

May 2012



WWW.EXPRESS-ADI.COM



ADI UPDATE

CONVENIENCE

AFFORDABILITY

MAY SPECIALS FROM GM ACCESSORIES

★ Step It Up

Earn cash awards in the LPO Step It Up Accessory Challenge! www.gmprograminfo.com

★ Double Business Choice Rewards

DOUBLE YOUR GM EARPOWER REWARDS ON OPTION B \$500 April 16 – May 14, 2012

★ Chevy Spin To Win EXTENDED

Earn spins by selling eligible accessories and/or LPOs. Program extended through May! www.gmprograminfo.com

Win with BUICK Accessories

Win with CADILLAC Accessories



CAPTIVA SPORT Accessories



Also available for the Captiva Sport:

- Roof Mounted Hard Cargo Carrier
- Reflective Triangle
- First Aid Kit
- Roadside Assistance Package
- Trailing Accessories
- Tire Pressure Monitor



Roof Rack Cross Rail Package, Silver Painted



Floor Mats - Front and Rear Carpet Replacements, Black



Splash Guards - Front and Rear Molded, No logo, Charcoal



Hitch Trailing Package, Trailing Platform

AFFORDABILITY

CONVENIENCE

HowStuffWorks.com

10 Most Popular Towing Accessories – and Why

<http://auto.howstuffworks.com/auto-parts/towing/equipment/accessories/10-most-popular-towing-accessories.htm>



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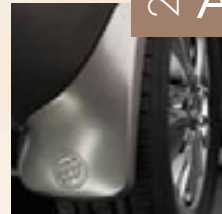
www.Express-adi.com

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2012 LPO

STEP IT UP
ACCESSORY CHALLENGE



2012 LPO

STEP IT UP
ACCESSORY CHALLENGE



EARN CASH AWARDS

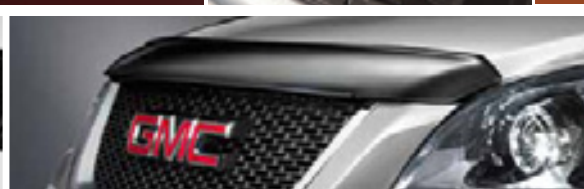
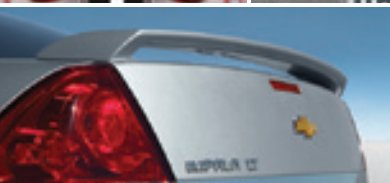
IN THE LPO STEP IT UP ACCESSORY CHALLENGE!

By stepping up your LPO orders from April 19 through May 29, 2012, Chevrolet, Buick & GMC Dealers can earn a share of up to \$2,500 GM earnPOWER rewards, and Cadillac Dealers can earn up to \$2,000 GM earnPOWER rewards! Based on the total eligible LPO orders during the program DOSP cycle, each enrolled manager will be rewarded with an equal share of the total dollar amount earned at your dealership. For a complete listing of eligible LPOs and their assigned point value, see the program guidelines or visit www.gmprograminfo.com.



2012 LPO

STEP IT UP
Accessory Challenge



2012 LPO

STEP IT UP
ACCESSORY CHALLENGE



CONVENIENCE

AFFORDABILITY

DOUBLE

YOUR GM EARNPPOWER

REWARDS ON OPTION B \$500

April 16 - May 14, 2012

It's nice to have **OPTIONS**



EARN DOUBLE POINTS BY SELLING CHEVROLET OR GMC OPTION B ACCESSORIES!

Win with BUICK Accessories

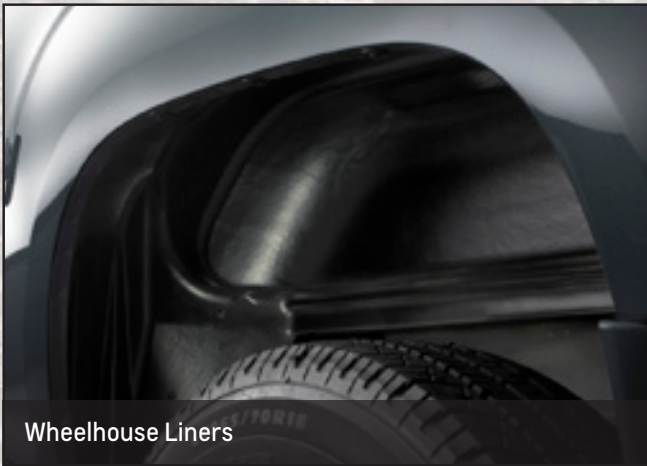
Win with CADILLAC Accessories



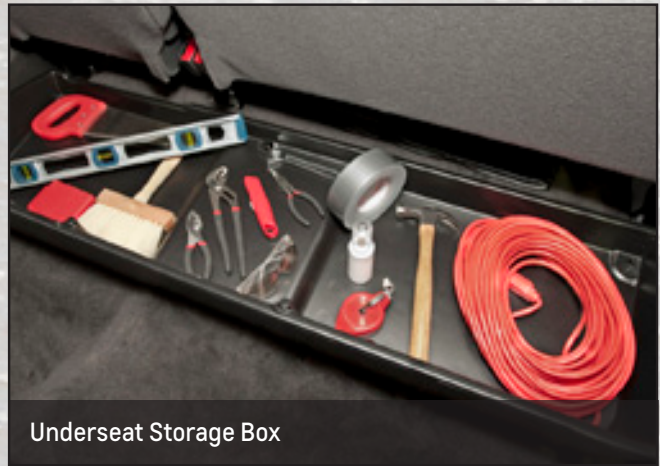
Toolboxes



Bedliners



Wheelhouse Liners



Underseat Storage Box

For more information on GM Business Choice, visit gmbusinesschoice.com.



AFFORDABILITY

CONVENIENCE

2012 BUSINESS CHOICE PROGRAM

"MAKE IT YOUR BUSINESS"

BUSINESS CHOICE



\$\$\$ 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

★ DOUBLE REWARDS★

APRIL 16 - MAY 14, 2012

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



2012 BUSINESS CHOICE PROGRAM

"MAKE IT YOUR BUSINESS"

BUSINESS
CHOICE



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

Bed Extender **NEW!**

Bed Mat - Black Rubber Mat

Bed Net - Black

Bed Rail Protectors

Bed Rug

Bedliner - Under Rail

Tailgate Liner - Black

Tailgate Protector

Tie Down Hooks - Bed Mounted

Tonneau Cover - Hard Folding, Hard Shell, Soft, Soft
Tri-Fold

Tool Box - Stationary, GMC or Bowtie Logo

Tow Hooks - Black, Chrome

Hitch Mounted Stowage Compartment **NEW!**

Roof Rack Cross Rail Package - Black or Chrome **NEW!**

Roof Rack Side Rails **NEW!**

Assist Steps - 3 Inch Round, Chrome or Black (6" Step is
temporarily unavailable)

Chrome Door Handles

Door Sill Plates - Brushed Stainless

Door Step Shields - Brushed Stainless

Fog Lamps - Clear or Body Colored Lens

Fuel Door - Chrome

Grille - Chrome or Body Colored

Ground Effects Protective Film

Molded Hood Protector - Smoke or Chrome

Outside Rear View Mirror Cover - Chrome or Body

Extendable Mirror- Outside Heated Power - Adjustable

Side Window Weather Deflectors

Splash Guards - Front Molded - Black or Body Colored



Splash Guards - Rear Molded - Black

Splash Guards- Rear Flat

Sunroof Weather Deflector **NEW!**

Tail Lamp Guards - Black, Chrome

Wheel House liners

Floor Mats - Front or Rear Molded Carpet

Floor Mats - Front or Rear Premium All Weather

Front Floor Console Coin and CD-DVD Holder

Front Floor Console Organizer

Heated Seat Kit

Head Restraint DVD System **NEW!**

Seat Covers - Second Row

Smokers Package

Under seat Storage Box - Rear

Fire Extinguisher

First Aid Kit - White GM Logo, Black

Rear View Mirror Camera

Reflective Triangle

Roadside Assistance Package

Tailgate Lock Package - Black or Chrome

Vehicle Security Shock Sensor Package

Tailgate Theft Deterrent System

Hitch Ball Assembly

Hitch Ball Mount Assembly

Hitch Pin - Locking

Hitch Trailering Package

Transmission Cooler- Auxiliary

Trailer Wiring Adapter

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

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

Bed Extender - Brushed Aluminum

Bed Rail Protectors

Bedliner

Sport Tent

Tailgate Liner

Tailgate Protector - Black

Personal Audio Link (PAL)

Bodyside Molding Package

Fender Flares

Molded Assist Step

Splash Guards - Molded or Contoured

Tubular Assist Step - Round - Brushed Anodized Aluminum,
Chrome Stainless Steel, or Gray Powder Coated
Stainless Steel

Smoker's Package - Ashtray Muffin

Underseat Storage Box -Crew Cab Models Only

Hitch Receiver Cover

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



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

GMC
ACCESSORIES

New Products!

 **ACCESSORIES**

CONVENIENCE

AFFORDABILITY



Door Handles

2013 Malibu

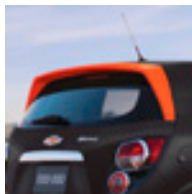
Add a luxurious touch to your Malibu with these stylish Door Handles. For MY13 and newer, Body-Color Door Handles with a Chrome Insert.



Molded Splash Guards, Front & Rear

2013 Malibu

Designed to accent the exterior of your Malibu, these Molded Splash Guards fit directly behind the front wheels to help protect against tire splash and mud.



Spoiler Kit

2012 Sonic Hatchback

Personalize your Sonic by adding this Rear Spoiler in either the same body-color or really stand out from the crowd by choosing a contrasting color. Other coordinating parts available include the Mirror Caps and painted Grille Surround.



Ground Effects

2012 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. Available in Ashen Gray (GLJ) (P/N 22828287). Not compatible with Quarter Flares/Splash Guards.



Blade Spoiler and SS Decklid Emblem

2012 Camaro

Personalize the look of your Camaro with a custom race-inspired Spoiler. Blade Spoiler now available in Ashen Gray (GLJ) (P/N 22828268). For Blade Spoiler, a replacement emblem is not included in kit and must be purchased separately (P/N 92228474).



Indoor Vehicle Cover

2012 Camaro

Protect your pride and joy with a fitted indoor Vehicle Cover (Black with ZL1 Logo P/N 22863449). Our covers are custom-contoured to fit your Camaro's curves like a glove.

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

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New Products!

 **BUICK ACCESSORIES**

CONVENIENCE



Door Handles

2012 Regal

These Body-Color Door Handles feature a Chrome Insert, and replace the factory door handles to give your Regal a stylish, more personalized appearance.



Molded Splash Guards, Rear

2012 Regal

Custom designed Molded Splash Guards (P/N 22770857) fit directly behind the rear wheels to help protect against tire splash and mud. Specifically tooled for your Regal, they include styling features that accent the exterior.



Carpet Floor Mats

2012 Verano

These Front and Rear Carpet Replacement Floor Mats in Cocoa (P/N 22890580) provide a factory fit for your Verano with a quality carpeted upper surface.



Spoiler Kit

2012 LaCrosse

This custom-molded Flushmount Spoiler Kit features a sleek design that adds a sporty appearance to your LaCrosse. New colors available: Labyrinth (GGW) (P/N 22897198) and Claret (GBE) (P/N 22897199).



ACCESSORIES



Molded Splash Guards

2012 Escalade

Designed to accent the exterior of your Escalade, these Molded Splash Guards in Mocha Steel (GHA) (P/N 20959511) fit directly behind the rear wheels and help protect against tire splash and mud. For Use on LTZ and Denali Models.

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.

EXTERIOR		
Door Handles, Front and Rear Sets - Silver Ice (GAN) with Chrome Insert	2013 Malibu, 2012 Regal	22817268
Door Handles, Front and Rear Sets - Black Granite (GAR) with Chrome Insert	2013 Malibu, 2012 Regal	22817269
Door Handles, Front and Rear Sets - Summit White (GAZ) with Chrome Insert	2013 Malibu, 2012 Regal	22817270
Door Handles, Front and Rear Sets, Black (GBA) with Chrome Insert	2013 Malibu, 2012 Regal	22817271
Door Handles, Front and Rear Set, Crystal Red Tintcoat (GBE) with Chrome Insert * available on Base Regal (4GR69) with 1SL Package	2013 Malibu, 2012 Regal*	22817272
Door Handles, Front and Rear Sets - White Diamond Tricoat (GBN) with Chrome Insert	2013 Malibu, 2012 Regal	22817273
Splash Guards - Molded Front Set, Black	2013 Malibu	20995548
Splash Guards - Molded Rear Set, Black	2013 Malibu	22864060
Splash Guards - Rear Molded, Black	2012 Regal	22770857
Splash Guards - Molded Rear Set, For Use on LTZ and Denali Models, Mocha Steel (GHA)	2012 Escalade	20959511
Spoiler Kit, Inferno Orange Metallic (GCR), for use on Hatchback only	2012 Sonic	95942507
Spoiler Kit, Summit White (GAZ), for use on Hatchback only	2012 Sonic	95942508
Spoiler Kit, Black (GBA), for use on Hatchback only	2012 Sonic	95942509
Spoiler Kit, Silver Ice Metallic (GAN), for use on Hatchback only	2012 Sonic	95942510
Spoiler Kit, Flushmount, Labyrinth (GGW)	2012 LaCrosse	22897198
Spoiler Kit, Flushmount, Claret (GBE)	2012 LaCrosse	22897199
Ground Effects, Ashen Gray (GLJ) - For Use on Base Model Vehicles	2012 Camaro	22828287
Spoiler Kit, Blade Wing, Ashen Gray (GLJ)	2012 Camaro	22828268
Spoiler Decklid Emblem, SS Logo, White	2011 - 2012 Camaro	92228474
Vehicle Cover, Indoor - Black with ZL1 Logo	2012 Camaro	22863449
Trailer Wiring Adapter, Contains (2) 7-Way Power Outlet Adapters - 1 Converts 7 Pin Round to 4 Pin Flat, 1 Converts 7 Pin Round to 12V Power Outlet	2012 Captiva Sport	19201995
INTERIOR		
Floor Mats - Front and Rear Carpet Replacements, Cocoa	2012 Verano	22890580

GM ACCESSORIES DIGITAL SOLUTION

GM Accessories Digital Solution has gone mobile!

Effective April 10th, 2012, the GM Accessories Digital Solution is now accessible on smart phones and tablet devices. Included in this mobile update is the customer's ability to shop for accessories by viewing images, marketing copy and dealer pricing on an enrolled dealer's Cobalt website.



Digital Solution Overview and Q & A Schedule

Register for a session now by clicking a link below:

- <https://www1.gotomeeting.com/register/950720568> Thu, May 3, 2012 11:00 AM - 12:30 PM CDT
- <https://www1.gotomeeting.com/register/407225448> Thu, May 10, 2012 11:00 AM - 12:30 PM CDT
- <https://www1.gotomeeting.com/register/954474856> Thu, May 17, 2012 11:00 AM - 12:30 PM CDT

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LACKS TRIM SYSTEMS - GRILLES



Make your vehicle an extension of your personal style with the attention-grabbing front end grilles by Lacks.

- Superb fit and performance
- Designed, Engineered and Manufactured to Factory Specs
- 3 Year Warranty

For more information on Lacks Trim Systems visit:

AIC > Product > Integrated Business Partners > Lacks Trim Systems

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Image	Part #	Description	Application	Dealer Price
	19258214	Chevrolet Cruze Grille in bright chrome finish surround with silver painted mesh.	2011 Cruze	\$299.25
	19258215	Chevrolet Traverse Grille in a bright chrome finish surround with chrome finish mesh.	2009-2011 Traverse	\$269.25
	19258216	Chevrolet Traverse Grille in a rich black chrome finish surround with antique bronze colored mesh.	2009-2011 Traverse	\$336.75
	19258217	Chevrolet Avalanche, Suburban and Tahoe Grille in a bright chrome finish billet.	2007-2011 Avalanche/ Suburban/Tahoe	\$299.25
	19258218	Chevrolet Avalanche/ Suburban/ Tahoe Grille in a bright chrome finish surround with antique bronze colored mesh.	2007-2011 Avalanche/ Suburban/Tahoe	\$299.25
	19258219	Chevrolet Avalanche/ Suburban/ Tahoe Grille in a rich black chrome finish surround with antique bronze colored mesh.	2007-2011 Avalanche/ Suburban/Tahoe	\$336.75

Shown with graphics from an independent supplier and 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 the warranty provided by Lacks, please call 1-616-554-7520.

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