Win with CHEVY Accessories

July 2012

ACCESSORIES

WWW.EXPRESS-ADI.COM



ADI UPDATE



Increase Dealer Profit by Offering GM Accessories!

Already have an Accessory Sales Process?

Here are some key steps to raising your Accessory Sales TO THE NEXT LEVEL!

- ★ Look at your entire vehicle line. Customers want more than truck accessories.
- ★ Offer all segments: Interior, Exterior, Bed Products, Trailering, Electronics, Wheels, Cargo Management, and Performance.
- ★ Work with your ADI to set up a local dealer event.
- ★ Organize dealership workshops for new owners.
- ★ Integrate Vehicle Personalization in every Department: Sales, Service, Body and Used Car, etc.
- ★ Utilize GM Training Courses developed for Vehicle Personalization, and Accessory Sales "Best Practices".
- ★ Integrate Accessorized Vehicles into both Dealer and LMA Advertising.
- ★ Create localized Feature Vehicles tailored to your market.
- ★ Provide a dedicated display for accessories in your Service Drive.
- ★ RAISE YOUR OBJECTIVES MONTHLY!

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Fax 918-217-1250	EXPRESS DEALER ACCESSORIES	12007 E 61 st Street Tulsa, OK 74146
QUALITY	Win with GMC Accessories	PEACE OF MIND

CONVENIENCE

Win with BUICK Accessories

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Win with CHEVY Accessories

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JULY 31st!

Summer Daze ACCESSORY DEALER BONUS

Qualifying 2012 Mark of Excellence (MOE) Enrolled Dealers are automatically enrolled in the SUMMER DAZE BONUS **PROMOTION** and can earn accessory bonuses of \$20 - \$25 per retail vehicle delivered between June 1 and July 31, 2012.

Here's How it Works:

To qualify for the Summer Daze Bonus, the MOE-enrolled dealership must meet or exceed one of the bonus levels:

Summer Daze Accessory Dealer Bonus				
Bonus Level	Requirements	Accessories Objectives		Accessories Bonus Payout**
Level 1 Bonus	Dealers must achieve at least one of the following:	Accessories Sales Objective*	\$PNUR Objective*	\$20/VIN
Level 2 Bonus	Dealers must achieve both of the following:	Accessories Sales Objective*	\$PNUR Objective*	\$25/VIN

* June/July combined Accessories objectives are based on specific criteria: Dealer objectives are determined by combining all divisional objectives within the BAC.

** Actual \$PNUR is based on June/July 2012 eligible retail vehicle deliveries divided by accessory sales by vehicle line and combined to a dealership total.

- 🗱 Eligible delivery types are based on the same criteria as the 2012 SFE program. See Summer Daze Bonus program website (www.gmexcellence.com) for additional information.
- In the event that a dealer completes a buy/sell during June and/or July 2012 & qualifies for the Accessories Summer Daze Bonus, payouts will be directed to the purchasing dealer. Actuals for both Accessories Sales and \$PNUR do not carry over to purchasing dealer.
- Dealers who earn the Accessories Summer Daze Bonus will be paid via their open account the last week of August, 2012.
- 💥 All Accessory Bonuses paid and eligible VINs reported are subject to audit and charge back for noncompliance with any program rules. Dealers that forfeit June and July eligible units due to "returnto-stock" activity may be impacted for 2012 Accessories Summer Daze Bonus. Accessories sales are subject to audit after 2012 Summer Daze bonus payments are made.

GM reserves the right to cancel the program, or to modify the criteria, the payment levels, or the threshold performance levels for the payouts in its sole business discretion. If GM determines that such a cancellation or change is required, Dealers will not be permitted to un-enroll from the MOE program based on that cancellation or change.

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Nin with CADILLAC Accessories

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SUMMER WRAP UP

BUY ONE 3M ORIGINAL WRAP, GET A SECOND WRAP 50% OFF MSRP WITH FREE INSTALLATION* – UP TO A \$250 VALUE!

From July 3 to July 31, 2012, purchase one 3M Original Wrap from your local ADI and get a second wrap 50% off MSRP with FREE installation on the discounted wrap.

The discounted wrap must be of equal or lesser value than the first and it must be selected from the predetermined list below. Both wraps must be installed at the same time. Limit one discounted wrap per dealer.

CONTACT YOUR ADI TO ORDER TODAY! VFFORDABILITY

Win with CADILLAC Accessories

	MODDAA
	MSRP**
2011 thru 2013 Sonic 4-Door	\$139.00
2011 thru 2013 Sonic 4-Door	\$239.00
2011 thru 2013 Sonic 4-Door	\$239.00
2011 thru 2013 Sonic 4-Door	\$149.00
2011 thru 2013 Sonic 4-Door	\$149.00
2011–2013 Sonic 5-Door	\$139.00
2011–2013 Sonic 5-Door	\$239.00
2011–2013 Sonic 5-Door	\$239.00
2011–2013 Sonic 5-Door	\$149.00
2011–2013 Sonic 5-Door	\$149.00
2011–2013 Volt	\$89.00
2011–2013 Volt	\$89.00
2011–2013 Volt	\$160.00
2011–2013 Volt	\$160.00
2011–2013 Volt	\$160.00
2011–2013 Cruze	\$159.00
2011–2013 Cruze	\$159.00
2011–2013 Cruze	\$125.00
2011–2013 Cruze	\$125.00
2011–2013 Camaro Coupe/Convertible	\$219.00
2011–2013 Camaro Coupe/Convertible	\$219.00
	2011 thru 2013 Sonic 4-Door 2011 thru 2013 Sonic 4-Door 2011 thru 2013 Sonic 4-Door 2011-2013 Sonic 5-Door 2011-2013 Sonic 5-Door 2011-2013 Sonic 5-Door 2011-2013 Sonic 5-Door 2011-2013 Sonic 5-Door 2011-2013 Volt 2011-2013 Volt 2011-2013 Volt 2011-2013 Volt 2011-2013 Cruze 2011-2013 Cruze 2011-2013 Cruze 2011-2013 Cruze

Note: A 3M credit application must be completed by the dealer prior to wrap installation.

Equipment shown is from an independent supplier and is not covered by the GM New Vehicle Limited Warranty.

GM is not responsible for the safety or quality of third-party supplier alterations. For details on warranty provided by 3M Original Wraps, call 877-277-0655.

* F ree installation is only applicable for discounted wrap and must be installed the same time as the first wrap.

** Manufacturer's Suggested Retail Price. Tax, title, license, dealer fees and other optional equipment extra. Labor and installation charges not included. MSRP does not include labor.

3M ORIGINALWRAPS

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2012 BUSINESS CHOICE PROGRAM

BUSINESS

"MAKE IT YOUR BUSINESS"

BONUS! Receive a \$25 GIFT CARD from Express Dealer Accessories with EVERY OPTION A package sold!

Dealer must fax copy of claim form to 918-217-1250 to receive bonus. Offer ends 09/30/12.

OPTION A – GM Accessory Upfit Packages for Silverado & Sierra

PACKAGE	MSRP	YOU PAY
 Round Step Package 3" Round Black Powder Coated Assist Steps* Under Rail Bedliner Bed Rail Protectors Available for Light Duty and Heavy Duty Non-Diesel Trucks 	\$849 +\$122 Labor cost	NO CUSTOME COPAYS! \$0
 Stationary Toolbox Stationary Toolbox Under Rail Bedliner Bed Rail Protectors Available on Light Duty and Heavy Duty (Diesel and Non-Diesel) Trucks 	\$974 +\$97 Labor cost	\$0
 Oval Step Package 6" Oval Black Powder Coated Assist Steps* Under Rail Bedliner Bed Rail Protectors Available on Light Duty and Heavy Duty (Diesel and Non-Diesel) Trucks 	\$1,059 +\$122 Labor cost	\$0
 Tri-Fold Soft Tonneau Cover Bed Rail Protectors 3" Round Black Powder Coated Assist Steps* Available for Light Duty and Heavy Duty Non-Diesel Trucks 	\$1,095 +\$113 Labor cost	\$0



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



Salesperson Name:	Date:
Dealer Name & BAC:	
Address:	
VIN:	
Signature:	
Spiff Amount:	GM

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2012 BUSINESS CHOICE PROGRAM BUSINESS "MAKE IT YOUR BUSINESS"



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 Trailering Package Hitch Trailering 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.

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



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



ALUMINUM UTILITY RACKS by TracRac®





Complete Rack System – Two Crossbar/ Single Crossbar Built from strong, durable anodized aluminum, this rack system is easy to install – no drilling needed. It's ready for work by quickly attaching to your truck's side rails using single-axis clamp mounts. The functional, low-profile crossbars help decrease wind noise and provide easier access to low-ceiling areas. The crossbar tie-downs help you fasten your cargo quickly.



Headache Rack Protect yourself from loose cargo in the truck bed with this three-bar window guard. Its functional, aerodynamic, low-profile crossbars are designed to eliminate wind noise while enabling truck access to garages or low-ceiling areas.



Cantilever Cab-Over Extension This 32-inch cab-over extension helps you get more from your truck by allowing it to carry longer loads and protect truck cabs from potentially unstable cargo. It should be used with the TracRac Complete Rack System or a combination of the Single Crossbar and Headache Rack.

STEEL UTILITY RACKS by TracRac®



Complete, Full-Frame Steel Utility Rack

TRACRA

With nearly a one-ton load capacity, this commercial-grade steel truck utility rack is built to take it. The convenient removable/swingout rear bar allows quick access to tools or supplies in the truck bed. Rack payload capacity may exceed truck bed wall capacity. Consult your Chevrolet or GMC dealer for recommended bed capacity rating.



Half-Steel Utility Rack A half-steel utility rack that works full time. It's designed to help carry a several-hundred-pound load — safely and securely.



Single-Lid Deep-Well Toolbox

The strength and dependability you rely on and security you count on. This patented, fully foamed lid creates a rigid wall to help prevent bending or warping. The box and lid take on heavy loads and withstand the impact from dropped tools. Accompanying coated J-hooks protect your truck from scratches and make for easy installation.



TOOLBOX SYSTEMS



Gullwing Toolbox

This toolbox combines convenience and security with half-box access. An innovative connecting rod enclosure helps prevent the box contents from bending or jamming the locking system. With a slight pull, the self-closing struts automatically shut the lid and secure the toolbox. Coated J-hooks provide your truck protection from scratches and assist in easy installation.





Genuine Chevrolet / GMC Accessories Stationary Toolbox

Capable of handling several hundred pounds of storage, this toolbox features a removable sliding tray with a rubber mat. The dual gas shocks ensure a smooth open and close. It's easy to install, mounting securely to the truck bed without the need for drilling.







CONVENIENCE

Full-Length Racing Stripes 2012-2013 Chevrolet Corvette Convertible

Add visual punch to your Corvette with a race-inspired stripe package. Designed to highlight the center section of the car. Now available in Calicove Blue, For Use on Convertible Models (P/N 22783851).



Nose & Spear Stripes 2012-2013 Chevrolet Camaro SS

Give your Camaro s sporty look with this Nose & Spear Stripe Package. Now available in Red, For Use on SS Models (P/N 22844285).



Vehicle Security System 2011-2012 Chevy Volt

Help deter unwanted intrusion and protect the contents of your Volt with the Vehicle Security System (P/N 19243150). This security system upgrade integrates seamlessly with your factory alarm system package. It sounds the horn and/or flashes the lights when someone, or something, strikes the vehicle.



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Door Handles, Body Colored 2013 Chevy Malibu

Add a luxurious touch to your Malibu with these stylish Body-Color Door Handles with a Chrome Insert. Now available in Blue Metallic (GTS) with Chrome Insert. Not for use with passive entry vehicles. (P/N 22817275)

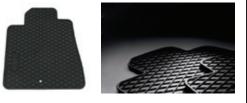


Premium All Weather Mats – Front, Rear, 3rd Row 2012-2013 GMC Acadia

Complement the interior artistry of your Acadia with the hardworking functionality of these Premium All Weather Floor Mats. These precision-designed mats fit the floor exactly. Their deepribbed pattern collects rain, mud, snow, and other debris for easy cleaning. Nibs on the back help keep them in place. Available in ebony for Front, Rear, and 3rd Row. Embossed GMC logo on front mats only.

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

Win with GMC Accessories





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AFFORDABILITY

<u>Win with BUICK Accessories</u>

QUALITY

Spoiler Kit

(P/N 22853855).

2013 Buick LaCrosse

Molded Hood Protector

BUICK ACCESSORIES

CONVENIENCE

Win with BUICK Accessories

2012-2013 Buick Verano Precision engineered for a low-profile, custom fit design. This Molded Hood Protector (P/N 19260731) mounts flush with the hood to compliment the body lines on your vehicle while offering unmatched front-end protection. Non-GM warranty. Warranty by Lund®; for information, please contact 1-800-241-7219.

Side Window Weather Deflectors

2012-2013 Buick Verano

Precision engineered for a perfect fit with your vehicle. These Side Window Weather Deflectors (P/N 19260738) keep you dry in the rain and cool in heat with superior design and signature style. Non-GM warranty. Warranty by Lund®; for information, please contact 1-800-241-7219.

This custom-molded Flushmount Spoiler Kit features a sleek design that adds a sporty appearance to your LaCrosse. Now available in Atlantis (GWY) (P/N 22853856), Champagne Silver (GWT) (P/N 22853854), and Mocha Bronze (GVU)

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, and Q&A.

Thu, Jul 5, 2012 11:00 AM - 12:30 PM CDT
Thu, Jul 12, 2012 11:00 AM - 12:30 PM CDT
Thu, Jul 19, 2012 11:00 AM - 12:30 PM CDT
Thu, Jul 26, 2012 11:00 AM - 12:30 PM CDT

https://www1.gotomeeting.com/register/532187200	
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https://www1.gotomeeting.com/register/530857737	

https://www1.gotomeeting.com/register/557134361

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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GMC

A C C E S S O R I E S

DIGITAL SOLUTION

New Product Table

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

ELECTRONICS			
Vehicle Security System	2011-2012 Chevy Volt	19243150	
EXTERIO	R		
Decal/Stripe Package - Full Length Racing Stripes - Calicove Blue, For Use on Convertible Models Chevrolet Corvette	2012-2013 Chevrolet Corvette	22783851	
Decal/Stripe Package - Nose & Spear Stripes - Red, For Use on SS Models	2012-2013 Chevrolet Camaro	22844285	
Door Handles, Front and Rear Sets - Blue Metallic (GTS) with Chrome Insert. Not for use with passive entry vehicles.	2013 Chevy Malibu	22817275	
Molded Hood Protector, Aeroskin™ Black Hood Protector by Lund®	2012-2013 Buick Verano	19260731	
Spoiler Kit, Flushmount, Champagne Silver (GWT)	2013 Buick LaCrosse	22853854	
Spoiler Kit, Flushmount, Mocha Bronze (GVU)	2013 Buick LaCrosse	22853855	
Spoiler Kit, Flushmount, Atlantis (GWY)	2013 Buick LaCrosse	22853856	
Side Window Deflector, Ventvisor® Black Side Window Deflector by Lund®	2012-2013 Buick Verano	19260738	
INTERIO	R		
Floor Mats - Front Premium All Weather - GMC Logo, Ebony	2012-2013 GMC Acadia	22890387	
Floor Mats - Rear Premium All Weather - 2nd Row - Folding Split Back Bench (AM9), Ebony	2012-2013 GMC Acadia	22890438	
Floor Mats - Rear Premium All Weather - 2nd Row – Captain's Chairs (AQ4), Ebony	2012-2013 GMC Acadia	22890474	
Floor Mats - Third Row Premium All Weather – 3rd Row – Captain's Chairs (AQ4), Ebony	2012-2013 GMC Acadia	22890525	



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**** ACCESSORY SALES BEST PRACTICE * ***

This "Grab and Go" Accessory Sales Menu features low-priced accessory items that most customers need and want, but do not know are offered as GM Accessories. Remember that 53% of our customers will buy accessories if asked, and CSI Top Box Scores can improve by 22 percentage points if the sales consultant asks the customer if they would like to personalize their vehicle with GM Accessories!

CHEVROLET GRAB&GO ACCESSORIES



ACCESSORIES

See Dealer for complete details. Suggested MSRP is listed. Some items may require installation. Application may vary by model.

TomTom - Mandatory Software Update tob Restore GPS Signal

GM customers who have purchased a TomTom VIA 1405 or 1505 may have experienced a loss of GPS signal (device does not detect signal and gives a "No GPS" error message). To restore full functionality, follow these instructions for a software update. Once the software update has been downloaded, the device will resume normal functionality.

HOW TO DOWNLOAD THE SOFTWARE UPDATE INSTALL MYTOMTOM.

- If you haven't already installed MyTomTom on your computer, go to tomtom.com/getstarted. Connect your navigation device to your computer and switch it on.
- MyTomTom opens and starts downloading the update. Do not disconnect your device until it has finished the installation and has restarted. The installation will take at least five minutes, depending on the speed of your internet connection. Reset your navigation device.
- Press and hold the On/Off button until you hear the drum sounds and the device restarts. This can take 30 seconds or more.
- 4. Take your device outdoors. It's generally not possible to get a GPS position while indoors, so take your device outdoors in clear view of the sky. Getting a satellite position for the first time after installing the update could take up to five minutes.

ADDITIONAL TIPS:

Check that the latest 11.037 / 11.181 / 10.839 application version has been installed to your device. Your navigation device uses an application and a map, each with their own version number. You can check the version of your application and map on your navigation device or in TomTom HOME.

On your navigation device

Tap the screen to bring up the Main menu. Tap Settings. Tap Me and my device. Tap About my device. The version of the application is listed next to App: 10.110, for instance. The version of the map is listed next to the name of the Map.

In TomTom HOME

Connect your navigation device to your computer and start HOME. Click Manage my device and then select the Items on device tab. Expand Applications and then click More info to check the application version. Expand Maps and then click More info to check the map version.

- If version 11.037 / 11.181 / 10.839 isn't on your device, try clearing the cache in MyTomTom and repeating steps 2-4. To clear the cache click on the TomTom icon in the lower-right corner of your computer screen to open the MyTomTom support application. Then click Settings, select the Cache tab, click Empty the cache and finally click Save settings.
- If you have been unable to get the software update using Internet Explorer, you might want to try another browser, such as Firefox or Chrome.
- If you have version 11.037 / 11.181 / 10.839 of the application installed, and still have no GPS signal, repeat steps 3 and 4 above.

HOW TO CONTACT TOMTOM SUPPORT FOR FURTHER ASSISTANCE

If you need help installing the update, contact the TomTom support team on the number below and press '1' when prompted: 866-486-6866 Monday - Friday: 7:00 a.m. to 11:00 p.m. EST Saturday: 9:00 a.m. to 8:00 p.m. EST

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