

**INCENTIVE PROGRAM**

**DEPARTMENT:** US Sales Operations - Incentives  
**CONTACT:** GM Fleet & Commercial Call Center  
Phone: 1-800-353-3867  
Fax: 1-586-986-1402  
**FILE ATTACHMENT:** [Disclosure 08-17 for Non-GM Products FINAL 8-24-17.docx](#) ,  
[18\\_CH\\_BC Worksheet Final.pdf](#)

**1. PROGRAM NAME AND NUMBER**

**PROGRAM STATUS:** Active  
**PROGRAM NUMBER:** 18-36A  
**PROGRAM NAME:** 2018 GM Business Choice Program - Adrian Steel Ship Thru Packages  
**PROGRAM GROUP:** GM Business Choice Programs  
**AUDIENCE:** Business use  
**COUNTRY:** US  
**LANGUAGE:** English  
**DISPLAY REGION:** National  
**FINANCIAL PROVIDER:**  
**RECIPIENT:** Customer  
**INCENTIVE CODES:** HUP, HUQ, HUR

**2. PROGRAM DESCRIPTION**

THIS IS THE GENERAL MOTORS BUSINESS CHOICE ADRIAN STEEL 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:

- ADRIAN STEEL PACKAGES CANNOT BE REMOVED OR TRANSFERRED TO ANOTHER VEHICLE.
- THIS BUSINESS CHOICE OFFER CANNOT BE USED WITH ANY OTHER BUSINESS CHOICE OFFER, INCLUDING UPFIT CASH.
- IN THE EVENT OF A DEALER TRADE, THE SELLING DEALER WILL BE HELD RESPONSIBLE FOR ANY CHARGE BACK AGAINST THE VEHICLE. BOTH DEALERS MUST COMPLETE THE DEALER TRADE FORM AVAILABLE ON THE BUSINESS CHOICE PORTAL AND A COPY OF IT MUST BE MAINTAINED IN THE DEAL JACKET.
- CAP AND BID ASSISTANCE ARE NOT COMPATIBLE WITH THE BUSINESS CHOICE SHIP THRU PROGRAM AND WILL RESULT IN A CHARGE BACK OF \$1,900 IF EITHER PROGRAM IS ADDED TO THE INVOICE AFTER THE UPFIT HAS BEEN COMPLETED.

DOCUMENTATION REQUIREMENTS FOR AUDIT PURPOSES:

- COMPLETED BUSINESS CHOICE WORKSHEET WITH SIGNATURES OF BOTH THE SALESPERSON AND CUSTOMER MUST BE RETAINED IN THE DEAL JACKET. THIS WORKSHEET IS ATTACHED TO THIS MESSAGE AND IS ALSO LOCATED IN THE BUSINESS CHOICE PORTAL IN GLOBAL CONNECT UNDER "RESOURCE".
- NON-GM PARTS DISCLOSURE FORM IS REQUIRED WITH DEALERSHIP AND CUSTOMER SIGNATURES AND MUST BE RETAINED IN THE DEAL JACKET. THE LATEST FORM IS ATTACHED AND CAN ALSO BE FOUND IN THE BUSINESS CHOICE PORTAL UNDER "RESOURCES".
- IF DEALER TRADED, A COPY OF THE COMPLETED DEALER TRADE FORM MUST BE RETAINED IN THE DEAL JACKET.
- IF TAKING ADVANTAGE OF THE COMMERCIAL LINK OFFER, A COPY OF THE COMPLETED CLAIM FORM WITH THE CUSTOMER'S SIGNATURE MUST BE RETAINED IN THE DEAL JACKET.
- GM INCENTIVE ACKNOWLEDGEMENT FORM WITH CUSTOMER SIGNATURE. LIST INCENTIVE CODE HUP TO DEMONSTRATE THE CUSTOMER HAS RECEIVED A NO CHARGE BIN PACKAGE USING THE BUSINESS CHOICE INCENTIVES.

**GEOGRAPHY:**

Regions	
<b>Including:</b>	NATIONAL

**3. PROGRAM TIME PERIOD**

<b>Date Type</b>	<b>From</b>	<b>To</b>	<b>Must be met?</b>
Delivery date	2018-01-02	2019-01-02	Y

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

ELIGIBLE MODELS: NEW AND UNUSED 2017/2018 EXPRESS CARGO AND SAVANA CARGO MODELS

SHIP THRU UPFITS: SELECT TBM, THE ADRIAN STEEL SHIP THRU CODE, AND SELECT THE RPO CODE BELOW BASED ON THE ORDER TYPE. \*EXPRESS ACCESS AND SAVANA PRO (PRP) WHICH ARE ONLY AVAILABLE ON 2017 MODEL YEARS, WILL INCLUDE R7Q WHEN ORDERED WITH RETAIL STOCK ORDER TYPES T\*\* (EXCLUDING TSC). THESE VEHICLES ARE NOT ELIGIBLE FOR ANY OTHER OPTION IN THE BUSINESS CHOICE PROGRAM. THE BUSINESS OWNER ELIGIBILITY IS WAIVED FOR THESE STOCK UNITS.

INVOICE WILL INCLUDE THE ADRIAN STEEL SHIP THROUGH CHARGE AS PUBLISHED IN THE GM ORDER GUIDE.

	<u>RETAIL ORDER TYPES:</u>		<u>FLEET ORDER TYPES:</u>
	SOLD (SRE) / STOCK (T**)		(FLS, FNR)
EXPRESS/SAVANA CARGO	R7T	R7T	R7T
EXPRESS ACCESS (PRP)	R7Q	AUTO*	R7Q
SAVANA PRO (PRP)	R7Q	AUTO*	R7Q

2018 Model(s)	ALLOWANCES	FOOTNOTES
<b>CHEVROLET</b>		
Express Cargo 2500		A
Express Cargo 3500		A
<b>GMC</b>		
Savana Cargo 2500		A
Savana Cargo 3500		A
2017 Model(s)	ALLOWANCES	FOOTNOTES
<b>CHEVROLET</b>		
Express Cargo 2500		A
Express Cargo 3500		A
<b>GMC</b>		
Savana Cargo 2500		A
Savana Cargo 3500		A

**Footnotes:**

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

**5. METHOD OF APPLICATION**

DEALER IS REQUIRED TO COMPLETE THE BUSINESS CHOICE WORKSHEET UPON DELIVERY OF THE UNIT WITH CUSTOMER. THE CLAIM WORKSHEET IS ATTACHED TO THIS MESSAGE AND IS ALSO LOCATED ON THE GM BUSINESS CHOICE PORTAL LOCATED IN GMGLOBALCONNECT. IF TAKING THE COMMERCIAL LINK OFFER, DEALER IS REQUIRED TO APPLY THROUGH THE BUSINESS CHOICE PORTAL AND RETAIN A COPY OF THE COMPLETED CLAIM FORM AS STATED ABOVE. ALL OTHER DELIVERIES DO NOT REQUIRE AN APPLICATION THROUGH THE BUSINESS CHOICE PORTAL.

FINAL DATE FOR RESOLUTION OF REJECTS IS SIX MONTHS FROM THE VEHICLE 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](mailto:GMBUSINESSCHOICE@GM.COM)

INTERNET: VIA GM GLOBAL CONNECT - BUSINESS CHOICE APP

PHONE: 1-800-FLEETOP (1-800-353-3867)  
 HOURS: 8 AM - 6 PM EST

**6. METHOD OF PAYMENT**

NOT APPLICABLE - CUSTOMER RECEIVES DISCOUNTED OR NO CHARGE UPFIT

INCENTIVE CODES: HUP - ADRIAN UPFIT  
 HUQ - CHARGEBACK FOR UNITS WITH AN ADRIAN UPFIT BEFORE 10/1/15  
 HUR - CHARGEBACK FOR UNITS WITH AN ADRIAN UPFIT ON OR AFTER 10/1/15

MEMO DESCRIPTION: 18-36A BUS CHOICE ADRIAN UPFIT  
 18-36A BUS CHOICE CHARGEBACK

**7. COMPATIBILITY RULES**

GM INCENTIVE PROGRAM GROUPS		Yes/No	Footnotes
GM Card Programs		Y	
GM Discounted Sale Programs		Y	
<b>Exceptions</b>			
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	N	
Supported Lease	Y	
Salesperson/Manager Pullboards	Y	
Targeted/Private Offers	Y	
GMDRAC/CTA Short Term (w/<7500 miles)	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	
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Footnotes:

8. DELIVERY TYPE AND INVENTORY STATUS RULES

Delivery Type	Description	Yes/No	Footnotes
<b>RETAIL SALE</b>			
010	INDIVIDUAL	Y	
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	Y	
<b>RETAIL LEASE</b>			
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	
<b>FLEET SALE</b>			
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	

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	
	GMDRAC/CTA Short Term (w/<7500 miles)	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 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 18-36A REVISION NUMBER 000**

**INCENTIVE PROGRAM**

**DEPARTMENT:** US Sales Operations - Incentives  
**CONTACT:** GM Fleet & Commercial Call Center  
Phone: 1-800-353-3867  
Fax: 1-586-986-1402

**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.

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

**GEOGRAPHY:**

<b>Regions</b>	
<b>Including:</b>	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.

<b>2018 Model(s)</b>	<b>ALLOWANCES</b>	<b>FOOTNOTES</b>
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<b>CHEVROLET</b>		
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
<b>GMC</b>		
Canyon excludes 2SA		A
Savana Cargo 2500		A
Savana Cargo 3500 excludes YF2		A
Savana Passenger		A
Sierra		A
2017 Model(s)	ALLOWANCES	FOOTNOTES
<b>CHEVROLET</b>		
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
<b>GMC</b>		
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](mailto: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	
<b>Exceptions</b>			
<b>Program Number</b>	<b>Program Name</b>		
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
<b>RETAIL SALE</b>			
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	
<b>RETAIL LEASE</b>			
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	
<b>FLEET SALE</b>			
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

**INCENTIVE PROGRAM**

**DEPARTMENT:** US Sales Operations - Incentives  
**CONTACT:** GM Fleet & Commercial Call Center  
Phone: 1-800-353-3867  
Fax: 1-586-986-1402  
**FILE ATTACHMENT:** [Disclosure 08-17 for Non-GM Products FINAL 8-24-17.docx](#)

**1. PROGRAM NAME AND NUMBER**

**PROGRAM STATUS:** Active  
**PROGRAM NUMBER:** 18-36C  
**PROGRAM NAME:** 2018 GM Business Choice Program - Upfit Equipment Cash Option  
**PROGRAM GROUP:** GM Business Choice Programs  
**AUDIENCE:** Business use  
**COUNTRY:** US  
**LANGUAGE:** English  
**DISPLAY REGION:** National  
**FINANCIAL PROVIDER:**  
**RECIPIENT:** Customer  
**INCENTIVE CODES:** HDU

**2. PROGRAM DESCRIPTION**

THIS IS THE GENERAL MOTORS BUSINESS CHOICE UPFIT CASH 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:

- UPFIT CASH 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.
- LPO'S AND FACTORY INSTALLED OPTIONS ARE NOT ELIGIBLE FOR REIMBURSEMENT UNDER THIS PROGRAM.

NOTE: THE BELOW LIST OF UPFITS AND APPLICATIONS ARE EXCLUDED FROM THE PROGRAM:

- ANY UPFIT THAT IS IN TOTAL OR IN PART THE EQUIVALENT OF AN AVAILABLE REGULAR PRODUCTION OPTION
- AMBULANCE PACKAGE (YF2)
- RV UPFIT PACKAGE (YF1), MOTOR HOME CONVERSIONS, AND MOTORHOME CHASSIS
- SCHOOL BUS PACKAGE (B3D)
- SHUTTLE BUS PACKAGE (ANC)
- RV CONVERSION PACKAGE (YF7)
- FACTORY/SECOND STAGE ALTERNATIVE FUEL CONVERSIONS
- BUSINESS CHOICE ADRIAN STEEL SHIP THRU (R7Q/R7T)

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\*.

\*CITY EXPRESS, CARGO VANS, CUTAWAYS, LOW CAB FORWARD, CHASSIS CABS AND TRUCKS W/ZW9 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. DISCLOSURE OF THE NON-GM PARTS FORM IS REQUIRED WITH BOTH THE DEALERSHIP AND CUSTOMER SIGNATURES. THIS FORM IS ATTACHED AND CAN ALSO BE FOUND IN THE BUSINESS CHOICE PORTAL UNDER "RESOURCES".
5. UPFIT INVOICE FROM SUPPLIER OR RO FROM DEALERSHIP SERVICE. THE INVOICE MUST CONTAIN THE FOLLOWING ITEMS:
  - SUPPLIER NAME
  - SUPPLIER ADDRESS
  - SUPPLIER PHONE NUMBER
  - VIN OF THE UPFITTED VEHICLE
  - DESCRIPTION OF THE UPFIT
  - COST OF THE UPFIT IN U.S. DOLLARS
6. COMPLETED CLAIM FORM FROM THE BUSINESS CHOICE PORTAL WITH SIGNATURES OF BOTH THE SALESPERSON AND CUSTOMER.

**GEOGRAPHY:**

Regions	
<b>Including:</b>	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 AND 2016 LOW CAB FORWARD:

	UPFIT CASH ALLOWANCE
<u>CHEVROLET:</u>	
CITY EXPRESS	\$ 350(A)
COLORADO excludes 2SA	\$ 200(B)
COLORADO W/ZW9 OR FIELD BOX REMOVAL excludes 2SA	\$ 200(C)
EXPRESS PASSENGER	\$ 200(B)
EXPRESS CARGO	\$ 500 - \$1,200(D)
EXPRESS CUTAWAY	\$ 500 - \$1,200(D)
LOW CAB FORWARD	\$1,000(J)
SILVERADO 1500 W/O SNOW PLOW UPFIT INSTALLED	\$ 200(B)
SILVERADO 1500 W/SNOW PLOW INSTALLED &VYU	\$ 400(H)
SILVERADO 2500/3500 W/O SNOW PLOW UPFIT INSTALLED	\$ 500(E)
SILVERADO 2500/3500 W/SNOW PLOW INSTALLED &VYU	\$1,000(F)
SILVERADO 2500/3500 CHASSIS CAB &VYU	\$1,000(I)
SILVERADO 2500/3500 CHASSIS CAB excluding VYU	\$ 750(G)
SILVERADO 1500 W/ZW9 OR FIELD BOX REMOVAL &VYU	\$ 750(G)
SILVERADO 2500/3500 W/ZW9 OR FIELD BOX REMOVAL &VYU	\$1,000(I)
SILVERADO 1500/2500/3500 W/ZW9 OR FIELD BOX REMOVAL excluding VYU	\$ 750(G)
<u>GMC:</u>	
CANYON excludes 2SA	\$ 200(B)
CANYON W/ZW9 OR FIELD BOX REMOVAL excludes 2SA	\$ 200(C)
SAVANA PASSENGER	\$ 200(B)
SAVANA CARGO	\$ 500 - \$1,200(D)
SAVANA CUTAWAY	\$ 500 - \$1,200(D)
SIERRA 1500 W/O SNOW PLOW UPFIT INSTALLED	\$ 200(B)
SIERRA 1500 W/SNOW PLOW INSTALLED &VYU	\$ 400(H)
SIERRA 2500/3500 W/O SNOW PLOW UPFIT INSTALLED	\$ 500(E)
SIERRA 2500/3500 W/SNOW PLOW UPFIT INSTALLED &VYU	\$1,000(F)

SIERRA CHASSIS CAB &VYU	\$1,000(I)
SIERRA CHASSIS CAB excluding VYU	\$ 750(G)
SIERRA 1500 W/ZW9 OR FIELD BOX REMOVAL &VYU	\$ 750(G)
SIERRA 2500/3500 W/ZW9 OR FIELD BOX REMOVAL &VYU	\$1,000(I)
SIERRA 1500/2500/3500 W/ZW9 OR FIELD BOX REMOVAL excluding VYU	\$ 750(G)

**FOOTNOTES:**

THESE ALLOWANCES CAN BE USED TOWARD MATERIAL AND LABOR COST OF AN UPFIT. ELIGIBLE UPFITS MUST MEET THE FOLLOWING CRITERIA:

- (A) ALLOWANCE ONLY AVAILABLE ON THE FOLLOWING UPFITS WITH A MINIMUM OF \$350 UPFIT INSTALLED:  
 -NON-FACTORY INSTALLED RACKS, BINS AND INTERIOR SHELVING PACKAGES  
 -LADDER RACKS  
 -PARTITIONS/BULKHEADS  
 -PROFESSIONALLY CREATED AND PERMANENTLY INSTALLED COMPANY LOGOS AND GRAPHIC WRAPS
- (B) ALLOWANCE ONLY AVAILABLE ON THE FOLLOWING UPFITS WITH A MINIMUM OF \$200 UPFIT INSTALLED:  
 -TOOLBOX, LADDER RACK, LIFT GATE, SAFETY PARTITION, CARGO MANAGEMENT, BEDLINER, WINCHES, SPREADERS, SPRAY TANKS, GRAPHICS, SAFETY LIGHTING, GRILLE GUARDS, ASSIST STEPS, BED PRODUCTS AND TRAILERING/HITCH PRODUCTS, 4X4 PASSENGER VAN CONVERSIONS
- (C) ALLOWANCE ONLY AVAILABLE ON THE FOLLOWING UPFITS WITH A MINIMUM OF \$200 UPFITS INSTALLED:  
 -ASSIST STEPS, BEDLINER, CARGO MANAGEMENT, GRILL GUARDS, HITCHES, LADDER RACK, LIFT GATE, PROFESSIONALLY CREATED AND PERMANENTLY INSTALLED COMPANY LOGO AND GRAPHICS WRAP, SAFETY LIGHTING, SAFETY PARTITION, SPRAY TANKS, SPREADERS, SNOW PLOWS (NEW EQUIPMENT OR TRANSFER OF MOUNTING BRACKET), WINCHES, TRAILERING/HITCH PRODUCTS, TOOLBOX, BED PRODUCTS, TRANSFER OF AN EXISTING COMMERCIAL BODY FROM AN OLD CHASSIS TO AN ELIGIBLE NEW CHASSIS, PERMANENTLY INSTALLED VOCATION-SPECIFIC EQUIPMENT, BEVERAGE BODY, BOX/PDV BODY, CRANE BODY, DUMP BODY, FLAT-BED/STAKE BODY, SERVICE/UTILITY BODY, SPREADER, TOW BODY
- (D) ALLOWANCE ONLY AVAILABLE ON THE FOLLOWING UPFITS WITH A MINIMUM OF \$500 UPFIT INSTALLED. INCENTIVE REIMBURSEMENT AMOUNT VARIABLE UP TO A MAXIMUM OF \$1200 BASED ON AMOUNT OF UPFIT INSTALLED:  
 -WRECKER BODIES, UTILITY, HIGH CUBE, CATERING, STAKE, CONTRACTOR, SERVICE AND OTHERS  
 -NON-FACTORY INSTALLED RACKS, BINS AND INTERIOR SHELVING PACKAGES  
 -LADDER RACKS  
 -PARTITIONS/BULKHEADS  
 -WINDOW SECURITY SCREENS  
 -TRAILERING/HITCH PRODUCTS  
 -PERMANENTLY INSTALLED COMPANY LOGOS AND GRAPHIC WRAPS  
 -PERMANENTLY INSTALLED VOCATION-SPECIFIC EQUIPMENT (EITHER NEW OR TRANSFERRED FROM AN EXISTING VEHICLE)  
 -HVAC OR CARPET CLEANING EQUIPMENT  
 -REFRIGERATION UPFITS  
 -SAFETY LIGHTING  
 -4X4 CONVERSIONS  
 -ASSIST STEPS  
 -GRILLE GUARDS  
 -CREW SEATS  
 -BUSINESS CHOICE ELIGIBLE GM ACCESSORIES FOR CARGO VANS
- (E) ALLOWANCE ONLY AVAILABLE ON THE FOLLOWING UPFITS WITH A MINIMUM OF \$500 UPFIT INSTALLED:  
 -TOOLBOX, LADDER RACK, LIFT GATE, SAFETY PARTITION, CARGO MANAGEMENT, BEDLINER, WINCHES, SPREADERS, SPRAY TANKS, GRAPHICS, SAFETY LIGHTING, GRILLE GUARDS, ASSIST STEPS, BED PRODUCTS AND TRAILERING/HITCH PRODUCTS
- (F) ALLOWANCE EQUALING A TOTAL OF \$1000 FOR NEW SNOW PLOW INSTALLED OR TRANSFER OF EXISTING MOUNTING BRACKET ON ELIGIBLE VEHICLES WITH OPTION VYU (SNOW PLOW PREP PACKAGE) WITH A MINIMUM OF \$1000 IN UPFIT COST. IF COST OF UPFIT IS LESS THAN \$1000, THE INCENTIVE ALLOWANCE IS \$500.
- (G) ALLOWANCE ONLY AVAILABLE ON THE FOLLOWING UPFITS WITH A MINIMUM OF \$750 UPFIT INSTALLED:  
 -FIELD BOX REMOVAL (REQUIRES A COPY OF AN UPFIT INVOICE AND/OR DEALER REPAIR ORDER IN THE DEAL JACKET)  
 -BEVERAGE BODY, BOX/PDV BODY, CRANE BODY, DUMP BODY, FLAT-BED, STAKE BODY, WRECKER BODY, DUMP BODY, SERVICE/UTILITY BODY, SPREADER, TOW BODY  
 -TRANSFER COST OF AN EXISTING COMMERCIAL BODY FROM AN OLD CHASSIS OR CUTAWAY TO AN ELIGIBLE NEW CHASSIS OR CUTAWAY  
 -PERMANENTLY INSTALLED VOCATION-SPECIFIC EQUIPMENT  
 -PROFESSIONAL BODY INSTALLATION
- (H) ALLOWANCE EQUALING A TOTAL OF \$400 FOR NEW SNOW PLOW INSTALLED OR TRANSFER OF EXISTING MOUNTING BRACKET ON ELIGIBLE VEHICLES WITH OPTION VYU (SNOW PLOW PREP PACKAGE)
- (I) ALLOWANCE ONLY AVAILABLE ON THE FOLLOWING UPFITS WITH A MINIMUM OF \$1,000 UPFIT INSTALLED:  
 -FIELD BOX REMOVAL (REQUIRES A COPY OF AN UPFIT INVOICE AND/OR DEALER REPAIR ORDER IN THE DEAL JACKET)  
 -BEVERAGE BODY, BOX/PDV BODY, CRANE BODY, DUMP BODY, FLAT-BED, STAKE BODY, WRECKER BODY, DUMP BODY, SERVICE/UTILITY BODY, SPREADER, TOW BODY  
 -TRANSFER COST OF AN EXISTING COMMERCIAL BODY FROM AN OLD CHASSIS OR CUTAWAY TO AN ELIGIBLE NEW CHASSIS OR CUTAWAY



- PERMANENTLY INSTALLED VOCATION-SPECIFIC EQUIPMENT
- PROFESSIONAL BODY INSTALLATION
- NEW SNOW PLOW INSTALLED OR TRANSFER OF EXISTING MOUNTING BRACKET

(J) ALLOWANCE ONLY AVAILABLE ON THE FOLLOWING UPFITS WITH A MINIMUM OF \$1000 UPFIT INSTALLED:  
 -WINCHES, SPRAY TANKS, GRAPHICS, SAFETY LIGHTING, GRILLE GUARDS, VOCATION-SPECIFIC EQUIPMENT,  
 TRANSFER OF AN EXISTING COMMERCIAL BODY FROM AN OLD CHASSIS TO AN ELIGIBLE NEW CHASSIS,  
 BEVERAGE BODY, BOX/PDV BODY, CRANE BODY, DUMP BODY, FLAT-BED/STAKE BODY, SERVICE/UTILITY BODY,  
 SPREADER, TOW BODY

2018 Model(s)	ALLOWANCES	FOOTNOTES
<b>CHEVROLET</b>		
Colorado excludes 2SA		A
Express Cargo 2500		A
Express Cargo 3500 excludes R6J/YF2		A
Express Commercial Cutaway excludes ANC/B3D/R6J/YF1/YF2		A
Express Passenger		A
Low Cab Forward		A
Silverado		A
<b>GMC</b>		
Canyon excludes 2SA		A
Savana Cargo 2500		A
Savana Cargo 3500 excludes YF2		A
Savana Commercial Cutaway excludes ANC/B3D/YF1/YF2		A
Savana Passenger		A
Sierra		A
2017 Model(s)	ALLOWANCES	FOOTNOTES
<b>CHEVROLET</b>		
City Express		A
Colorado excludes 2SA		A
Express Cargo 2500		A
Express Cargo 3500 excludes R6J/YF2		A
Express Commercial Cutaway excludes ANC/B3D/R6J/YF1/YF2		A
Express Passenger		A
Low Cab Forward		A
Silverado		A
<b>GMC</b>		
Canyon excludes 2SA		A
Savana Cargo 2500		A
Savana Cargo 3500 excludes YF2		A
Savana Commercial Cutaway excludes ANC/B3D/YF1/YF2		A
Savana Passenger		A
Sierra		A
2016 Model(s)	ALLOWANCES	FOOTNOTES
<b>CHEVROLET</b>		

Low Cab Forward		A
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**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 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](mailto:GMBUSINESSCHOICE@GM.COM)

PHONE: 1-800-FLEETOP (1-800-353-3867)  
 HOURS: 8 AM - 6 PM EST

**6. METHOD OF PAYMENT**

EFT - OPEN ACCOUNT WITHIN 30 DAYS  
 INCENTIVE CODE - HDU  
 MEMO DESCRIPTION: 18-36C GM BUS CHOICE UPFIT CASH

**7. COMPATIBILITY RULES**

**GM INCENTIVE PROGRAM GROUPS** **Yes/No** **Footnotes**

<b>GM Card Programs</b>		Y	
<b>GM Discounted Sale Programs</b>		Y	
<b>Exceptions</b>			
<b>Program Number</b>	<b>Program Name</b>		
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
<b>RETAIL SALE</b>			
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	
<b>RETAIL LEASE</b>			
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	
<b>FLEET SALE</b>			
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: CITY EXPRESS, CARGO VANS, CUTAWAYS, LOW CAB FORWARD, CHASSIS CABS AND TRUCKS W/ZW9 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	
	GMDRAC/CTA Short Term (w/<7500 miles)	Y	

**Footnotes:**

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- 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.

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- 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.

