendor Number
- Federal Land Use Restriction and/or Land Grant Subsidiary Documentation

Claim Filing

GM Business Choice Claim entry site is located at www.gmglobalconnect.com

- ⇒ Click on the **Workbench** link in upper-left corner
- ⇒ Click on **Business Administration**
- ⇒ Click on **GM Business Choice**
- ⇒ Click on Claims tab located in the top navigation

A claim worksheet is also available to print on Claims tab (helpful for capturing claim information and signature from customer prior to web claim entry).

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NEW BUSINESS CHOICE PORTAL – a central location for all current program information! Claim filing, dealership training, forms and documentation, online spiff calculator and more! Access through www.gmprograminfo.com or gmglobalconnect.com, click on Workbenches, Business Administration, Sales and Incentives then Business Choice.

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GMC
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NEW COMMERCIAL TRUCK ACCESSORIES NOW AVAILABLE IN BUSINESS CHOICE OPTION B!

Contact your Express Dealer Accessories sales rep for part numbers and pricing!

LADDER RACKS

Engineered to deliver tough load support, these Rack Systems and Ladder Racks by TracRac® A Division of Thule® are geared specifically for all trade professionals. These truck rack accessories are aerodynamic and quiet, low-profile fit to truck cab and made from heavy-duty steel. Non-GM warranty. Warranty by Thule®; for information contact 1-800-238-2388.



**GREAT
CLOSING TOOLS FOR
BUSINESS CHOICE
CUSTOMERS!**

HARD FOLDING TONNEAUS

These patented, award-winning Fold-A-Cover® 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. The optional Personal Caddy® cargo management system is designed to work exclusively with the G4 Elite Fold-a-Cover, providing integrated clean, dry and lockable storage of smaller items to the cargo area. Non GM Warranty. Warranty by Steffens Automotive

Products; for information contact 1-800-322-0522.

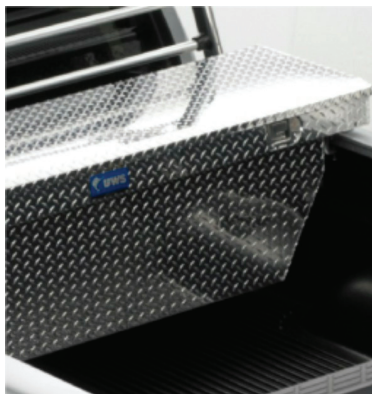


Fold-a-Cover®

DEEP WELL TOOL BOXES

These hardworking Tool Boxes by UWS A Division of Thule® have many great features; stainless steel lock handles provide strength, security and rust-free product life. Patented fully foamed lid creates a solid structure to prevent bending or warping and ensures easy opening or closing from either side. Mounts securely to the bed of your vehicle without drilling. Non-GM warranty. Warranty by Thule® ; for information contact

1-800-238-2388.



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Why BUSINESS CHOICE should be YOUR CUSTOMERS' CHOICE!

Below is a comparison of the 2012 Business Choice program versus the programs offered by Ford and Dodge. Business Choice is clearly the superior selling tool, creating a competitive advantage for Chevrolet and GMC Dealers! The Business Choice Option A packages offer customers value up to \$1,079 and Dealer installation credits up to \$122. **Under the Business Choice Option A program, Salespeople can earn GM earnPower awards of up to \$75 and Sales Managers can earn up to \$50. Neither Ford nor Dodge offer anything comparable!**

The Business Choice Option B package aligns very closely with both the Ford and Dodge programs, and offers the customer \$500 towards GM Accessories. **Under the Business Choice Option B program Salespeople can earn GM earnPower awards of up to \$150 and Sales Managers can earn up to \$75.**



\$0 Cost Packages	YES	NO	NO
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4 Full Sized Truck Packages at No Cost to the Customer. Average MSRP \$980

Upfit Incentive	YES	YES	YES
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\$500 Flexible Cash
Customers receive up to \$500 toward their eligible vehicle when they install at least \$500 eligible upfit equipment on full-size trucks

Part Offering
All fleet applicable parts are available under this incentive totaling over 30 product categories.

\$500 Upfit Cash
Receive upfit assistance for the cost of the upfit up to \$500. Excludes available factory-installed options.

Part Offering
Toolboxes
Side Racks
Ladder Racks
Winches

\$500 Rebate on \$1000 Purchase

Part Offering
Toolbox
Ladder Rack
Utility Racks
Bedliner
Underseat Storage
Bed Extender
Hitch Package
Assist Steps
Tow Hooks
Cargo Organizers
Bed Divider



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