

October 2012



WWW.EXPRESS-ADI.COM

# ADI UPDATE



CONVENIENCE

AFFORDABILITY



## ★ TRUCK MONTH IS HERE ★

Take Advantage of these TRUCK MONTH SPECIALS!

**GMC SIERRA ACCESSORY PROMOTION** Eligible Sales Consultants get 10% of MSRP in earnPower pts on all eligible Sierra Accessories sold October 2 - October 31, 2012. Sales, Service, & Parts Managers receive a 10% override - EACH!  
Go to [www.gmearnpower.com](http://www.gmearnpower.com) for eligibility requirements and full program details.

**SCR SILVERADO ACCESSORY PROMOTION** Eligible Sales Consultants get 10% of MSRP in earnPower pts on all eligible Silverado Accessories sold September 1 - October 31, 2012. Sales, Service, & Parts Managers receive a 20% override.  
Go to [www.gmearnpower.com](http://www.gmearnpower.com) for eligibility requirements and full program details.

**EXPRESS TRUCK MONTH PROTECTION PACKAGE SPECIAL** Get 10% of MSRP in earnPower pts PLUS receive a \$25 Gift Card with package purchase!

**ALL WEATHER MATS Q4 PROMOTION EVERY CUSTOMER, EVERY TIME!** Receive 10% of the MSRP (in earnPower points) on any eligible GM Accessories All-Weather Floor and Cargo mats sold from October 2, 2012, to January 2, 2013.

**BUSINESS CHOICE PROGRAM EXTENDED!** Program ends January 2, 2013. Take advantage of N/C Accessories for your customers and \$\$\$ incentives for your Sales Consultants and Commercial Sales Managers!

Win with BUICK Accessories

Win with CADILLAC Accessories

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# SCR SILVERADO PROMOTION

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## ELIGIBLE SALES CONSULTANTS EARN 10% OF MSRP (EXCLUDING INSTALLATION) IN EARNPOWER POINTS! SALES, SERVICE, AND PARTS MGRS EARN 20% OVERRIDE!

Promotion Dates September 1st – October 31st, 2012.

When a new vehicle sales team member delivers an eligible Silverado with at least one eligible GM accessory to a retail customer from September 1st to October 31st, 2012, they can visit [www.gmearnPOWER.com](http://www.gmearnPOWER.com) and earn 10% MSRP of total GM Accessory sales (excluding installation) in EarnPower Personal Rewards points per eligible Silverado delivery.

New Vehicle Sales Managers, Service Managers and Parts Managers will earn a 20% override of the total credits earned by their Sales Team provided their cumulative points earned for the dealership during the program exceeds 50 points.

Payout Example:

Product	MSRP	EarnPower Personal Points
6" Chrome Assist Steps	\$660	66
Underseat Storage	\$180	18
<b>Total Salesperson Points</b>	<b>\$840</b>	<b>84</b>
<b>Sales Manager Points</b>		<b>16.8</b>
<b>Service Manager Points</b>		<b>16.8</b>
<b>Parts Manager Points</b>		<b>16.8</b>

### ADDITIONAL GUIDELINES:

Personal reward points will only be awarded when accessory sales are claimed by a Sales Team Member on the [www.gmearnPOWER.com](http://www.gmearnPOWER.com) website from September 1st, 2012 to November 7th, 2012 for eligible retail deliveries from September 1st, 2012 to October 31st, 2012.

Business Choice is not eligible under this program.

LPOs are excluded from this program.

Wheels – 10% MSRP is calculated on wheels only. Tires are excluded.

Confirmed verification of all of the following is required prior to any personal rewards payout:

- The claimant's employing dealership (BAC) is currently enrolled in 2012 MOE.
- The claimant's GMIN is currently valid for the employing dealership (BAC).
- The VIN claimed has not already been claimed by previous participant. One claim per qualifying VIN.

- A valid customer delivery record (CDR) with an eligible delivery type for an eligible Silverado has been successfully reported as delivered to the customer from September 1st to October 31st, 2012. Deadline for delivery reporting to be eligible for Earnpower personal rewards is the close of business November 7th, 2012.
- Confirmation the BAC on the accessory claim matches the BAC that reported sale of the VIN on the CDR.
- All non-LPO accessories sold to the VIN have successfully been reported as installed to the VIN in the Global Warranty System (GWS) with the appropriate installation operations (iOPs). Deadline for submissions to GWS for program eligibility is close of business November 7th, 2012

General Motors reserves the right to amend, cancel, or revoke this promotion at any time.



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# OCTOBER SIERRA EARPOWER PROMOTION

**GMC**  
ACCESSORIES



**10%  
EARPOWER  
SPIFF PLUS MGR  
OVERRIDE!**

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## ELIGIBLE SALES CONSULTANTS EARN 10% OF MSRP (EXCLUDING INSTALLATION) IN EARPOWER POINTS! SALES, SERVICE, AND PARTS MGRS EACH EARN 10% OVERRIDE!

Promotion Dates October 1 - 31, 2012. Payout Example:

Product	MSRP	EarnPower Personal Points
6" Chrome Assist Steps	\$660	66
Underseat Storage	\$180	18
<b>Total Salesperson Points</b>	<b>\$840</b>	<b>84</b>
Sales Manager Points (10%)		8.4
Service Manager Points (10%)		8.4
Parts Manager Points (10%)		8.4

This is an accessory promotion designed to reward eligible GMC dealership employees when they sell Non-LPO GM Accessories (excluding IBP products and factory production) on any eligible 2012-2013 Sierra from October 1 through October 31, 2012.

Eligible GMC dealership sales employees will receive 10% of the MSRP (excluding installation) for eligible GM Accessories sold on a 2012/2013 MY Sierra.

### ADDITIONAL GUIDELINES:

When a new vehicle sales team member delivers an eligible Sierra with at least one eligible GM accessory to a retail customer from October 1 to October 31, 2012, they can visit [www.gmearnPOWER.com](http://www.gmearnPOWER.com) and earn 10% MSRP of total GM Accessory sales (excluding installation) in EarnPower Personal Rewards points per eligible Sierra delivery.

Only Non-LPO GM GMC Accessories are eligible for this promotion. Factory options and IBP products are not eligible for this promotion. Business Choice is excluded from this promotion.

New Vehicle Sales Managers, Service Managers and Parts Managers will earn a 10% override EACH on the total dealership's credits earned by their Sales Team provided their cumulative points earned for the dealership during the program exceeds 50 points.

Confirmed verification of all of the following is required prior to any personal rewards payout:

- » The claimant's employing dealership (BAC) is currently enrolled in 2012 MOE.
- » The claimant's GMIN is currently valid for the employing dealership (BAC).

- » The VIN claimed has not already been claimed by previous participant. One claim per qualifying VIN.
- » A valid customer delivery record (CDR) with an eligible delivery type for an eligible Sierra has been successfully reported as delivered to the customer from October 1st to October 31st, 2012. Deadline for delivery reporting to be eligible for Earnpower personal rewards is the close of business November 7th, 2012.
- » Confirmation the BAC on the accessory claim matches the BAC that reported sale of the VIN on the CDR.
- » All non-LPO accessories sold to the VIN have successfully been reported as installed to the VIN in the Global Warranty System (GWS) with the appropriate installation operations (iOPs). Deadline for submissions to GWS for program eligibility is close of business November 7th, 2012

General Motors reserves the right to amend, cancel, or revoke this promotion at any time.

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# OCTOBER TRUCK SPECIAL!



## Get a **\$25 Gift Card** with Silverado Ext./Crew Cab or Sierra Ext./Crew Cab Protection Package! Plus **10% of MSRP** EarnPOWER Spiff!

Accessory	Dealer Cost	MSRP
6-inch Oval Chrome Step	\$462.00	\$660.00
Wheel House Liners	\$84.00	\$120.00
Bed Rail Protectors	\$77.00	\$110.00
Underseat Storage	\$126.00	\$180.00
<b>TOTAL:</b>	<b>\$749.00</b>	<b>\$1,070.00</b>

Above example is Crew Cab package with Chrome Step.



**\$25 Gift Card + EarnPOWER Spiff!!**  
**Eligible Sales Consultants earn**  
**10% of MSRP (\$107 for pkg.) in earnPower points!**  
**Override available for Sales/Service/Parts Mgrs!**

Promotion Dates October 2 - 31, 2012. ADI to Dealer Sales only; LPOs not eligible for this promotion.

To receive earnPower reward, Sales Consultant must enter claim in [www.gmearnpower.com](http://www.gmearnpower.com) under **GMC Sierra Promotion** or **Silverado Accessory Promotion**. Full eligibility requirements and program guidelines located on website.

General Motors and Express Dealer Accessories reserve the right to amend, cancel, or revoke this program at any time. All General Motor's decisions are final. In all matters relating to the interpretation and application of any rules of this program, the decision of General Motors shall be the final decision.

PKG QTY: \_\_\_\_\_

Cab Size:  Ext. Cab  Crew Cab

Bed Length:  5'8"  6'6"  8'0"

Assist Step:  Black  Chrome

PO#: \_\_\_\_\_

VIN: \_\_\_\_\_

Dealership Name and BAC: \_\_\_\_\_

Manager's Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

**Express Dealer Accessories - 918-317-6890 - Fax 918-217-1250**

# EVERY CUSTOMER EVERY TIME

*Earn Rewards with the Q4  
All-Weather Floor and Cargo Mat promotion!*

This promotion is a great opportunity to ask every new vehicle customer about enhancing their vehicle with All-Weather Floor and Cargo mats as well as the full-lineup of GM Accessories. Recent surveys show that dealer satisfaction is increased by 22 percentage points when a salesperson offers a customer GM Accessories.

**Receive 10% of the MSRP on any eligible GM Accessories All-Weather Floor and Cargo mats sold during the promotion period – October 2, 2012, to January 2, 2013.**

With the approach of seasonal weather, it's never been a better time to offer your customers the interior protection that their new Chevrolet, Buick, GMC, or Cadillac deserves.

## KEY PROMOTION DETAILS

Promotion Period Dates: October 2, 2012 – January 2, 2013

- Enrollment for Sales Manager, Service Manager or Sales team member participation is automatic. Participating dealerships must be enrolled in the 2012 Mark of Excellence (MOE)
- All 2012 and 2013 model year Chevrolet, Buick, GMC, and Cadillac Accessories All-Weather Floor and Cargo Mats qualify. No substitutions or modifications are allowed. **GM All-Weather Floor and Cargo Mat sales must occur within 13 days of vehicle delivery**
- Eligible dealership sales employees will receive 10% of the MSRP (excluding installation) for eligible GM All-Weather Floor and Cargo Mats sold on any Chevrolet, Buick, GMC, or Cadillac vehicle
- Eligible sales employees must have a valid GMIN, and visit [www.gmearnpower.com](http://www.gmearnpower.com) to receive the GM earnPower points.
- New Vehicle Sales Managers and Service Managers will earn a 20% override of the total credits earned by their Sales Team provided their cumulative points earned for the dealership during the program exceeds 50 points
- LPOs are excluded from this program. Additionally, accessory content already included on the vehicle from the factory and on the Monroney label is ineligible
- Business Choice is excluded from this program
- One payout will be awarded per qualifying VIN
- Any new 2012/2013 model year Chevrolet, Buick, GMC, or Cadillac vehicle is eligible

**FOR COMPLETE PROMOTION GUIDELINES VISIT [WWW.GMEARNPOWER.COM](http://WWW.GMEARNPOWER.COM)**



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# 2012 BUSINESS CHOICE PROGRAM

*"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 01/02/13.*

## OPTION A – GM Accessory Upfit Packages for Silverado & Sierra

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

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



The 2012 Business Choice Program runs from October 1, 2011 through **January 2, 2013.**



Salesperson Name: \_\_\_\_\_ Date: \_\_\_\_\_

Dealer Name & BAC: \_\_\_\_\_

Address: \_\_\_\_\_

VIN: \_\_\_\_\_

Signature: \_\_\_\_\_

Spiff Amount: \_\_\_\_\_

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# 2012 BUSINESS CHOICE PROGRAM

*"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 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.*

**EXTENDED!** The 2012 Business Choice Program runs from October 1, 2011 through January 2, 2013.



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

**GMC**  
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## Now Available under the IBP Program – EGR Fender Flares

Manufactured from strong, durable UV-protected and OEM-approved paintable plastic. Fender flares from EGR help reduce damage that can occur at the work site or on the road. Available in three “looks”, Slimline, Rugged and Bolt-On.



### EGR Fender Flare Advantages:

- Helps protect truck sheet metal from debris
- Robotically trimmed for a precision fit
- Features real stainless steel bolts for uncompromising detail
- Fits 5' 8", 6' 6" and 8' truck beds
- No drilling required – uses existing OEM holes and/or fasteners
- Lightly textured Black finish
- Easy to paint to match to vehicle, or leave unpainted
- Thicker, 100% UV-stable, OE plastic
- OEM quality and hardware
- Available in 4-piece sets



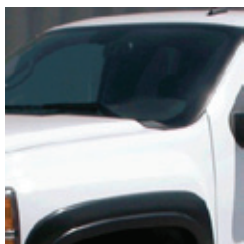
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GM Part	Part Description	Dealer Cost	MSRP
19299826	Chevrolet Silverado 2007-2012 LD/HD with 5'8" box OEM Look	\$311.20	\$389.00
19299827	Chevrolet Silverado 2007-2012 LD/HD with 5'8" box Rugged Look	\$311.20	\$389.00
19299828	Chevrolet Silverado 2007-2012 LD/HD with 5'8" box Bolt On Look	\$346.40	\$433.00
19299829	Chevrolet Silverado 2007-2012 LD/HD with 6'6"/8' box OEM Look	\$311.20	\$389.00
19299830	Chevrolet Silverado 2007-2012 LD/HD with 6'6"/8' box Rugged Look	\$311.20	\$389.00
19299831	Chevrolet Silverado 2007-2012 LD/HD with 6'6"/8' box Bolt On Look	\$346.40	\$433.00
19299832	GMC Sierra 2007-2012 LD with 5'8" Box Rugged Look	\$311.20	\$389.00
19299833	GMC Sierra 2007-2012 LD with 5'8" Box Bolt On Look	\$346.40	\$433.00
19299834	GMC Sierra 2007-2012 LD with 6'6"/8' box Rugged Look	\$311.20	\$389.00
19299835	GMC Sierra 2007-2012 LD with 6'6"/8' box Bolt On Look	\$346.40	\$433.00
19299836	GMC Sierra 2011-2012 HD with 6'6"/8' box Rugged Look	\$311.20	\$389.00
19299837	GMC Sierra 2011-2012 HD with 6'6"/8' box Bolt On Look	\$346.40	\$433.00



**Slimline Look**



**Rugged Look**



**Bolt-On Look**

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 EGR Incorporated, call 800-757-7075.

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## NOW AVAILABLE! Kicker Audio Available for Camaro, Cruze, Sonic, Silverado, and Sierra (Ext./Crew Cabs)



The thrill and musical accuracy of a live-concert experience minus the crowds.

- Adds big-bass subwoofer in a small space, along with high-efficiency, low power-draw amplifiers and a unique sound signature from multichannel 32-bit DSP amp
- 200-watt powered Kicker subwoofer with quick-connect wire harness to easily secure or remove when needing cargo room (sold only in kit with 32-bit DSP amp)
- Combined kit “kicks out” 400 watts of power
- Plug and play – no wire cutting or vehicle modifications
- Cosmetically integrated original factory look
- Minimally impacts vehicle’s charging system
- 3-year/36,000-mile Kicker warranty<sup>1</sup> when installed by an authorized Chevrolet dealer

For more information and hero cards visit **AIC > PRODUCT > INTEGRATED BUSINESS PARTNERS > KICKER**



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Part #	Description	Dealer Cost	Install Time	MSRP
19119199	Camaro 200 watt powered Subwoofer and 200 Watt DSP Amp Kit by Kicker	\$839.20	1.5	\$1,049.00
19119200	Camaro DSP AMP Kit by Kicker	\$359.20	1.0	\$449.00
19119201	Cruze 200 watt powered Subwoofer and 200 watt DSP Amp Kit by Kicker	\$839.20	1.5	\$1,049.00
19119202	Cruze DSP AMP kit by Kicker	\$359.20	1.0	\$449.00
19119147	Sonic 200 watt powered Subwoofer and 200 watt DSP Amp Kit by Kicker	\$839.20	1.5	\$1,049.00
19119148	Sonic DSP Amp kit by Kicker	\$359.20	1.0	\$449.00
19119203	Silverado/Sierra Ext Cab 200 watt powered Subwoofer and 200 watt DSP Amp Kit by Kicker	\$839.20	1.5	\$1,049.00
19119204	Silverado/Sierra Crew/EXT Cab DSP AMP kit by Kicker	\$359.20	1.0	\$449.00
19119205	Silverado/Sierra Crew Cab 200 watt powered Subwoofer and 200 watt DSP Amp Kit by Kicker	\$839.20	1.5	\$1,049.00

<sup>1</sup>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 Kicker, please call 1-800-256-5425.

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**New Products!**



**ACCESSORIES**

**NEW!! Camaro 20-inch Wheels**  
2013 Chevy Camaro



Part #19260580 – EA580  
45th Anniversary, Manooagian  
Silver Painted



Part #19260584 - EA584  
5-spoke Polished



Part #19260581- EA581  
5-spoke Black Painted



Part #19260587- EA587  
45th Anniversary Alt. Finish -  
Painted Black

Validated to GM specifications. Use only GM-approved tire and wheel combinations.  
See [www.gmaccessorieszone.com](http://www.gmaccessorieszone.com) for important wheel and tire information.



**Synergy Stripes**  
2013 Camaro

Give your Camaro a distinctive appearance with these Synergy Stripes. Now available in Blue (GXH).



**Outdoor ZL1 Vehicle Cover**  
2013 Chevy Camaro

Protect your pride and joy with this fitted, outdoor Vehicle Cover in Red with ZL1 Logo (p/n 22863454) and Gray with ZL1 Logo (p/n 22863455). Our covers are custom-contoured to fit your Camaro's curves like a glove.



**Wheel Lock and Nut Package**  
2011-2013 Chevy Camaro

Help deter thieves from taking the wheels off your vehicle with this wheel lock kit (p/n 19259108), featuring a unique key.



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

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**New Products!**



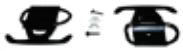
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**Cruise Control**  
2012-2013 Chevy Cruze

Add a Cruise Control Kit to your Cruze to maintain your desired speed on those long road trips without having to manually press your foot to the accelerator (p/n 95081936).



**Trunk Convenience Hooks**  
2013 Malibu

Help keep smaller and lighter bags in place during sharp turns or quick stops and starts with these Cargo Hooks (p/n 22793992). Designed to fit under the parcel shelf in your trunk and not intended for larger or heavier items. Set includes 2 Black Hooks.



**Auxiliary Gauge Pack**  
2012 Camaro

Keep tabs on vital vehicle functions with this Auxiliary Gauge Package. Includes Oil Pressure, Battery Volt, Oil Temperature, and Transmission Fluid Temperature gauges.

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**Front Molded Carpet Mats**  
2012 GMC Sierra

Enhance the appearance of your Sierra while helping to protect the front floor with these Molded Carpet Floor Mats that feature the GMC Heritage logo. Custom-designed for a precise fit, the moisture-barrier carpet and raised edges help keep mud, snow and dirt away from your vehicle's floor. (p/n 19300006 - Heritage Logo, Crew Cab, Titanium)



**Front Molded Carpet Mats**  
2012 GMC Yukon, Yukon XL

These custom Molded Carpet Floor Mats provide an exact fit to the floor of your Yukon for superior protection. The moisture-barrier carpet and raised edges help keep mud, snow and dirt away from your vehicle's floor. (p/n 19300008- Heritage Logo, Crew Cab, Cashmere)

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

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**New Products!**



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**Premium All Weather Mats**  
**2013 Cadillac ATS**

These Premium All Weather Front and Rear Floor Mats are precision crafted for a custom fit and deep ribbed for superb protection against the elements. Offered in Brownstone and Jet Black and feature the ATS logo on the front mats.



**Outside Vehicle Cover**  
**2012-2013 Cadillac CTS Sport Sedan**

This Outside Vehicle Cover is custom-constructed of lightweight, easy-to-handle material. Keeps out dirt, dust, and abrasive particles and allows moisture to evaporate. Gray, Crest Logo (p/n 22788831)



**Cargo Net**  
**2013 XTS**

Help secure and organize items in the cargo area of your XTS with this utility restraint Cargo Net (p/n 22939438).



**Cargo Tray**  
**2013 Cadillac XTS**

This custom-molded, heavy-duty Cargo Tray (p/n 22757767) features a nonskid surface and a raised outer lip that helps contain cargo and spills. Fits perfectly in the trunk of your XTS.

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

Win with BUICK Accessories

Win with CADILLAC Accessories

**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, Oct 11, 2012 11:00 AM - 12:30 PM CDT <https://www1.gotomeeting.com/register/259971865>
- Thu, Oct 18, 2012 11:00 AM - 12:30 PM CDT <https://www1.gotomeeting.com/register/819980993>
- Thu, Oct 25, 2012 11:00 AM - 12:30 PM CDT <https://www1.gotomeeting.com/register/134347273>
- Thu, Nov 1, 2012 11:00 AM - 12:30 PM CDT <https://www1.gotomeeting.com/register/198435584>

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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## 2013 CADILLAC ATS SEDAN ACCESSORIES



ACCESSORIES



**Spoiler** Showcase the performance-inspired design of your ATS with a rear deck spoiler. Available in prime and select body colors.  
MSRP \$425



**Interior Trim Kit** Precisely crafted and meticulous in detail, these luxury trim selections distinctively define the interior of your ATS: Morello Red Carbon Fiber, Okapi Stripe, Natural Sapele, Black Olive Ash or Brushed Aluminum.  
MSRP \$899



**Front & Rear Premium All Weather Mats** These Premium All Weather Front and Rear Floor Mats are precision crafted for a custom fit and deep ribbed for superb protection against the elements. Offered in Brownstone and Jet Black and feature the ATS logo on the front mats.  
MSRP \$130



**Cargo Organizer** This durable, flexible, collapsible cargo organizer has multiple compartments to carry lightweight items of various sizes in the rear of your Cadillac. Can be folded flat, or removed from the vehicle as needed. Black with Cadillac Logo.  
MSRP \$130



**Cargo Area Premium All Weather Mat** This custom-molded, premium all-weather cargo mat features a deep-ribbed pattern to collect debris and fits perfectly in the trunk your ATS. Features the ATS logo.  
MSRP \$110



**Remote Start** This Remote Start Kit is seamlessly integrated into your ATS anti-theft and remote keyless entry system. It enables your ATS with the same remote vehicle start function as the factory system.  
MSRP \$200



**Cargo Net** Help secure and organize items in the cargo area of your ATS with this utility restraint Cargo Net.  
MSRP \$50



**Center Cap** Finish off your Cadillac wheels in style with these elegant Center Caps. Colored Wreath and Crest logo on silver background. Sold in set of 4, priced individually.  
MSRP \$45

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# New Product Table

The following new products are ready for sale. For pricing information and availability, please visit [www.Express-ADI.com](http://www.Express-ADI.com) or call 800-676-8513.

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CARGO MANAGEMENT		
Cargo Hooks - Trunk Convenience Hooks	2013 Chevy Malibu	22793992
Cargo Net, Envelope Style, Black	2013 Cadillac XTS	22939438
Cargo Tray, Black	2013 Cadillac XTS	22757767
Cargo Tray, Black	2013 Cadillac XTS	22757767
ELECTRONICS		
Cruise Control, without Steering Wheel Radio Controls	2012-2013 Chevy Cruze	95081936
EXTERIOR		
Decal/Stripe Package, Synergy Stripes - Blue (GXH), For Use on Convertible Models	2013 Chevy Camaro	22828304
Decal/Stripe Package, Synergy Stripes - Blue (GXH), For Use on Coupe Models	3013 Chevy Camaro	22828305
Vehicle Cover, Outdoor - Red with ZL1 Logo	2013 Chevy Camaro	22863454
Vehicle Cover, Outdoor - Gray with ZL1 Logo	2013 Chevy Camaro	22863455
Vehicle Cover - Outside All Weather, Gray, Crest Logo	2012-2013 Cadillac CTS Sport Sedan	22788831
INTERIOR		
Pedal Cover - For Automatic Transmission - includes Accelerator and Brake Covers	2014 Chevy Impala	19212762
Auxiliary Gauge Pack - V6 (LFX) with 6-Speed Manual Transmission (MV5) - Not For Use with Factory Multifunction Aux Gauge (UMQ), or KPH Speedometer (U19)	2012 Chevy Camaro	22901397
Auxiliary Gauge Pack - V8 (LS3) with 6-Speed Manual Transmission (M10) - Not For Use with Factory Multifunction Aux Gauge (UMQ), or KPH Speedometer (U19)	2012 Chevy Camaro	22901399
Auxiliary Gauge Pack - 6-Speed Automatic Transmission (MYB or MYC) - Not For Use with Factory Multifunction Aux Gauge (UMQ), or KPH Speedometer (U19)	2012 Chevy Camaro	22901401
Floor Mats - Front Molded Carpet - Heritage Logo, Crew Cab, Titanium	2012 GMC Sierra	19300006
Floor Mats - Front Molded Carpet - Heritage Logo, Crew Cab, Cashmere	2012 GMC Yukon, GMC Yukon XL	19300008
Floor Mats - Front and Rear Premium All Weather, Brownstone	2013 Cadillac ATS	22927633
WHEELS		
20 inch Wheels - EA580 - 20 Inch x 8 Inch Front Wheel, 20 Inch x 9 Inch Rear Wheel - 45th Anniversary, Manoojian Silver Painted	2013 Chevy Camaro	19260580
20 inch Wheels - EA584 - 20 Inch x 8 Inch Front Wheel, 20 Inch x 9 Inch Rear Wheel - 5-spoke Polished	2013 Chevy Camaro	19260584
20 inch Wheels - EA581- 20 Inch x 8 Inch Front Wheel, 20 Inch x 9 Inch Rear Wheel - 5-spoke Black Painted	2013 Chevy Camaro	19260581
20 inch Wheels - EA587 - 20 Inch x 8 Inch Front Wheel, 20 Inch x 9 Inch Rear Wheel - 45th Anniversary Alt. Finish - Painted Black	2013 Chevy Camaro	19260587
Wheel Lock and Nut Package - Chrome (Includes 16 Lug Nuts, 4 Wheel Locks and 1 Key)	2011-2013 Chevy Camaro	19259108
Center Cap - Buick Logo, Brushed	2012-2013 Buick Regal, Buick LaCrosse	19299302
Valve Cap - Set of 4, Cadillac V-Series logo in Silver on Black background	2012-2013 Cadillac CTS-V Coupe, Cadillac CTS-V Sedan, Cadillac CTS-V Wagon	22914361

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# GM Accessories Digital Solution

## Chrome Data Solutions has landed a bold new look!



Chrome Data Solutions is excited to unveil the bold new look of the landing page on dealers' retail websites. Forget the former single static promotional banner; now the landing page showcases rotating vehicle images that can be paired with promotions to more effectively market a dealer's inventory! These bold and engaging images are a combination of brand-

specific photos and universal advertising photos. Universal images will be used for promotions across all GM brands – such as GM Truck Month – while brand-specific images will be used to promote specific models within a brand.

Website visitors will only see vehicle images for the brands a dealer sells. Up to ten images will cycle through for three seconds each, presenting a great opportunity to engage visitors and keep them on a dealer's website longer. Plus, the new set-up means images can be uploaded and changed in a snap to advertise new GM promotions, new models and other news. Chrome Data Solutions is confident that this will be an effective and engaging advertising tool.

### Simplified PayPal Setup

Now you can set up your GM Accessories Digital Solution to accept online payments via PayPal and major credit and debit cards. The process only takes about 10 minutes and costs you nothing to get going. Plus, PayPal is always free for your customers to make a purchase. They don't even need a PayPal account and can pay you in up to 24 currencies. And with built-in mobile checkout, your smart phone customers will be happy, too. All you need is a PayPal business account.

Like most credit card processors, PayPal charges a fixed percentage and a transaction fee on every sale. However, what makes PayPal different is that there are no extra fees for setup, downgrades, statements, withdrawals, or cancellation.

To get setup to accept online payments on your retail accessories site, contact your TSM or email your Chrome Data Solutions representative.



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