

GM Accessories Digital Solution



ACCESSORIES DIGITAL SOLUTION

Powered by Chrome Data™

Grow accessories revenue

and add profit to every vehicle sold or serviced with the GM Accessories Digital Solution. More than just an eCatalog; the GM Accessories Digital Solution (GMAS) effectively streamlines and simplifies your entire accessories sales process. It's your one-source tool to buy, sell and market accessories through your dealership and your Dealer web site.



1. Affordable and GM supported: the only authorized Accessories tool and the only Factory Data provider
 - \$139 per month
 - Qualifies for iMR (includes GM Match)
 - Turnkey Billing
2. No training fees and full support
 - Receive no-cost system process training in your store to ensure accessories are offered to every customer, every time
 - Get full on-going world-class support
3. Direct order transmission to your ADI
4. Seamless integration with your Cobalt web site and additional web sites
5. Online sales
 - Direct eCommerce accessories sales from your Cobalt web site
6. VIN look up capability
 - Enter a valid VIN # and receive only accessories that fit that vehicle
 - The only solution in the marketplace to offer this feature
7. 24-hour turnaround on GM Parts and pricing updates
8. No set up fees
 - Customize your retail site with your markups and labor rates at no cost
9. 360-degree views on most GM vehicles
 - 360-degree visualization and build-your-own for key GM vehicles
 - The only solution in the marketplace to offer this feature
10. Most impactful accessories visualized
 - Visualize key GM accessories for most GM vehicles
 - Display all other accessories in a Cool Ideas section
 - Customize the visualizer for your dealership
11. Digital signage
 - Spark customer ideas with digital displays of the most popular GM Accessories on all GM vehicles on plasma TVs throughout your dealership and on salesperson PCs
12. Addendum stickers
 - Print professional-grade addendum stickers for all pre-loaded vehicles

Enroll in the GM Accessories Digital Solution today:

<https://gmaccessories.chromedata.com/GMAS/Sell/DealerSignup/GMAgreement.aspx>