

EVERY CUSTOMER | EVERY TIME



October 2020 Version 2

For GM internal use only.

PROMOTION
OVERVIEW

THE OPPORTUNITY

SALES TOOLS

FREQUENTLY ASKED
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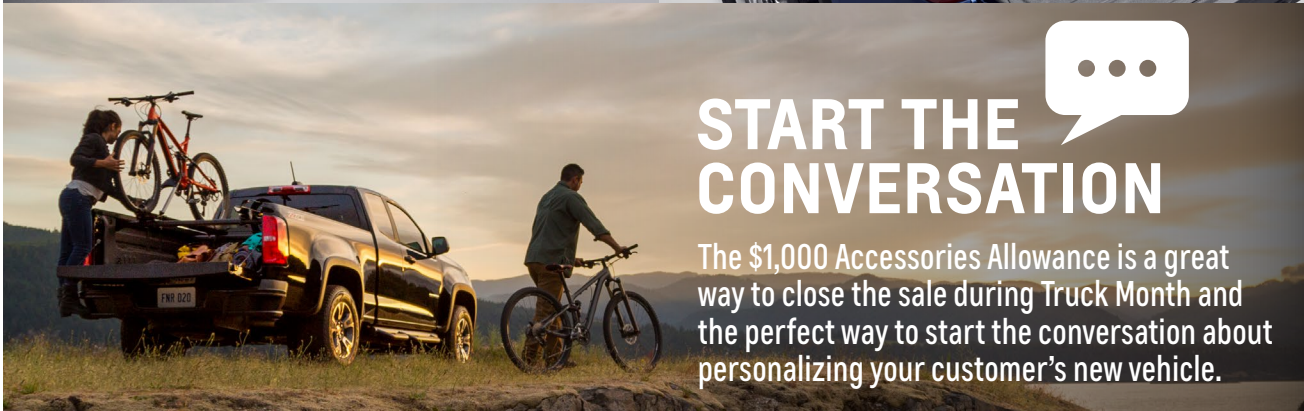
ACCESSORIES

\$1,000 ACCESSORIES ALLOWANCE¹

During Truck Month, buyers of select Chevrolet Trucks and Full Size SUVs are eligible for a \$1,000 Accessories Allowance. The Accessories Allowance provides customers the opportunity to personalize their vehicle with Chevrolet Accessories to fit their lifestyle.

TRUCK MONTH \$1,000 ACCESSORIES ALLOWANCE


2020/2021 SILVERADO
2020/2021 SILVERADO HD
2020/2021 COLORADO
(ELIGIBLE ON MOST MODELS)
2020 TAHOE
2020 SUBURBAN



START THE CONVERSATION

The \$1,000 Accessories Allowance is a great way to close the sale during Truck Month and the perfect way to start the conversation about personalizing your customer's new vehicle.



¹ Must take new retail delivery of an eligible 2020/2021 Silverado 1500, 2020/2021 Silverado 2500 HD/3500 HD, on most 2020/2021 Colorado models, 2020 Tahoe or 2020 Suburban with eligible GM or Associated Accessories  by 11/2/2020. Accessory purchase must be equal to or more than \$1,000 at MSRP. Excludes tax and installation. Not available with some other offers.

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THE ACCESSORIES MARKET CONTINUES TO GROW

Accessories have become increasingly popular with truck and SUV owners – and the \$1,000 Accessories Allowance gives you a unique opportunity to start the sales conversation, help increase your dealership's bottom line and create long-lasting customer relationships.

DID YOU KNOW:

The accessories and personalization market is forecast at close to \$41 billion¹ in 2020.

73% OF TRUCK OWNERS
PURCHASE ACCESSORIES WITHIN THE FIRST 2 YEARS AND SPEND OVER \$2,000²



50% OF LARGE SUV OWNERS
PURCHASE ACCESSORIES WITHIN THE FIRST 2 YEARS AND SPEND OVER \$1,600²



TOP-SELLING ACCESSORIES IN THE INDUSTRY¹

CATEGORY	AMOUNT
Custom Wheels	\$1.32 Billion
Floor Protection and Interior Appearance Products	\$900 Million
Trailer and Towing	\$800 Million
Bed Liners and Other Bed Accessories	\$740 Million
Tonneau Covers	\$540 Million

¹ SEMA Market Report 2020.

² 2019 Sales and Marketing of Accessories Report, Foresight Research.

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LEASING WITH ACCESSORIES

Chevrolet Accessories offer great advantages on leased vehicles too! Many can be residualized which, in certain situations, can help lower your customer's lease payment while providing them the opportunity to personalize their vehicle.

Hard Add List

- **Dealer-Installed Options List (hard adds)** - All hard adds included in the MSRP must be supported by dealer invoices and/or repair orders. Dealer-installed options are limited to GM Accessories only. If an eligible GM Accessories item(s) is installed on a leased vehicle, the associated dollar amount shown below may be added to the MSRP for residual calculation.
- **Removed Equipment** - Must be deducted from MSRP prior to residual calculation. Additional residual value cannot be added for dealer-installed options that are replacing items removed from factory package on the manufacturer's invoice.
- Dealer-installed options cannot have residual added on CPO Leases

OPTION	ADDITION TO MSRP (GM Accessories Only)
All Soft Tonneau Covers	\$150
All Hard Tonneau Covers	\$300
One-Piece Painted Hard Tonneau Cover	\$450
Bed Liner – Removable	\$250
Cargo Area Protector – Interior only	\$100
Chrome Wheels up to 19 inches	\$750
Floor Mat/Liner Set – All-Weather or Carpet	\$100
Fog Lamps	\$150
Headrest DVD System	\$700
In-Dash Navigation	\$700
Navigation Antenna Upgrade/SD Card	\$400
Rear Spoiler	\$150
Remote Start	\$150
Running Boards/Assist Steps	\$350
Trailer Hitch	\$150
Wheels over 19 inches	\$1,500

Vehicle Advance and Add-ons

- **Maximum Advance Structure** - Based on the following (7) tiers:

TIER	New Lease % Advance of MSRP		CPO Lease % Advance of Wholesale Value**	
	GMF Non-Floorplan Dealers	GMF Floorplan Dealers	GMF Non-Floorplan Dealers	GMF Floorplan Dealers
A+/A1	115%	120%	120%	125%
A2	110%	110%	115%	115%
A3	110%	110%	115%	115%
B1	110%	110%	115%	115%
B2	105%*	105%*	105%*	105%*
B3	105%*	105%*	Not Offered	Not Offered

* No additional advance is allowed on tiers B2 and B3.

** GM Dealers may use an auction slip to assess the value of the vehicle when:

1. The vehicle is purchased from GM Financial, and
2. The purchase date on the auction slip is within 90 days of the contract date.

NOTE: An additional 10% advance for tiers A+ - B1 may be available by increasing the money factor by 20 factor points.

No additional advance will be available on tiers B2 and B3.

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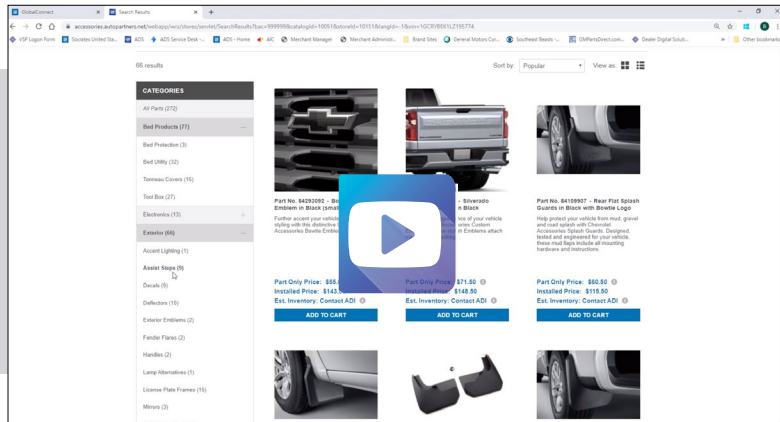
CAPTURE THE ACCESSORIES ORDER ON ADS

It's easy to shop Chevrolet Accessories on Accessories Digital Solution (ADS) and capture your customer's order:

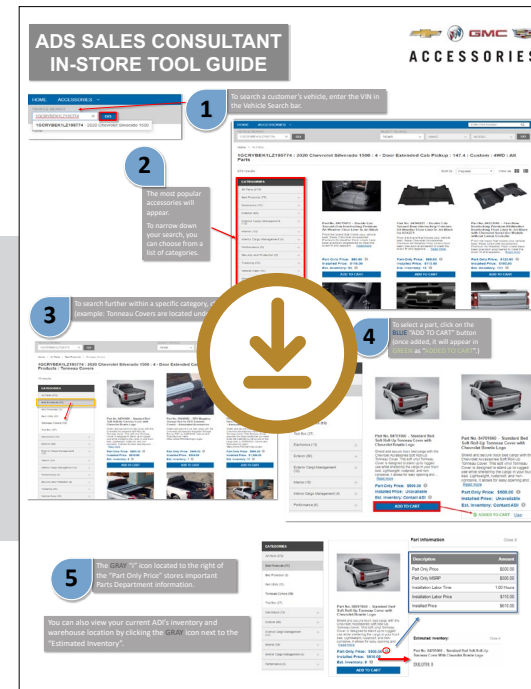
- Enter the VIN in the Vehicle Search bar to filter for accessories that fit your customer's exact vehicle
- Upon hitting go, the most popular accessories will appear (select the category located on the left side of the screen)
- Select the accessory and click the blue "add to cart" button
- To review your shopping cart, click the cart icon located in the top-right corner
- To proceed to checkout, you will be required to enter customer information including first and last name
- Select the blue "Create Order" button

Once the order is created, the parts department will review to fulfill the order. When the items arrive to the dealership, you will contact your customer to arrange pickup.

WATCH THE ADS VIDEO



DOWNLOAD THE ADS GUIDE



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To help your customer choose accessories for their specific Chevrolet, you can log onto AIC ([Home>Sales/Marketing>Marketing](#)) and download the following Sales Tools:

TOP-SELLING ACCESSORIES AND PACKAGE RECOMMENDATION WORKSHEETS

[illegible]

TOP-SELLING ACCESSORIES WORKSHEET

These vehicle-specific worksheets highlight the most popular accessories available by category. Available for 2020/2021 Silverado, 2020/2021 Silverado HD, 2020/2021 Colorado, 2020 Tahoe and 2020 Suburban.

RECOMMENDED PACKAGES WORKSHEET


These vehicle-specific worksheets showcase recommended accessories by price, ranging from \$1,000-\$3,000. Available for 2020/2021 Silverado, 2020/2021 Silverado HD, 2020/2021 Colorado, 2020 Tahoe and 2020 Suburban.

2020/2021 SILVERADO 1500

CREW CAB SHORT BED

\$1,000 ACCESSORIES ALLOWANCE*


RECOMMENDED PACKAGES



TRUCK MUST BE MADE IN THE U.S.A.

PACKAGE 1

DESCRIPTION	PART #	MSRP
Short Bed Soft-Roll Tonneau Cover by Advantage™**	70409079	\$120
Crew Cab 6-Inch Round Assist Steps in Black	A401135S	\$750
First Row Premium All-Weather Floor Liners in Jet Black with Chevrolet Script (For Models with Center Console)	84332602	\$860
Crew Cab Second-Row Interlocking Premium All-Weather Floor Liner in Jet Black	84333635	\$80
PACKAGE TOTAL		\$1,270




PACKAGE 2

DESCRIPTION	PART #	MSRP
Short Bed Hard-To-Roll Tonneau Cover	703	\$1,100
Crew Cab Sport-Step Assist Steps in Black	84332602	\$999
First Row Premium All-Weather Floor Liner (For Models with Center Console)	84332602	\$120
Crew Cab Second-Row Interlocking Premium All-Weather Floor Liner in Jet Black	84333635	\$80
PACKAGE TOTAL		\$2,299

DESCRIPTION

DESCRIPTION	PART #	MSRP
Short Bed Side-Mounted Bed Storage Box in Black with Cordedale Key (Shower and Pallet Rack-304)	84705350	\$1,195
Short Bed 6-Inch Roll-Up Tonneau Cover with Chevrolet Bowtie Logo	84705058	\$500
Center Console Lockable Storage Box	84274683	\$235
Crew Cab Interlock Lockable Storage Organizer in Black	84724683	\$235
Crew Cab Short Bed 6-Inch Rectangular Wheel-to-Wheel Assist Steps in Chrome	84332602	\$860
First-Row Premium All-Weather Floor Liners in Jet Black with Chevrolet Script (For Models with Center Console)	84332602	\$120
Crew Cab Second-Row Interlocking Premium All-Weather Floor Liner in Jet Black	84333635	\$80
Front Bumper Endcap in Black	84133640	\$80

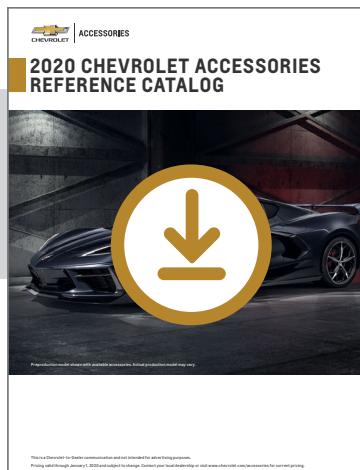


PACKAGE TOTAL

\$3,325

*2020 Silverado Models available for purchase at eligible MSRP. MSRP does not include destination, taxes, title, license, dealer fees, and optional equipment. **MSRP includes installation. †MSRP includes installation and hardware. ‡MSRP includes installation and hardware. ††MSRP includes installation and hardware. ‡‡MSRP includes installation and hardware. †††MSRP includes installation and hardware. ‡‡‡MSRP includes installation and hardware. ††††MSRP includes installation and hardware. ‡‡‡‡MSRP includes installation and hardware. †††††MSRP includes installation and hardware. ‡‡‡‡‡MSRP includes installation and hardware. ††††††MSRP includes installation and hardware. ‡‡‡‡‡‡MSRP includes installation and hardware. †††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡MSRP includes installation and hardware. ††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡MSRP includes installation and hardware. †††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡MSRP includes installation and hardware. ††††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡‡MSRP includes installation and hardware. †††††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡‡‡MSRP includes installation and hardware. ††††††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡‡‡‡MSRP includes installation and hardware. †††††††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡‡‡‡‡MSRP includes installation and hardware. ††††††††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡‡‡‡‡‡MSRP includes installation and hardware. †††††††††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡MSRP includes installation and hardware. ††††††††††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡MSRP includes installation and hardware. †††††††††††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡MSRP includes installation and hardware. ††††††††††††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡MSRP includes installation and hardware. †††††††††††††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡MSRP includes installation and hardware. ††††††††††††††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡MSRP includes installation and hardware. †††††††††††††††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡MSRP includes installation and hardware. ††††††††††††††††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡MSRP includes installation and hardware. †††††††††††††††††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡MSRP includes installation and hardware. ††††††††††††††††††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡MSRP includes installation and hardware. †††††††††††††††††††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡MSRP includes installation and hardware. ††††††††††††††††††††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡MSRP includes installation and hardware. †††††††††††††††††††††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡MSRP includes installation and hardware. †††††††††††††††††††††††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡MSRP includes installation and hardware. ††††††††††††††††††††††††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡MSRP includes installation and hardware. †††††††††††††††††††††††††††††††MSRP includes installation and hardware. ‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡‡

ACCESSORIES REFERENCE CATALOG



ACCESSORIES REFERENCE CATALOG AND PARTS LIST

These tools provide full details on available accessories by vehicle and include part numbers along with pricing.

ACCESSORIES PARTS LIST



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DOES A CUSTOMER NEED TO PURCHASE AN AMOUNT OF ELIGIBLE GM ACCESSORIES WORTH AT LEAST \$1,000 AT LISTED MSRP?

Yes. The minimum purchase must be at least \$1,000 of eligible GM Accessories at listed MSRP, excluding taxes and installation.

WHICH GM ACCESSORIES ARE ELIGIBLE?

Except for LPOs, all GM Accessories, including Associated Accessories purchased over-the-counter at the time of purchase or lease, are eligible.

CAN THE CUSTOMER USE THE ACCESSORIES ALLOWANCE OFFER TOWARD INSTALLATION CHARGES?

No.

ARE LIMITED PRODUCTION OPTIONS (LPOs) – ACCESSORIES ORDERED WITH THE VEHICLE, INSTALLED AND INCLUDED ON THE MANUFACTURER'S WINDOW LABEL – ELIGIBLE FOR THIS PROGRAM?

No. The Accessories Allowance offer is good toward eligible GM Accessories, including Associate Accessories, purchased over-the-counter in conjunction with and at time of eligible new vehicle purchase/lease.

CAN THE CUSTOMER USE ALL OR A PORTION OF THE ACCESSORIES ALLOWANCE OFFER ON NON-GM ACCESSORIES?

No. The eligible transaction must meet the minimum required spend on eligible GM Accessories.

IS THE DEALER REQUIRED TO SELL ACCESSORIES AT MSRP UNDER THIS PROGRAM?

No. The final purchase price of accessories is determined between the customer and selling dealer. However, the customer must purchase a minimum of \$1,000 worth of accessories at listed MSRP, excluding taxes and installation in order to be eligible for the offer.

CAN THE CUSTOMER USE MY CHEVROLET REWARDS WITH THE ACCESSORIES ALLOWANCE OFFER?

Yes. Customer may use existing My Rewards points toward any balance due after the Accessories Allowance is applied or toward installation, if applicable. Please be aware that points earned in conjunction with this vehicle purchase cannot be utilized as points cannot be earned and redeemed in the same transaction.

DOES THE CUSTOMER HAVE TO USE THE ACCESSORIES ALLOWANCE OFFER AT TIME OF NEW VEHICLE PURCHASE/DELIVERY?

Yes. The Accessories Allowance offer must be used at time of an eligible new purchase/delivery.

HOW MUCH IS THE DEALER REIMBURSED FROM GM FOR THE \$1,000 ACCESSORIES ALLOWANCE PROVIDED TO THE CUSTOMER?

GM will reimburse the dealer \$1,000 on eligible transactions.

WHICH VEHICLES ARE ELIGIBLE FOR THE CHEVROLET ACCESSORIES ALLOWANCE OFFER?

The following models are eligible: 2020/2021 Silverado, 2020/2021 Silverado Heavy Duty, most 2020/2021 Colorado models, 2020 Tahoe and 2020 Suburban. For complete information, see specific Incentive Program.

WHAT DELIVERY TYPES ARE ELIGIBLE?

Most retail purchases/leases are eligible. For complete information, see specific Incentive Program.

WHAT ARE THE REPORTING/DOCUMENTATION REQUIREMENTS?

There are three documentation requirements: 1) Dealer must show the Accessories Allowance offer as a credit on the vehicle buyer's order, 2) Accessories Allowance must be included on the signed Incentive Customer Acknowledgement Form and 3) Dealer must retain a copy of the repair order and/or parts ticket in the deal jacket showing the part numbers of the eligible GM Accessories, including Associated Accessories, purchased.

CAN A CUSTOMER USE THE ACCESSORIES ALLOWANCE TOWARD PURCHASE OF ACCESSORIES WITH FITMENT FOR A VEHICLE OTHER THAN THE ELIGIBLE VEHICLE PURCHASED?


Yes. Customer may use Accessories Allowance toward purchase of any eligible GM Accessory, including Associated Accessories, even if they are not applicable to the vehicle.

IS THE ACCESSORIES ALLOWANCE COMPATIBLE WITH BUSINESS CHOICE ALLOWANCE?

Yes.

DOES THE CUSTOMER NEED TO TAKE DELIVERY OF ACCESSORIES AT TIME OF PURCHASE?

It is expected that most customers will receive accessories at time of vehicle delivery; however, in the event that any accessories a customer purchases are not available at time of vehicle delivery and/or installation of purchased accessories prior to delivery is not practicable, customer can receive purchased accessories and/or installation of purchased accessories at a later date, provided dealer and customer mutually agree and their agreement is acknowledged in writing and included in the deal jacket. All other program parameters apply.

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CHEVROLET TRUCK MONTH SUPPORT

Chevrolet will support Truck Month and the \$1,000 Accessories Allowance in the following areas:

TRADITIONAL MEDIA:

- TV (Zone and LMA)
- Pre-roll (Zone and LMA)
- Radio (Zone and LMA)
- CRM (Rapid Retail Email and Sales Touch DM/EM)
- POS
- DDN
- E-Flyers

DIGITAL:

- Mastheads
- Retail Landing Pages
- Banners/Pop Ups (T3, capabilities vary by provider)
- Promoboxx Social
- In-Market OLA
- In-Market Search
- In-Market Social



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