

# DOUBLE YOUR GM EARNPOWER REWARDS ON OPTION B \$500

April 16 – May 14, 2012

See back for details.

*It's nice to have* **OPTIONS**



EARN DOUBLE POINTS BY SELLING CHEVROLET OR GMC OPTION B ACCESSORIES!



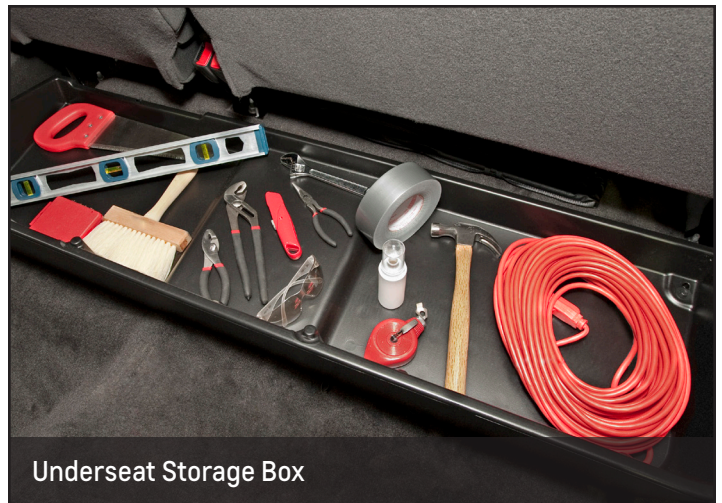
Toolboxes



Bedliners



Wheelhouse Liners



Underseat Storage Box

For more information on GM Business Choice, visit [gmbusinesschoice.com](http://gmbusinesschoice.com).

**2012 BUSINESS CHOICE**  **GMC**

# HOW THE PROGRAM WORKS

Registered Sales Consultants and Sales Managers will earn double GM *earnPOWER* points (GM funded) for each qualifying claim submitted under Chevrolet or GMC Accessories Business Choice Option B during the program period. Payout amounts will be based on the total MSRP of the Chevrolet or GMC Accessories Business Choice Option B claim (see Official Rules).

## REGISTRATION PROCESS

Eligible dealership Sales Consultants and Commercial Sales Managers must register for the promotion through [www.gmbusinesschoice.com](http://www.gmbusinesschoice.com).

For the 2012 Program, all Sales Consultants and Commercial Sales Managers must register the first time they submit a claim using their GMIN.

Eligible GM Business Choice claims must be submitted on or before May 14, 2012 (NO EXCEPTIONS), to qualify and include the Sales Consultant's GMIN in order to receive an incentive payout.

Once a claim has been received and verified and points are available, an e-mail will be sent with a link to GM *earnPOWER* for acceptance of points. (1 point = \$1 U.S.). With *earnPOWER* Rewards, you will be able to transfer your points to a Universal Visa® card or transfer funds to a personal bank account via ACH. Applicable fees and terms and conditions can be found in the Cardholder Agreement and at [gmearnpower.com](http://gmearnpower.com).

GM *earnPOWER* points are deposited on a monthly basis; it is important that your GM *earnPOWER* profile, including an accurate e-mail address, is kept up to date.

## DOCUMENTATION

A copy of the upfit P.O. or invoice from the dealer or ADI must be maintained in the deal jacket.

Dealers must also enter all dealer-installed GM Accessories into the online warranty system. Please see Global Connect Message G\_0000053231 for more information.

## GM EARNPOWER LOG-ON INSTRUCTIONS

If you have not yet logged in to GM *earnPOWER*, here's how:

1. Log on to [www.gmearnpower.com](http://www.gmearnpower.com).
2. Enter your Username: the letters GMIN (all caps) followed by your General Motors Identification Number (GMIN). Example: GMIN:123456789 (be sure to include the colon, with no spaces before or after).
3. Enter your Password: Your Last Name. Your last name will appear as \*\*\* when you type it.

Upon logging in for the first time, you will be asked to change your password. Once logged in, all you need to do is register by updating your personal profile. We want to make sure this information is correct so we can continue to deliver important information to you about your GM incentive earnings. Please make sure your Social Security Number is registered with your GMIN on Global Connect – this step is required in order to receive incentive payments from GM.

Please visit [gmearnpower.com](http://gmearnpower.com) for more information.

## OFFICIAL RULES

### PROGRAM PERIOD

April 16, 2012 - May 14, 2012

### ELIGIBLE DEALERSHIPS

General Motors dealerships that have a GM Dealer Sales and Service Agreement to sell Chevrolet or GMC vehicles.

### NEW DEALERSHIPS (NEW POINTS)

New dealership points with effective dates on or after October 1, 2011, will not be eligible to participate in this program.

### ELIGIBLE DELIVERIES

Vehicles eligible for GM *earnPOWER* points under this program must have a claim submission date between April 16, 2012 and May 14, 2012. Only Option B \$500 under the 2012 GM Business Choice Program with qualified Chevrolet or GMC Accessories are eligible for this promotional period.

Vehicle deliveries must meet GM Business Choice Program eligibility requirements.

### 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 General Motors shall assume no responsibility with respect thereto. General Motors will reward eligible dealerships in place at the time the award is made under the program as detailed in the Official Rules. Dealerships must be active at the conclusion of the program 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 any eligible GM division 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. 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 sales objective would apply. The dealer operator and an authorized GM representative must both consent to the exception in writing.

### REDEMPTION

Registered Sales Consultants and Sales Managers will earn double GM *earnPOWER* points (GM funded) for each qualifying claim submitted under Chevrolet or GMC Accessories Business Choice Option B during the program period. Payout amounts will be based on the total MSRP of the Chevrolet or GMC Accessories Business Choice Option B claim. (see Official Rules).

Points will not be issued and are not valid on products being replaced under warranty.

### 2012 INCENTIVE PAY SCALE (BASED ON TOTAL MSRP)

<i>Option B</i>	<i>Sales Consultant</i>	<i>Sales Manager</i>
\$750 - \$999	\$25	\$10
\$1,000 - \$1,499	\$50	\$25
\$1,500 - \$1,999	\$75	\$50
\$2,000 & Up	\$150	\$75

### DOUBLE YOUR REWARDS DURING THIS SPECIAL PROGRAM PERIOD!

<i>Option B - Double</i>		
\$750 - \$999	\$50	\$20
\$1,000 - \$1,499	\$100	\$50
\$1,500 - \$1,999	\$150	\$100
\$2,000 & Up	\$300	\$150

### APPEALS PROCESS

It is the sole responsibility of the participant to review the monthly reports at [gmprograminfo.com](http://gmprograminfo.com) for accuracy and completeness. All appeals must be put in writing and faxed to Program Headquarters (1-800-784-7543) within 30 days of the disputed report date. Participants must retain a copy of all appeals correspondence and of all fax confirmation sheets. GM shall have the final decision in its sole discretion on all appeals from Dealers.

### AUDITING

General Motors 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. GM reserves the right to debit the Dealer's Open Account for any rewards improperly credited

to the Dealer or its personnel. GM will audit all retail deliveries of eligible units as reported by the dealership via CDR.

### INTERPRETATION OF RULES

General Motors reserves the right in its sole business discretion to cancel, suspend, amend or revoke this activity, in whole or in part, if General Motors determines that such action is necessary for any reason including, but not limited to, the occurrence of circumstances beyond its control.

### TAX PROVISIONS

Liability for federal, state or other taxes imposed upon a reward is the sole responsibility of the reward winner, not General Motors. Program Headquarters will report all rewards to the appropriate taxing authorities if appropriate. If applicable, a Form 1099 from General Motors will be issued to the reward winner's SSN at the end of the calendar year reflecting all rewards and gifts earned during that tax year.

### ADDRESS UPDATES

It is the sole responsibility of the reward winner to update their mailing address with Program Headquarters (1-800-368-1638). Program Headquarters will not be responsible for rewards that are shipped to an incorrect address.

### DEALERSHIP TERMINATIONS

If a dealership terminates or goes out of business prior to the end of the program period, neither the dealership nor any of its personnel will be entitled to any awards under this program.

### AWARD ELIGIBILITY

Points are not transferable. The individual earning the points must be employed at the dealership at the time of distribution or points are subject to forfeiture.

Void where prohibited by law.

To view all program details and official Program Rules, log on to [www.gmearnpower.com](http://www.gmearnpower.com).

