

JUNE 2017 BUICK/GMC ACCESSORIES SALES TEAM BONUS PROGRAM



ACCESSORIES SALES TEAM BONUS PROGRAM LEVELS

LEVEL 1 BONUS

- Achieve 100–129.9% to objective* = **\$15 per VIN.**

LEVEL 2 BONUS

- Achieve 130%+ to objective* = **\$30 per VIN.**

OR

“LUCKY STRIKE” BONUS

- If Dealer does not hit their June 2017 accessory objective (99.9% or under), BUT manages to grow their accessory sales by 25% Year-over-Year (June 2016 vs. June 2017) = **\$10 per VIN.**

Dealers may only earn payouts for hitting or exceeding their accessory objective or by growing their accessory sales Year-over-Year by 25%. Dealers cannot earn both.

*June 2017 Accessories objectives are based on specific criteria, which include expected vehicle sales volume, vehicle production, corporate business plans, and other relevant business factors; Dealer objectives are determined by combining all divisional objectives within the BAC.

NEW!
Sales Consultants
Now Included!

This Program is intended to reward those that most influence GM Accessory Sales, which are Sales Managers **and** Sales Consultants. Enrollment into the Program must be done via the GM **earnPOWER** site, located in GM Global Connect.

Program Period: June 1, 2017 – June 30, 2017

HERE'S HOW IT WORKS

To qualify for the June 2017 Buick/GMC Accessories Sales Team Bonus Program, your dealership must **meet or exceed** one of the three bonus levels outlined above. All enrollment selections made for the May 2017 GM Accessories Sales Team Bonus Program will automatically carry over for the June Accessories Sales Team Bonus Program. However, **ACTION** is required to add Sales Consultants to the Program.

JUNE 2017 BUICK/GMC ACCESSORIES SALES TEAM BONUS PROGRAM

PROGRAM PERIOD

June 1, 2017 – June 30, 2017

PROGRAM HEADQUARTERS

Contact your Zone or District Manager. For enrollment/allocation questions, call 877-878-3564.

ELIGIBLE DEALERSHIPS

- New Hampshire Dealers are not eligible. GM dealerships that have a GM Dealer Sales and Service Agreement and were enrolled in the 2017 Mark of Excellence (MOE) Program as of January 31, 2017, are eligible. Details for the 2017 MOE Program can be found by visiting GM Program Info (GMPI).
- Participation is voluntary.

ENROLLMENT OR REGISTRATION

- This Program is intended to reward those that most influence GM Accessory Sales, which are Sales Managers **and** Sales Consultants.
- Each Dealership is required to complete their enrollment to earn a payout for this Program. Enrollment into the Program must be done via the GM **earnPOWER** site, located in GM Global Connect. As part of the enrollment process, Dealers must identify which Sales Managers **and** Sales Consultants will be eligible to receive awards, and must also select allocation percentage.
- All enrollment selections made for the May 2017 GM Accessories Sales Team Bonus Program will automatically carry over for the June 2017 Accessories Sales Team Bonus Program. Therefore, if you take no enrollment action, your May selections will be the same for June.
- NEW! A 2-day grace period will be added to the end of the sales month to allow for last minute enrollment changes:

June 2017	
May Sales Month	June 1 – June 30
2-Day Enrollment Grace Period	July 1-2
May Program Period Ends. Enrollment Closed.	June 30, <i>midnight</i>

- Enrollment changes can be made via the GM **earnPOWER** site, located in GM Global Connect.
- Sales Managers **and** Sales Consultants may be enrolled or changed at any time during the Program Period, but once the Program Period ends, no changes are allowed.
- If no selection has been made by the Dealer, either in the previous May 2017 Program, or by the end of this Program, no bonus will be paid to the Dealer or any sales team members at the dealership.

HOW IT WORKS

GM Dealer Sales Team members who qualify under the Sales Team Accessories Bonus Program will qualify for a payout in **earnPOWER** Rewards only if the dealership meets or exceeds the following:

- Enrolled Sales Team members qualify for a payout in **earnPOWER** rewards if they meet or exceed their June Accessory Objective **or** increase their accessory sales by 25% year-over-year. (June 2016 vs. June 2017) Dealer payout level is dependent upon June objective attainment level as listed below.
- Payouts will be made to Sales Team members, through **earnPOWER**, after the end of the Program Period. The bullet-points listed below further depict the requirements as outlined above:

LEVEL 1 BONUS

- Achieve 100–129.9% to objective* = **\$15 per VIN.**

LEVEL 2 BONUS

- Achieve 130%+ to objective* = **\$30 per VIN.**

OR

“LUCKY STRIKE” BONUS

- If Dealer does **not** hit their June 2017 accessory objective (99.9% or under), BUT manages to grow their accessory sales by 25% Year-over-Year (June 2016 vs. June 2017) = **\$10 per VIN.**
Dealers may only earn payouts for hitting or exceeding their accessory objective **or** by growing their accessory sales Year-over-Year by 25%. Dealers cannot earn both.

- Eligible Buick/GMC Accessories Sales Team Bonus Program members that achieve Level 1 will earn a payout equal to \$15 per eligible delivery during the Program Period. To earn a payout under Level 1, the Dealer must

achieve 100%-129.9% of the Dealership's Accessories Sales Objective for the month of June 2017.

- Eligible Buick/GMC Accessories Sales Team Bonus Program members that achieve Level 2 will earn a payout equal to \$30 per eligible delivery during the Program Period. To earn a payout under Level 2, the Dealer must achieve 130%+ of the Dealership's Accessories Sales Objective for the month of June 2017.

OR

- “Lucky Strike” Bonus: Eligible Buick/GMC Accessories Sales Team Bonus Program members that do not achieve their June 2017 accessory objective (99.9% or under) but grow accessory sales by 25% Year over Year for the month of June 2017 will earn a payout equal to \$10 per eligible delivery during the Program Period.

* June 2017 Accessories objectives are based on specific criteria, which include expected vehicle sales volume, vehicle production, corporate business plans, and other relevant business factors; Dealer objectives are determined by combining all divisional objectives within the BAC.

SALES TEAM ACCESSORIES BONUS PROGRAM REPORTING

The June 2017 Sales Team Bonus Detail Report will be updated and available daily on the **earnPOWER** website within GM GlobalConnect. Accessories Dealer Bonus Payout Potential is based on monthly objective attainment or Year-over-Year sales increase, multiplied by June 2017 Eligible Deliveries. June 2017 Eligible Deliveries must be Standards for Excellence (SFE) eligible deliveries delivered and reported in June 2017, per the 2017 GM Sales Calendar. Variations between New Vehicle Retail Sales Actual and June 2017 Eligible Deliveries may be due to SFE eligibility filters.

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.

ELIGIBLE ACCESSORY SALES

All GM Accessory Sales sold through the Dealer, including LPO Sales and Over-the-Counter (ACO) Sales.

CANCELLATION AND AMENDMENT

General Motors reserves the right to cancel, amend or revoke this program at any time for any or no reason.