

February 2012



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ADI UPDATE

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- ✓ SPLASH GUARDS
- ✓ ALL WEATHER MATS
- ✓ REAR WHEELHOUSE LINERS
- ✓ BEDLINERS
- ✓ BEDRAIL PROTECTORS
- ✓ VENT VISORS
- ✓ HOOD PROTECTORS



Win with BUICK Accessories

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2012 BUSINESS CHOICE PROGRAM

"MAKE IT YOUR BUSINESS"

BUSINESS
CHOICE



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 BedlinerBed 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 ToolboxUnder Rail BedlinerBed 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 BedlinerBed 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 CoverBed Rail Protectors3" 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.

The 2012 Business Choice Program runs from October 1, 2011 through September 30, 2012.



Business Choice HelpDesk: 888-566-6393
www.gmbusinesschoice.com

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

Bed Mat - Black Rubber Mat	Splash Guards- Rear Flat
Bed Net - Black	Tail Lamp Guards - Black, Chrome
Bed Rail Protectors	Wheel House liners
Bed Rug	Floor Mats - Front or Rear Molded Carpet
Bedliner - Under Rail	Floor Mats - Front or Rear Premium All Weather
Tailgate Liner - Black	Front Floor Console Coin and CD-DVD Holder
Tailgate Protector	Front Floor Console Organizer
Tie Down Hooks - Bed Mounted	Heated Seat Kit
Tonneau Cover - Hard Folding, Hard Shell, Soft, Soft Tri-Fold	Seat Covers - Second Row
Tool Box - Stationary, GMC or Bowtie Logo	Smokers Package
Tow Hooks - Black, Chrome	Under seat Storage Box - Rear
Assist Steps - 3 Inch Round or 6 Inch Oval, Chrome or Black	Fire Extinguisher
Chrome Door Handles	First Aid Kit - White GM Logo, Black
Door Sill Plates - Brushed Stainless	Rear View Mirror Camera
Door Step Shields - Brushed Stainless	Reflective Triangle
Fog Lamps - Clear or Body Colored Lens	Roadside Assistance Package
Fuel Door - Chrome	Tailgate Lock Package - Black or Chrome
Grille - Chrome or Body Colored	Vehicle Security Shock Sensor Package
Ground Effects Protective Film	Tailgate Theft Deterrent System
Molded Hood Protector - Smoke or Chrome	Hitch Ball Assembly
Outside Rear View Mirror Cover - Chrome or Body	Hitch Ball Mount Assembly
Extendable Mirror- Outside Heated Power - Adjustable	Hitch Pin - Locking
Side Window Weather Deflectors	Hitch Trailering Package
Splash Guards - Front Molded - Black or Body Colored	Transmission Cooler- Auxiliary
Splash Guards - Rear Molded - Black	Trailer Wiring Adapter

The following accessories are eligible for \$500 Upfit Cash for **Colorado and Canyon models ONLY:**

Bed Extender - Brushed Aluminum	Molded Assist Step
Bed Rail Protectors	Splash Guards - Molded or Contoured
Bedliner	Tubular Assist Step - Round - Brushed Anodized Aluminum, Chrome Stainless Steel, or Gray Powder Coated Stainless Steel
Sport Tent	Smoker's Package - Ashtray Muffin
Tailgate Liner	Underseat Storage Box -Crew Cab Models Only
Tailgate Protector - Black	Hitch Receiver Cover
Personal Audio Link (PAL)	
Bodyside Molding Package	
Fender Flares	

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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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GM CUSTOMER CARE & AFTERSALES

GMSO168

URGENT - DISTRIBUTE IMMEDIATELY

CONVENIENCE

DATE	January 25, 2012
SUBJECT	Sierra / Silverado Diesel 6" Oval Assist Step Labor Time
MODELS	Silverado / Sierra
TO	Chevrolet and GMC Dealers
ATTN	Service Manager, Warranty Administrators

AFFORDABILITY

Beginning January 1, 2012 - new assist step kits were made available for 2012 Silverado/Sierra Diesel Trucks. This change was a result of redesigned brackets on the passenger side step, around the DEF tank.

The following part numbers are involved:

		Old Part Number	New Part Number
Crew Cab	Black	20990088	22820408
	Chrome	20990089	22820409
Ext Cab	Black	20990090	22820410
	Chrome	20990091	22820411
Reg Cab	Black	20990092	22820412
	Chrome	20990093	22820413

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Due to inventory management issues, the ADI's may deliver the "old" part number to dealers to fulfill LPO orders. The Labor Times for each design part is:

	Current Time	New Time
Crew / Extended Cab	1.1 hrs	0.7 hrs
Regular Cab	1.0 hrs	0.6 hrs

As a result of the inventory management issues, the Accessory Marketing Team has agreed to pay the different in labor time for 2012 Silverado/Sierra Diesel Assist Step LPO times.

If installing the "old" part number to fulfill a 2012 Silverado/Sierra Diesel Assist Step LPO order, please submit an additional labor operation (Z-xxxx) for 0.4 hours. Dealers will still need to submit for Z6998 for the base time.

Thank you for your cooperation.

END OF MESSAGE

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New Products!

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16" / 17" Alloy Wheels
2012 Chevy Sonic

Customize your Sonic with these 16 inch painted aluminum wheels, available in White or Black, validated to GM specifications. Use only GM-approved wheel and tire combinations. See www.gmaccessorieszone.com for important tire and wheel information.



Outside Rear View Mirror Cover
2012 Chevrolet Volt

Add a stylish look to your Volt with these Outside Rear View Mirror Covers (P/N 22798252) Silver (GAN).



Full Length Racing Stripes
2012 Chevrolet Corvette

Add visual punch to your Corvette with a race-inspired stripe package. Designed to highlight the center section of the car. Available in Black Metallic, Pearl White and Calicove Blue.



Nose & Spear Stripes
2012 Chevrolet Camaro

Give your Camaro a sporty look with this Nose & Spear Stripe Package. Available in Black, Orange, Silver, Grey, White and Red.



Fender Hash Marks
2012 Chevrolet Camaro

Add Fender Hash Marks to the front fenders of your Camaro to accentuate the vehicle's powerful style lines. Now available in Victory Red (P/N 22798334)

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New Products!



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Ground Effects

2012 Chevrolet Camaro



This Ground Effects package creates a dramatic, ground-hugging look for your Camaro. Package includes a front splitter, side rockers, and a rear diffuser with chrome exhaust bezels. Now available in Ashen Gray (GLJ) (P/N 22828286). Not compatible with Quarter Flares/Splash Guards.

Personal Audio Link (PAL)

**2009-2011 Chevrolet Traverse; 2009-2011 Buick Enclave;
2009-2011 GMC Acadia**



Your completely personalized sound is available at the touch of a radio button with the Personal Audio Link (PAL) (P/N 19212093). Neatly stow your iPod away and control it through your vehicle's stereo system. Provides functionality of your iPod, allowing you to select artist, album, genre and playlists, as well as listen to audiobooks and podcasts, using the vehicle's radio controls. iPod is charged while connected to vehicle, so it's ready to go when you are.

Cargo Organizer

2012 Chevrolet Traverse; 2012 GMC Acadia



This durable, flexible, collapsible organizer (P/N 19202575) has multiple compartments, allowing you to carry lightweight items of various sizes in the rear of your Traverse/Acadia. Can be folded flat, or removed from the vehicle as needed. Black with Chevrolet Bowtie or GMC logo.

All Weather Floor Mats, Rear

2007-2012 Chevrolet Silverado, 2007-2012 GMC Sierra



A one-piece Rear Premium All Weather Floor Mat (P/N 12499642) is available for your Silverado/Sierra to help collect rain, mud, snow and debris. Featuring a custom deep-ribbed pattern, nubs on the back help hold the mat in place and conform to the interior of your Silverado/Sierra.

Remote Start

**2012 Chevrolet Silverado, Avalanche, Tahoe, Suburban; 2012 GMC Sierra,
Yukon, Yukon XL**



By pressing a button on the key fob, the Remote Start system starts your parked vehicle. Great for pre-warming or pre-cooling your Full-Size Truck or SUV. Seamlessly integrated with your vehicle's anti-theft and remote keyless entry systems.

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New Products!



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19-inch Wheels

2012 Buick LaCrosse and 2012 Buick Regal

Personalize your LaCrosse or Regal with these attractive 19-inch Painted/Polished Wheels, validated to GM specifications (P/N 19258715). Use only GM-approved wheel and tire combinations. See www.gmaccessorieszone.com for important tire and wheel information.



Spoiler Kit

2012 Buick Verano

Verano delivers a stunning exterior that is seductive and uninterrupted. Make it flow seamlessly with this custom-molded, one-piece spoiler. Now available in Mocha Bronze (76) (P/N 22791805).



All Weather Floor Mats – Front & Rear

2012 Buick Verano

These Premium All Weather floor mats (P/N 22890577) feature a custom deep-ribbed pattern to collect rain, mud, snow and debris. Nibs on back help hold mats in place and conform to the floor of your Verano. Front and Rear mats, Black.



ACCESSORIES



Carpet Replacement Floor Mats

2012 Cadillac CTS-V Wagon, CTS Sport Wagon, CTS-V Sedan, CTS Sport Sedan

These Front and Rear Replacement Carpet Floor Mats (P/N 22865844) provide a factory fit for your CTS with a high quality carpeted upper surface to match your interior. Ebony.

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

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New Product Table

The following new products are ready for sale. For pricing information and availability, please call 800-676-8513 or visit www.Express-adi.com.

CARGO MANAGEMENT – INTERIOR

Cargo Organizer - Bowtie Logo, Black	Chevrolet Traverse	2012	19202575
Cargo Organizer - GMC Logo, Black	GMC Acadia	2012	19202576

ELECTRONICS

Personal Audio Link (PAL) Installation Package - contains the wiring, instruction sheets and owner's manual only. Required when installing PAL module 19201495 (MY09) or 22754163 (MY 10-11)	Chevrolet Traverse, Buick Enclave, GMC Acadia	2009-2011	19212093
Remote Start	Chevrolet Avalanche, Silverado, GMC Sierra	2012	22759546
Remote Start	Chevrolet Tahoe, Suburban, GMC Yukon, Yukon XL	2012	22759547
Remote Start	Chevrolet Suburban, Tahoe, GMC Yukon, Yukon XL	2012	22759548

EXTERIOR

Nose & Spear Stripes, White, For Use on Base Models	Chevrolet Camaro	2012	22844274
Nose & Spear Stripes, Black, For Use on Base Models	Chevrolet Camaro	2012	22844275
Nose & Spear Stripes, Grey, For Use on Base Models	Chevrolet Camaro	2012	22844276
Nose & Spear Stripes, Red, For Use on Base Models	Chevrolet Camaro	2012	22844278
Nose & Spear Stripes, Silver, For Use on Base Models	Chevrolet Camaro	2012	22844279
Nose & Spear Stripes, Orange, For Use on Base Models	Chevrolet Camaro	2012	22844277
Nose & Spear Stripes, White, For Use on SS Models	Chevrolet Camaro	2012	22844281
Nose & Spear Stripes, Black, For Use on SS Models	Chevrolet Camaro	2012	22844282
Nose & Spear Stripes, Grey, For Use on SS Models	Chevrolet Camaro	2012	22844283
Nose & Spear Stripes, Orange, For Use on SS Models	Chevrolet Camaro	2012	22844284
Nose & Spear Stripes, Silver, For Use on SS Models	Chevrolet Camaro	2012	22844286
Fender Hash Marks, Victory Red	Chevrolet Camaro	2012	22798334
Full Length Racing Stripes, Black Metallic, For Use on Coupe Models	Chevrolet Corvette	2012	22783845
Full Length Racing Stripes, Pearl White, For Use on Coupe Models	Chevrolet Corvette	2012	22783846
Full Length Racing Stripes, Calicove Blue, For Use on Coupe Models	Chevrolet Corvette	2012	22783847
Full Length Racing Stripes, Black Metallic, For Use on Convertible Models	Chevrolet Corvette	2012	22783849
Full Length Racing Stripes, Pearl White, For Use on Convertible Models	Chevrolet Corvette	2012	22783850
Full Length Racing Stripes, Black Metallic, For Use on Z06 & Grand Sport Coupe Models	Chevrolet Corvette	2012	22783853
Full Length Racing Stripes, Pearl White, For Use on Z06 & Grand Sport Coupe Models	Chevrolet Corvette	2012	22783854
Full Length Racing Stripes, Calicove Blue, For Use on Z06 & Grand Sport Coupe Models	Chevrolet Corvette	2012	22783855

Continued on next page.

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EXTERIOR, cont.

Full Length Racing Stripes, Black Metallic, For Use on Grand Sport Convertible Models	Chevrolet Corvette	2012	22783857
Full Length Racing Stripes, Pearl White, For Use on Grand Sport Convertible Models	Chevrolet Corvette	2012	22783858
Full Length Racing Stripes, Calicove Blue, For Use on Grand Sport Convertible Models	Chevrolet Corvette	2012	22783859
Full Length Racing Stripes, Black Metallic For Use on ZR1 Models	Chevrolet Corvette	2012	22783861
Full Length Racing Stripes, Pearl White For Use on ZR1 Models	Chevrolet Corvette	2012	22783862
Full Length Racing Stripes, Calicove Blue, For Use on ZR1 Models	Chevrolet Corvette	2012	22783863
Full Length Racing Stripes, Black Metallic, For Use on Z06 Models	Chevrolet Corvette	2012	22800490
Full Length Racing Stripes, Calicove Blue, For Use on Z06 Models	Chevrolet Corvette	2012	22800492
Ground Effects, Ashen Gray (GLJ) - For Use on SS Model Vehicles	Chevrolet Camaro	2012	22828286
Outside Rear View Mirror Cover, Silver (GAN)	Chevrolet Volt	2012	22798252
Spoiler Kit, Flushmount, Mocha Bronze (76)	Buick Verano	2012	22791805

INTERIOR

Floor Mats - Rear Premium All Weather, 1 Piece, Crew Cab, Ebony	Chevrolet Silverado, GMC Sierra	2007-2012	12499642
Floor Mats - Front and Rear Premium All Weather, Black	Buick Verano	2012	22890577
Floor Mats - Front and Rear Carpet Replacements, Ebony	Cadillac CTS-V Wagon, CTS Sport Wagon, CTS-V Sedan, CTS Sport Sedan	2012	22865844

WHEELS

16 inch Wheels - JA972 Alloy - White	Chevrolet Sonic	2012	19259632
16 inch Wheels - JA973 Alloy - Black	Chevrolet Sonic	2012	19259634
17 inch Wheels - JA974 Alloy - White	Chevrolet Sonic	2012	19259636
17 inch Wheels - JA975 Alloy - Black	Chevrolet Sonic	2012	19259638
19 inch Wheels, OG241, Polished/Painted	Buick LaCrosse, Buick Regal	2012	19258715

Updated Q1 - Q2 2012 ARCs Available Mid-March

Due to some pricing changes recently announced by GM, the Q1/Q2 ARC is being re-printed and is scheduled to be available next month. All of the ARCs will be posted to AIC in pdf format. To locate the files from the Home Page, click on the link for Accessories Reference Catalog.



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LPO Update – Just The Box!

Enclave “Hit The Road” Package (RPO ACX)

Part Number / Installation / Labor Time Changes

Buick Enclaves ordered with LPO ACX are now shipped from the assembly plant minus the production rockers. Beginning in January 2012, the seals and brackets necessary for installation will be included with the Enclave assist steps. This change is specific to the 2012 Buick Enclave Hit the Road Package (RPO ACX). The labor time guide which is used to reimburse the dealer for LPO installation, will also change because the dealer will no longer have to disassemble the rocker and brackets that previously were part of the received vehicle. New part numbers have been released to accommodate the addition of these components:

New Part #	Old Part #	Color
22819448	22759367	W6246 Dk Argent
22819447	22759368	W529Q Dk Cocoa
22819446	22759369	W8945 Charcoal
22819449	22759370	W733J Satin Nickel



All 2012 Buick Enclaves ordered with LPO ACX after 1/9/12 will require using the above NEW part numbers. ADIs and dealers should continue to sell the current part numbers for LPOs vehicles built prior to 1/9/12 and ALL ACOs until your inventory is exhausted.

GM Accessories Solution Overview and Q & A

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

- Cool Ideas
- Catalog Navigation
- Fulfillment Desklog
- Basic Administration
- Question and Answer



Register for a session now by clicking a link below:

https://www1.gotomeeting.com/register/820375264	Thu, Feb 9, 2012 11:00 AM - 12:30 PM CST
https://www1.gotomeeting.com/register/390570416	Thu, Feb 16, 2012 11:00 AM - 12:30 PM CST
https://www1.gotomeeting.com/register/501916009	Thu, Feb 23, 2012 11:00 AM - 12:30 PM CST
https://www1.gotomeeting.com/register/162131905	Thu, Mar 1, 2012 11:00 AM - 12:30 PM CST
https://www1.gotomeeting.com/register/320315841	Thu, Mar 8, 2012 11:00 AM - 12:30 PM CST

Once registered you will receive an email confirming your registration with information you need to join the Webinar.

System Requirements

PC-based attendees Required: Windows®7, Vista, XP or 2003 Server
 Macintosh®-based attendees Required: Mac OS® X 10.5 or newer

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Eight Ways To Improve Your Accessories Sales in 2012



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AFFORDABILITY

1. KNOW YOU CAN DO BETTER.

No matter how much you're making in accessories sales, you can always make more. It's no accident many of the large dealer groups are shifting business models to increase sales of—and often expect the lion's share of profits to come from—fixed ops and accessory sales.

2. BE A CHAMPION OR FIND ONE.

Like any successful program, accessories sales must be championed throughout your dealership. You (or your appointed person or even an entire department) must become the program's lead cheerleader and policy driver. Too often dealership processes come and go. Your dealership accessories champion must ensure that your accessories process sticks. Champions don't have to be managers. You need someone with discipline, enthusiasm and likeability. In many ways, your champion is selling the program as well as accessories. Make sure your champion is someone you'd buy from.

3. THINK PRODUCT, PRODUCT, PRODUCT.

Your dealership must have what your customers want. Whether it's rear-seat entertainment, wheels, cargo management or exhaust systems, be sure you have a stocking strategy and supplier to help drive your business with the right products and availability.

4. MAINTAIN CONSISTENT PRICING.

Centralized, standardized-throughout-all departments pricing is key to a successful accessories program. This necessitates creating a matrix for consistent retail pricing with a delivery system so all departments—and personnel—are pricing from the same page. It must be reflected on your dealership's web site, flowing backward and forward through sales, service, parts and management.

Nothing will sack your accessories effort faster than sales' quoting one price while parts quotes another. Whether you prefer an integrated e-catalog with custom pricing features or printed pricing notebooks, make sure the tools your staff uses are up to date and accurate. Even if it means daily manual updates.

5. BE ARMED WITH AMMUNITION.

Your sales force, service writers and parts staff need tools that help them sell accessories to new and existing customers. Full color product sheets and brochures, e-catalogs, "hero" cards and/or pocket reference guides should be available to all, in ample supply for both staff and customers.

6. DRESS YOUR MANNEQUINS.

A dealer once said that putting vehicles in the showroom without accessories is like walking into a department store full of naked mannequins. Sales people, service writers and parts personnel don't just need ammunition, they need props—something real to help customers visualize what their fully accessorized vehicle will look and "feel" like.

7. DISPLAY AND MERCHANDISE.

Featuring the accessories themselves in your showroom and service waiting areas does two important things: It announces loud and clear that you're in the accessories business and it reminds employees you're floor-space serious.

That also suggests to customers that the accessories they love on your mannequin vehicle will look just as good on what they're driving—it's icing on the cake. Especially since accessories displays in waiting areas announce that you're the one to go to for installation, too.

8. BONUS TIP!

Whether that person works in sales, parts or service—or body shop, fleet sales, detailing, whatever—the one tried-and true way to motivate accessories sales is sharing the wealth.

First, accessories sales must be credited by the originating department. Equally important, each dealership employee who sells accessories must be rewarded, regardless of title or department. Nothing motivates or says success like money. With lowered margins on fewer sales, sales people can make more from accessories than from the sale of the vehicle itself. ❖

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