

INCENTIVE PROGRAM

DEPARTMENT: US Sales Operations - Incentives
CONTACT: GM Fleet & Commercial Call Center
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FILE ATTACHMENT:

1. PROGRAM NAME AND NUMBER

PROGRAM STATUS: Active
PROGRAM NUMBER: 18-36B
PROGRAM NAME: 2018 GM Business Choice Program - GM Accessories Allowance
PROGRAM GROUP: GM Business Choice Programs
AUDIENCE: Business use
COUNTRY: US
LANGUAGE: English
DISPLAY REGION: National
FINANCIAL PROVIDER:
RECIPIENT: Customer
INCENTIVE CODES: HDA

2. PROGRAM DESCRIPTION

THIS IS THE GENERAL MOTORS BUSINESS CHOICE GM ACCESSORIES ALLOWANCE OPTION. THE BUSINESS CHOICE INCENTIVE IS DESIGNED SPECIFICALLY FOR BUSINESS OWNERS WHO USE VEHICLES IN THE DAY-TO-DAY OPERATION OF THEIR BUSINESS AND NOT SOLELY FOR TRANSPORTATION PURPOSES.

IMPORTANT PROGRAM NOTES:

- GM ACCESSORIES ALLOWANCE MUST BE SHOWN AS GM BUSINESS CHOICE ON THE BUYER'S ORDER AND REMOVED FROM THE COST OF THE VEHICLE. THE BUYER'S ORDER MUST BE RETAINED IN THE DEAL JACKET FOR AUDIT PURPOSES.
- EFFECTIVE OCTOBER 1, 2016, THE PART(S) MSRP MUST MEET OR EXCEED THE MINIMUM INCENTIVE AMOUNT TO QUALIFY FOR THE ACCESSORY CASH OFFER. LABOR AND INSTALLATION CHARGES ARE NO LONGER ELIGIBLE.
- TO LOCATE ACCESSORIES THAT ARE ELIGIBLE FOR THIS PROGRAM, ACCESS THE 'ACCESSORY PART LOOKUP' TOOL FROM THE HOMEPAGE OF THE BUSINESS CHOICE PORTAL. DEALERS CAN ENTER A VIN TO GET A COMPLETE LIST OF ACCESSORIES THAT ARE AVAILABLE TO BUSINESS CHOICE CUSTOMERS. ONLY THE ACCESSORIES DISPLAYED IN THIS TOOL ARE ELIGIBLE FOR THE BUSINESS CHOICE INCENTIVE.
- LPO'S AND FACTORY INSTALLED OPTIONS ARE NOT ELIGIBLE FOR REIMBURSEMENT UNDER THIS PROGRAM.
- CARGO VANS ORDERED WITH THE BUSINESS CHOICE ADRIAN STEEL SHIP THRU (R7Q/R7T) ARE NOT ELIGIBLE FOR THIS PROGRAM.

DOCUMENTATION FOR AUDIT PURPOSES:

1. DEALERSHIPS ARE REQUIRED TO VERIFY BUSINESS OWNER ELIGIBILITY AND RETAIN A PHOTO COPY OF AT LEAST ONE OF THE FOLLOWING ACCEPTABLE PROOF OF ELIGIBILITY IN THE DEAL JACKET. DOCUMENTS MUST BE ACTIVE OR DATED WITHIN THE LAST 12 MONTHS.
 - GM FLEET ACCOUNT NUMBER (FAN)
 - SALES TAX LICENSE
 - STATE BUSINESS LICENSE OR STATE/FEDERAL BUSINESS TAX ID CERTIFICATE
 - MUNICIPALITIES (IN LIEU OF BID ASSISTANCE, VEHICLE MUST BE IN THE NAME OF THE MUNICIPALITY)
 - MUNICIPAL BUSINESS LICENSE
 - PRIOR-YEAR SCHEDULE C (FORM 1040) OR SCHEDULE F (FORM 1040 - FARMERS ONLY)
 - CROP OR LIVESTOCK INSURANCE
 - FEDERAL LAND USE RESTRICTION AND/OR LAND GRANT SUBSIDIARY DOCUMENTATION
 - COMMERCIAL GENERAL LIABILITY INSURANCE POLICY/PUBLIC LIABILITY INSURANCE POLICY AND/OR WORKMEN'S COMPENSATION INSURANCE POLICY
 - STATE OR FEDERAL AUTHORIZED BUSINESS WEBSITE
 - PRIOR YEAR BUSINESS TAX FORMS
 - TIMBER REGISTRATION NUMBER
 - TAX FORM 1120-S
 - TAX FORM 1065
 - FARMER'S GENERAL LIABILITY INSURANCE
 - ARTICLES OF INCORPORATION
 - POCKET LIST OF RAILROAD OFFICIAL GUIDE
 - AGRICULTURAL ID

INELIGIBLE DOCUMENTS INCLUDE BUT ARE NOT LIMITED TO:
-BUSINESS CARDS
-LETTERHEAD

- INVOICES
- YELLOW PAGE LISTINGS OR DISPLAY ADS

NOTE: ANY VEHICLE REPORTED SOLD IN THE NAME OF AN INDIVIDUAL IN LIEU OF THE NAME OF THE QUALIFIED BUSINESS NAME, MUST PROVIDE PROOF THAT THE INDIVIDUAL IS THE BUSINESS OWNER. THE DOCUMENT USED TO VALIDATE THIS MUST BE KEPT IN THE DEAL JACKET*.

*CARGO VANS (INCLUDING CITY EXPRESS) DO NOT REQUIRE ELIGIBLE BUSINESS DOCUMENTS FOR PROOF OF BUSINESS OWNERSHIP.

2. BUYER'S ORDER SHOWING BUSINESS CHOICE INCENTIVE DEDUCTED FROM THE SALE PRICE OF THE VEHICLE.
3. GM INCENTIVE ACKNOWLEDGEMENT FORM WITH CUSTOMER SIGNATURE
4. DEALERSHIP REPAIR ORDER OR PARTS INVOICE DETAILING THE GM ACCESSORY PART NUMBERS, PART DESCRIPTION AND INSTALLATION DATE, IF APPLICABLE.
5. PRINTED PDF FROM WEBSITE OF COMPLETED CLAIM APPLICATION WITH SIGNATURES OF BOTH THE SALESPERSON AND CUSTOMER

GEOGRAPHY:

Regions	
Including:	NATIONAL

3. PROGRAM TIME PERIOD

Date Type	From	To	Must be met?
Delivery date	2018-01-03	2019-01-02	Y

4. ELIGIBLE MODELS/REQUIRED OPTIONS/ORDER TYPES AND ALLOWANCES

ELIGIBLE MODELS: NEW AND UNUSED 2017/2018 GENERAL MOTORS MODELS LISTED BELOW:

<u>CHEVROLET:</u>	<u>GM ACCESSORY ALLOWANCE</u>
CITY EXPRESS	\$ 400(A)
COLORADO excludes 2SA	\$ 400(A)
EXPRESS PASSENGER	\$ 400(A)
EXPRESS CARGO excludes R6J/YF2/YF7	\$ 500 - \$1,200(B)
SILVERADO 1500 excludes ZW9	\$ 400(A)
SILVERADO 2500/3500 excludes ZW9	\$1,000(C)
<u>GMC:</u>	
CANYON excludes 2SA	\$ 400(A)
SAVANA PASSENGER	\$ 400(A)
SAVANA CARGO excludes YF2/YF7	\$ 500 - \$1,200(B)
SIERRA 1500 excludes ZW9	\$ 400(A)
SIERRA 2500/3500 excludes ZW9	\$1,000(C)

FOOTNOTES:

THESE ALLOWANCES CAN BE USED TOWARDS THE PURCHASE OF ELIGILBE GM ACCESSORIES. DEALER SHOULD VERIFY THE PART ELIGIBILITY AND MSRP BY ENTEREING THE VIN IN THE 'ACCESSORY PART LOOKUP' TOOL WHICH CAN BE ACCESSED FROM THE HOME PAGE OF THE BUSINESS CHOICE PORTAL OR UNDER THE GM ACCESSORIES TAB IN THE PORTAL. ALLOWANCES ARE DEEMED ELIGIBLE BASED ON THE FOLLOWING CRITERIA:

- (A) ALLOWANCE ONLY AVAILABLE ON VEHICLES EQUIPPED WITH A MINIMUM OF \$400 IN GM ACCESSORIES.
- (B) ALLOWANCE ONLY AVAILABLE ON VEHICLES EQUIPPED WITH A MINIMUM OF \$500 IN GM ACCESSORIES. INCENTIVE REIMBURSEMENT AMOUNT VARIABLE UP TO A MAXIMUM OF \$1200 BASED ON AMOUNT OF GM ACCESSORIES INSTALLED.
- (C) ALLOWANCES ONLY AVAILABLE WITH A MINIMUM OF \$1,000 IN GM ACCESSORIES.

2018 Model(s)	ALLOWANCES	FOOTNOTES
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CHEVROLET		
City Express		A
Colorado excludes 2SA		A
Express Cargo 2500 excludes R6J		A
Express Cargo 3500 excludes R6J/YF2		A
Express Passenger		A
Silverado		A
GMC		
Canyon excludes 2SA		A
Savana Cargo 2500		A
Savana Cargo 3500 excludes YF2		A
Savana Passenger		A
Sierra		A
2017 Model(s)	ALLOWANCES	FOOTNOTES
CHEVROLET		
City Express		A
Colorado excludes 2SA		A
Express Cargo 2500 excludes R6J		A
Express Cargo 3500 excludes R6J/YF2		A
Express Passenger		A
Silverado excludes ZW9		A
GMC		
Canyon excludes 2SA		A
Savana Cargo 2500		A
Savana Cargo 3500 excludes YF2		A
Savana Passenger		A
Sierra excludes ZW9		A

Footnotes:

A: SEE DETAILED LISTING OF MODELS, RESTRICTIONS AND ALLOWANCES ABOVE.

5. METHOD OF APPLICATION

SUBMIT THE CLAIM TO GM VIA THE GM BUSINESS CHOICE PORTAL LOCATED IN GMGLOBALCONNECT. THE WEB-BASED PROCESS WILL PROVIDE STEP-BY-STEP INSTRUCTION FOR INPUTTING THE CLAIM. THE WEBSITE OFFERS THE ABILITY TO QUICKLY UPDATE CUSTOMER INFORMATION AND PROVIDES REAL-TIME CLAIM STATUS AND INSTANT DATA VALIDATION. ALL CLAIMS MUST BE SUBMITTED VIA THE WEBSITE.

FINAL DATE FOR SUBMISSION OF APPLICATION/RESOLUTION OF REJECTS IS SIX MONTHS FROM THE DELIVERY DATE OR THREE MONTHS FROM THE PROGRAM END DATE, WHICHEVER COMES FIRST.

QUESTIONS ABOUT THIS PROGRAM SHOULD BE DIRECTED TO THE GM FLEET ACTION CENTER:

ADDRESS: GM FLEET ACTION CENTER
MC: 482-202-123
7000 CHICAGO ROAD
WARREN, MI 48090

EMAIL: GMBUSINESSCHOICE@GM.COM

PHONE: 1-800-FLEETOP (1-800-353-3867)

6. METHOD OF PAYMENT

EFT - OPEN ACCOUNT WITHIN 30 DAYS
 INCENTIVE CODE - HDA
 MEMO DESCRIPTION: 18-36B GM BUS CHOICE ACC ALLOW

7. COMPATIBILITY RULES

GM INCENTIVE PROGRAM GROUPS		Yes/No	Footnotes
GM Card Programs		Y	
GM Discounted Sale Programs		Y	
Exceptions			
Program Number	Program Name		
18-04	GM College Discount Pricing Program	N	
18-09	GM Dealership Employee Purchase Program	N	
18-15	GM Educator Discount Program	N	
18-06	GM Employee Purchase Program - Order/Stock	N	
18-06QRD	GM Employee QRD Purchase Program	N	
18-16	GM Military Discount Pricing Program	N	
18-10A	GM Supplier Discount Pricing For Friends Program	N	
18-10	GM Supplier Discount Pricing Program	N	
18-06X	GM Employee Appreciation Certificate Program	N	
18-06W	GM Employee Appreciation Certificate Program	N	
18-06Y	GM Employee Appreciation Certificate Program	N	
GM Driver Education Programs		N	
GM Mobility Program		Y	
GM Goodwill / Customer Appreciation Certificates		Y	
GM Retiree Voucher Program		Y	
GM Intransit Credit Program		Y	
GM Price Protection		Y	
Consumer Cash		Y	

Rate Support		Y	
Alternate Rate Support		Y	
Dealer Cash		Y	
Bonus Cash		Y	
Dealer Bonus Certificates		Y	
Instant Value Certificates		Y	
Lease Support		Y	
Supported Lease		Y	
Salesperson/Manager Pullboards		Y	
Targeted/Private Offers		Y	
GMDRAC/CTA Short Term (w/<7500 miles)		N	
Exceptions			
Program Number	Program Name		
18-40X	GM Courtesy Transportation Program	Y	
GMDRAC/CTA Long Term		N	
National Fleet Purchase Program		Y	
Fleet Ordering Assistance Program		Y	
Bid Assistance for Political Subdivisions-PSA		N	
GM Business Choice Programs		N	
Cadillac Professional Vehicles Program		N	
Light Duty Demo Programs		Y	
Railroad & Utility Industry Program		N	
Miscellaneous		N	
Competitive Assistance/Daily Rental Programs		N	
Motorhome/RV/Vocational Upfitter Programs		N	

Footnotes:

8. DELIVERY TYPE AND INVENTORY STATUS RULES

Delivery Type	Description	Yes/No	Footnotes
RETAIL SALE			
010	INDIVIDUAL	N	
011	DEALER OWNED COMPANY VEHICLE	N	
016	GM SUPPLIER	N	
017	SCRAPPED/STOLEN UNIT	N	
018	BUSINESS / ORGANIZATION	Y	
021	GM EMPLOYEE ORDER/STOCK	N	
022	GM EMPLOYEE QRD	N	
023	GM DEALERSHIP EMPLOYEE	N	
024	GM DRIVER EDUCATION LOANER	N	
025	GMDRAC/CTA	N	
RETAIL LEASE			
015	RETAIL LEASE - INDIVIDUAL	N	
029	RETAIL LEASE - BUSINESS ORGANIZATION	Y	
032	RETAIL LEASE - GM EMPLOYEE ORDER/STOCK	N	
033	RETAIL LEASE - GM EMPLOYEE QRD	N	
034	RETAIL LEASE - GM DEALERSHIP EMPLOYEE	N	
037	RETAIL LEASE - GM SUPPLIER	N	
FLEET SALE			
014	FLEET LEASING COMPANY	Y	
020	RENTAL FLEET PURCHASE	N	
035	BUSINESS/ORG FLEET PURCHASE	Y	
036	NON FEDERAL GOVT. FLEET PURCHASE	Y	
038	BID CENTER SUPPORT FLEET PURCHASE	N	

NOTE: CARGO VANS (INCLUDING CITY EXPRESS) ARE ELIGIBLE TO REPORT THE DELIVERY USING DELIVERY TYPE 010 IF APPROPRIATE.

Inventory Status	Description	Yes/No	Footnotes
	Export Units	N	
	Resale Units	N	
	Units Purchased at Auction	N	
	Promotional Units	N	
	Company Owned Vehicles Sold Through A GM Dealer	N	
	Special Event Units Purchased From GM	Y	
	Units Previously Used in Driver Education-Loaner Program	N	
	Dealer Demo (With 7,500 Miles or Less)	Y	
	Units Upfitted by an Approved Conversion Company	Y	
	New	Y	

Footnotes:**9. OTHER PROGRAM GUIDELINES**

- A. SECONDARY DEALER CODES ARE ELIGIBLE.
- B. ELIGIBILITY FOR PRIOR MODEL YEAR PROGRAMS DOES NOT AUTOMATICALLY QUALIFY THE BUSINESS CUSTOMER FOR THIS PROGRAM.
- C. UNITS MAY BE LEASED THROUGH A LEASING COMPANY BY A BUSINESS CUSTOMER, BUT THE BUSINESS CUSTOMER MUST BE GIVEN WRITTEN AUTHORIZATION TO USE THIS INCENTIVE TOWARD THE LEASE OF A UNIT. THIS WRITTEN AUTHORIZATION MUST BE KEPT IN THE DEALER FILE. APPLICATION MUST BE MADE IN THE NAME OF THE END USER.

10. GENERAL POLICY GUIDELINES

- A. THIS ALLOWANCE MUST BE SPELLED OUT ON THE BUYER'S ORDER, AND THE GM CUSTOMER INCENTIVE AND ONSTAR ACKNOWLEDGMENT FORM IS REQUIRED.
- B. ALL GENERAL MOTORS (GM) GENERAL GUIDELINES AND DEFINITIONS OF TERMS RELATIVE TO INCENTIVE PROGRAMS THAT WERE SUPPLIED TO YOUR DEALERSHIP APPLY TO THIS PROGRAM. REFER TO GM DEALER SALES ALLOWANCE AND INCENTIVE MANUAL.
- C. GM RESERVES THE RIGHT TO CANCEL, AMEND, REVISE OR REVOKE ANY PROGRAM AT ANY TIME BASED ON ITS SOLE BUSINESS JUDGMENT. FINAL DECISIONS IN ALL MATTERS RELATIVE TO THE INTERPRETATION OF ANY RULE OR PHASE OF THIS ACTIVITY RESTS SOLELY WITH GM.
- D. GM RESERVES THE RIGHT TO AUDIT DEALER RECORDS AND DISQUALIFY ANY SALES ALLOWANCE IN THE EVENT SUCH SALES DO NOT MEET THE PROGRAM GUIDELINES. ALL MONIES IMPROPERLY PAID WILL BE CHARGED BACK TO THE DEALER.
- E. DEALER MUST RETAIN RECORDS TO SUBSTANTIATE THEIR CLAIM TO AN INCENTIVE OR ALLOWANCE. ALL APPLICATIONS WHICH INDICATE ASSIGNMENT BY THE CUSTOMER TO THE DEALER OF A CUSTOMER INCENTIVE MUST BE SUPPORTED BY APPROPRIATE DOCUMENTATION RETAINED IN THE DEALER FILE. IF DEALER RECORDS DO NOT SUPPORT DEALER CLAIM, DEALER WILL BE CHARGED THE AMOUNT OF ALLOWANCE OR INCENTIVE PAID.
- F. ANY DISPUTES BETWEEN THE CUSTOMER AND THE DEALER ARISING FROM MISUNDERSTANDING OR AMBIGUITIES REGARDING DISPOSITION OF THE CUSTOMER INCENTIVE PAYMENT, WHICH CANNOT BE RESOLVED BY REFERRING TO THE BUYER'S ORDER AND APPROPRIATE CUSTOMER INCENTIVE ACKNOWLEDGMENT AND/OR ASSIGNMENT FORM (SAMPLE COPY DISPLAYED IN GM DEALER SALES ALLOWANCE AND INCENTIVE MANUAL) WILL BE SETTLED IN FAVOR OF THE CUSTOMER, IN SUCH INSTANCES, THE DEALER WILL INCUR A DEBIT IF THE PAYMENT HAS ALREADY BEEN CREDITED.
- G. VEHICLES WITH A RECALL THAT HAS NOT BEEN REPAIRED ARE NOT ELIGIBLE TO BE DELIVERED TO A CUSTOMER AND THEREFORE NO INCENTIVES CAN BE CLAIMED ON THE VEHICLE. IF THE DEALER APPLIES FOR INCENTIVES ON A VEHICLE WITH A RECALL THAT HAS NOT BEEN REPAIRED, ALL PAYMENTS WILL BE SUBJECT TO CHARGEBACK.
- H. THE CUSTOMER DATA COLLECTED AND RETAINED MAY BE SUBJECT TO CERTAIN FEDERAL AND STATE PRIVACY REGULATIONS. TO THAT END, PLEASE BE SURE TO MAINTAIN COMMERCIALY REASONABLE PHYSICAL, ELECTRONIC AND PROCEDURAL CONTROLS TO PROTECT THE CUSTOMER DATA FROM THEFT, INAPPROPRIATE USE OR IMPROPER DISTRIBUTION.

END OF PROGRAM 18-36B REVISION NUMBER 000