

FALL LPO “STEP IT UP” ACCESSORY CHALLENGE



ACCESSORIES



Silverado 1500 Assist Steps-RVS



2018 Equinox All-Weather Floor Liner-RIA



All-New 2018 Traverse Roof Rack Cross Rails-VLL



Malibu Illuminated Door Sill Plate-SOM

STEP UP AND EARN REWARDS WITH THE LPO “STEP IT UP” ACCESSORY CHALLENGE!

Dealer Principals and Executive Managers: Enroll your Sales Managers and/or Inventory (Order) Managers – or any designated employee with a valid GMIN number – to earn GM *earn*POWER points. Eligible LPOs ordered during the LPO Order Dates are awarded points indicated in the Program Rules. Earnings are deposited monthly into each participant’s GM *earn*POWER awards account based on the share allocated by the Dealer Principal or Executive Manager. Every minute of the Program Period counts, so be sure to get your dealership enrolled today!

ENROLL YOUR DEALERSHIP RIGHT AWAY TO “STEP UP” *earn*POWER POINTS!

KEY PROGRAM DETAILS

Program Period:

October 3, 2017–January 2, 2018

Enrollment Period:

October 3, 2017–October 16, 2017

LPO Order Dates:

October 19, 2017–December 21, 2017

(See “How the Program Works” for full details.)

Sales Managers and/or Inventory (Order) Managers with a valid GMIN number (or, at the Dealer Principal’s discretion, another dealership employee with a valid GMIN number) may participate.

ENROLLMENT DETAILS

No charge or fee for participation. Enroll through October 16, 2017. Dealer or Executive Manager should log onto *earn*POWER and click on the LPO “Step It Up” Accessory Challenge program tile. Follow the instructions there or see “Enrollment Process” elsewhere in this announcement.

Make sure your dealership has at least one eligible participant enrolled by October 16, 2017.

FALL 2017 – CHEVROLET LPO “STEP IT UP” ACCESSORY CHALLENGE OFFICIAL PROGRAM RULES



ACCESSORIES

Program Period: October 3, 2017 – January 2, 2018

Enrollment Dates: October 3, 2017 – October 16, 2017

LPO Order Dates: October 19, 2017– December 21, 2017

See “How the Program Works” for more information about how these dates work with the existing Dealer Order Submission Process (DOSP) dates.

ELIGIBLE DEALERSHIPS

- New Hampshire dealers are **not** eligible.
- GM dealerships that have a GM Dealer Sales and Service Agreement and are enrolled in the 2017 Mark of Excellence (MOE), are eligible.
- Details for the 2017 MOE Program can be found by visiting GMPROGRAMINFO.COM (GMPI).
- Participation in the Program is voluntary.

ELIGIBLE PARTICIPANTS

- Sales Managers and/or Inventory (Order) Managers with a valid GMIN number.
- Or, at the Dealer Principal’s discretion, another Dealership employee with a valid GMIN number.
- Enrolled Participants must have a GMIN in order to receive awards.

HOW THE PROGRAM WORKS

- Dealer or Executive Manager logs into **earnPOWER** via GM Global Connect (www.gmglobalconnect.com), to enroll and allocate payouts percentage to eligible Participants during the Enrollment Dates. If a Dealer or Executive Manager fails to enroll and allocate payments by the end of the Enrollment Dates, then the Dealer will have no eligible participants in this Program.
- Only Eligible LPOs on vehicles ordered during the following DOSP cycles will count toward points:
 - October 19 – 24, October 26 – 31,
 - November 2-7, November 9-14, November 16–21, November 30 – December 5,
 - December 7 – 12, December 14 – 19, and December 21 – 26
 - (No DOSP cycle on 11/16)
- Each LPO code will be assigned an **earnPOWER** payout as indicated in the attached table. See “Eligible LPOs” section below for complete list of Eligible LPOs. EarnPower amounts for each LPO were determined based on MSRP value. For example, LPO’s with a higher MSRP generally have higher earnPower payouts.

- Only LPO orders on VINs successfully processed into POMS (Event code 2000 and higher) during the Program Period will qualify.
- As long as a dealership has at least one Participant enrolled/allocated by the end of the Enrollment Dates, all Eligible LPO’s ordered will count towards earnings in the Program Period.
- Enrolled participants will be awarded **earnPOWER** points based on the qualified orders and their assigned value. All orders submitted during the DOSP cycles listed above will qualify, as long as they are submitted with eligible LPO’s as listed in the “eligible LPO’s” section below.
- Eligible LPOs will be tracked via the **earnPOWER** program web site, www.gmearnpower.com, following each DOSP cycle. Example: DOSP cycle ends on October 24, eligible LPOs are processed and posted to the **earnPower** website, www.gmearnpower.com, by Wednesday, November 1.
- Final results will be posted via the **earnPOWER** program website after January 31, 2018.
- Enrolled Participants will each be rewarded with their allocated share, designated by the Dealer Principal/ Executive Manager, of the total dollar amount earned at their Dealership, based on total eligible LPOs ordered (points earned) during the Program Period.
- Earnings will be deposited into each Participant’s GM **earnPOWER** awards account.

ENROLLMENT

- There is **no charge or fee** for participation.
- Dealer enrolls eligible participants during the Enrollment Dates.
- Dealer Principals and/or Executive Managers must complete enrollment. There will be one program tile across all brands, and one enrollment process. Dual contact dealerships will only need to complete the Participants enrollment process once as long as they enroll managers *from all participating brands at their BAC*.
- Each Dealership is required to complete their enrollment within the Enrollment Dates to earn a payout for its employees under this Program.
- Enrollment in the Program must be done via the GM **earnPOWER** site, located in GM Global Connect. As part of the enrollment process, Dealers must identify and allocate to those Dealership employees eligible to receive awards using the following steps:

ENROLLMENT PROCESS

- To enroll, a Dealer or Executive Manager must logon to **earnPOWER** and click on the **LPO Step It Up Accessory Challenge** program tile
 - Click on the Tile
 - Click on “Enrollment”
 - Check the box next to Participants that need to be enrolled
 - Indicate the payout percentage for the Participants that are selected
 - Use lookup feature to add other employees not listed
- After initial enrollment is completed (by the end of the Enrollment Dates), changes to the allocation of rewards can be made at any time during the Program Period, but once the Program Period ends, no further allocation changes are allowed.
- Note: After the Enrollment Dates have ended, the only changes that are allowed are changes in allocation, as noted above. Dealership employees cannot be added or otherwise changed.
- If no allocation has been made by the end of the Enrollment Dates, no **earnPower** rewards will be paid to the Dealership or employees.

AWARD ISSUANCE

- Awards will be paid out monthly and at the conclusion of the Program Period via GM **earnPOWER** awards. See payment schedule posted at the **earnPower** site.
- Each enrolled Participant will receive their allocated share of the awards earned.
- Participants will be notified via email by GM **earnPOWER** Program Headquarters after bonus earnings have been deposited.
- Participants must be employed at the Dealership at the time the rewards are distributed.

WHAT ARE LPOS

- LPOs are pre-ordered vehicle options that include a single accessory or a collection of accessories that are part of a special package. All LPO content and pricing will appear on the vehicle Monroney Label. LPO content is provided to the Dealer by an ADI and is installed by the Dealer (or ADI if desired)

FALL 2017 – CHEVROLET LPO “STEP IT UP” ACCESSORY CHALLENGE OFFICIAL PROGRAM RULES (CONTINUED)



ACCESSORIES

HOW TO ORDER LPOS

- LPOs are ordered the same as RPOs during the DOSP cycle.
- LPOs are featured in all Vehicle Order Guides.

REPORTING

- Enrolled Participants can go to the program tile on earnPOWER via Global Connect to track their BAC total number of eligible LPOs and/or payout earned to date

TAX PROVISIONS

- Liability for federal, state or other taxes imposed upon a reward is the sole responsibility of the dealership, not GM. Program Headquarters will report all rewards to the appropriate taxing authorities as appropriate.

APPEAL PROCESS

- It is the sole responsibility of the participant to review the reports for accuracy and completeness. All appeals must be submitted to your Zone Manager for consideration within 7 days of the end of the Program Period. Dealers must retain a copy of all appeal correspondence. GM shall have the final decision in its sole discretion on all appeals from Dealers.

AUDITING

- GM reserves the right to audit all Dealer records supporting any vehicle delivery and to disqualify participants in the event of any irregularity. Sufficient dealership records must be kept to evidence the sale or lease of all vehicle deliveries and all accessories sales claimed under the Program. GM also reserves the right to charge back to Dealers any rewards improperly paid or awarded to Dealers or other dealership personnel.
- GM will monitor situations involving Dealer Owners or Dealer Operators who own or control more than one dealership. In the event of any sales imbalance based on sales history, or any delivery reporting or other irregularity, GM may make adjustments in Program Objectives, charge back any rewards under the Program, or take other action deemed by GM to be equitable or appropriate under the circumstances.
- In all matters relating to the interpretation and application of any rules of this Program, the decision of GM shall be final.

DEALER CHANGE

- Any financial arrangements between incoming/outgoing Dealers related to this Program will be a matter for adjustment solely between the incoming/outgoing Dealers, and GM shall assume no responsibility with respect thereto. GM will reward any prize to the eligible dealership in place at the time the prize is awarded under the Program as detailed in the rules. Dealerships must be active on the last day of the Program Period to be eligible for rewards.

REALIGNING/ADDING/DELETING DIVISIONS

- Dealerships that enter into or terminate a GM Dealer Sales and Service Agreement to sell motor vehicles for GM during the Program Period are not eligible to participate in the Program. Dealerships that experience a realignment of eligible divisions, add any eligible divisions, or delete any eligible divisions during the Program Period will not be eligible. Dealerships may request an exception in these situations. GM shall determine, in its sole business discretion, whether any exception will be granted and what objectives would apply. The Dealer Operator and an authorized GM representative must both consent to the exception in writing.

DEALERSHIP PERFORMANCE DURING PROGRAM PERIOD

- The establishment of Sales Objectives and Dealer's performance under this Program does not change or modify the Dealer's obligation to meet its sales requirements under the GM Dealer Sales and Service Agreement.

CANCELLATION

- GM reserves the right to cancel, amend or revoke this Program at any time for any reason or no reason.

OTHER RULES

- All GM general guidelines and definitions of terms relative to incentive programs that were supplied to your Dealership apply to this Program. Refer to the GM Dealer Sales Allowance and Incentive Manual.

**FALL 2017 – CHEVROLET LPO “STEP IT UP” ACCESSORY CHALLENGE:
ELIGIBLE LPO AND POINT VALUE (SORTED ALPHABETICALLY BY MODEL)**



ACCESSORIES

Model	LPO Code and Description	LPO Points
All-New 2017 Bolt	5XB – Charge Cord Set	15
All-New 2017 Bolt	SD4 – Tire Inflator Kit	3
All-New 2017 Bolt	VAV – All-Weather Floor Mats	3
All-New 2018 Traverse	VXW – Assist Steps – Anthracite	20
All-New 2018 Equinox	VXW – Molded Assist Steps	20
All-New 2018 Equinox	RIA – All-Weather Floor Liner	6
All-New 2018 Traverse	VLL – Roof Rack Cross Rails	8
All-New 2018 Traverse	RIA – All-Weather Floor Liners – w/out Pass Thru	6
All-New 2018 Traverse	RIB – All-Weather Floor Liners – w/out Pass Thru	3
Camaro 6	R88 – Illuminated Black Bowtie Emblem	6
Camaro 6	RIK – Black Bowtie Emblems – Front & Rear	6
Camaro 6	VYW – Carpet Floor Mats	3
Corvette Stingray	5ZW – Carbon Flash Spoiler – Z06	10
Corvette Stingray	5ZZ – Spoiler	10
Corvette Stingray	VLI – Cargo Mat	6
Cruze	VQK – Splash Guards	5
Cruze	VAV – All-Weather Floor Mats	3
Cruze	W2D – Cargo Net	2
Impala	VQK – Front and Rear Splash Guards	5
Impala	VAV – All-Weather Floor Mats	3
Malibu	SOM – Illuminated Door Sill Plates	10
Malibu	RIA – All-Weather Floor Liners	6
Malibu	VQK – Splash Guards	5

Model	LPO Code and Description	LPO Points
Malibu	W2D – Cargo Net	2
Colorado	RVP – Assist Steps	20
Colorado	RIA – Floor Liner	6
Colorado	VQK – Splash Guards	5
Silverado HD	S6L – Off-Road Assist Steps	20
Silverado HD	VBJ – Rear Underseat Storage	7
Silverado HD	RIA – Floor Liners	6
Silverado HD	VQK – Splash Guards	5
Suburban	RIB – All-Weather Floor Liner Package	7
Suburban	SFZ – Black Bowtie Emblems	6
Suburban	VAV – All-Weather Floor Mats	6
Suburban	VQK – Molded Splash Guards	5
Suburban	VLI – All-Weather Cargo Mat	2
Tahoe	RIB – All-Weather Floor Liner Package	7
Tahoe	SFZ – Black Bowtie Emblems	6
Tahoe	VAV – All-Weather Floor Mats	6
Tahoe	VQK – Molded Splash Guards	5
Tahoe	VLI – All-Weather Cargo Mat	2

**FALL 2017 – CHEVROLET LPO “STEP IT UP” ACCESSORY CHALLENGE:
ELIGIBLE LPO AND POINT VALUE (SORTED ALPHABETICALLY BY MODEL)**



ACCESSORIES

Model	LPO Code and Description	LPO Points
Silverado 1500	SEW – 22-Inch Wheels	50
Silverado 1500	RVS – 4-Inch Tube Assist Steps	20
Silverado 1500	S6L – Off Road Assist Steps	20
Silverado 1500	VXJ – 4-Inch Round Assist Steps	20
Silverado 1500	VBJ – Rear Underseat Storage	7
Silverado 1500	RIA – Floor Liners - Chevy Crew Cab	6
Silverado 1500	VQK – Molded Splash Guards	5
Silverado 1500	VQZ – Exhaust Tip	4
Sonic	VQK – Molded Splash Guards	5
Sonic	VAV – All-Weather Floor Mats	3
Sonic	W2D – Cargo Net	2
Spark	VAV – All-Weather Floor Mats	3
Spark	VYW – Premium Carpeted Floor Mats	3
Spark	VLI – All-Weather Cargo Mat	2
Trax	S55 – All-Weather Floor Liners	6
Trax	CAV – Cargo Tray	3
Trax	SFE – Wheel Locks	2
Volt	VAV – All-Weather Floor Mats	3
Volt	VLI – All-Weather Cargo Mat	3
Volt	W2D – Cargo Net	2