

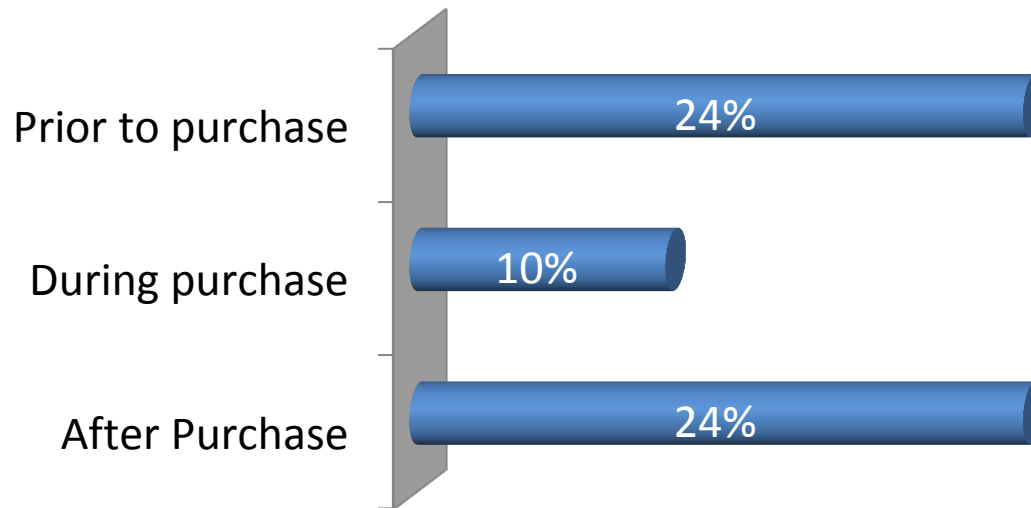
Why Accessories?

1. Buick customers want to personalize their vehicle
2. Dealership satisfaction is improved by offering accessories
3. Simply offering accessories generates incremental Accessories sales and Dealership profit
4. Showcasing accessories on a vehicle is a powerful way to stimulate accessory sales



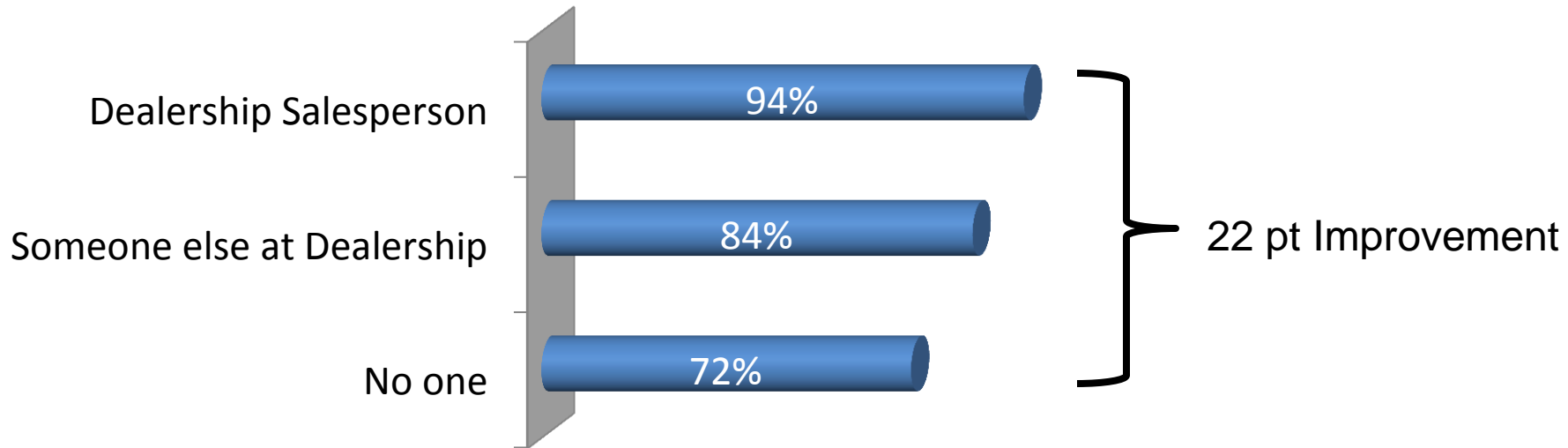
New vehicle buyers want to personalize their vehicle and actively shop for personalization options

~60% of new vehicle owners shop for accessories..... either before, during or after taking delivery of their new Buick



A Dealership can make incremental gross profit and increase Dealership Satisfaction when customers are offered personalization

Satisfaction with Dealership based on who discussed personalization



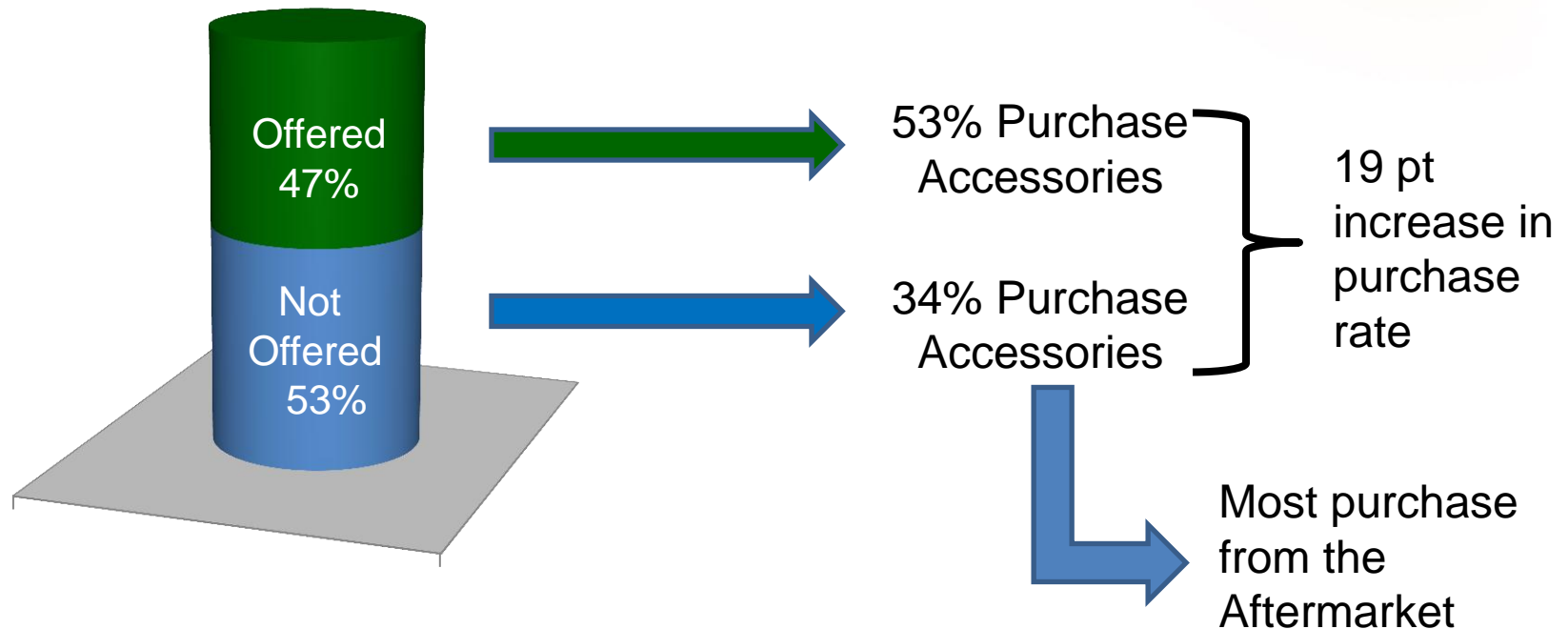
Customers have higher satisfaction with their Dealership when offered personalization



60% of customers are actively looking to personalize their vehicle yet less than half are ever offered the opportunity

% Customers Offered Accessories at Dealership

% Customers Who Purchase Accessories



Simply offering accessories can significantly boost Dealership accessory sales



BUICK ACCESSORIES

LUXURY AS IT SHOULD BE: **YOUR KIND OF LUXURY**

Accessory Tracking Study – Aug Buyers

PNUR understates the true accessory transaction value

Myth:

- If my dealership PNUR is \$200, then every customer who purchases accessories is worth \$200

Fact:

- Transaction value is NOT the same as PNUR
- If a dealership PNUR is \$200 and 43% of customers personalize
- **The transaction value is \$465 *plus* installation labor**

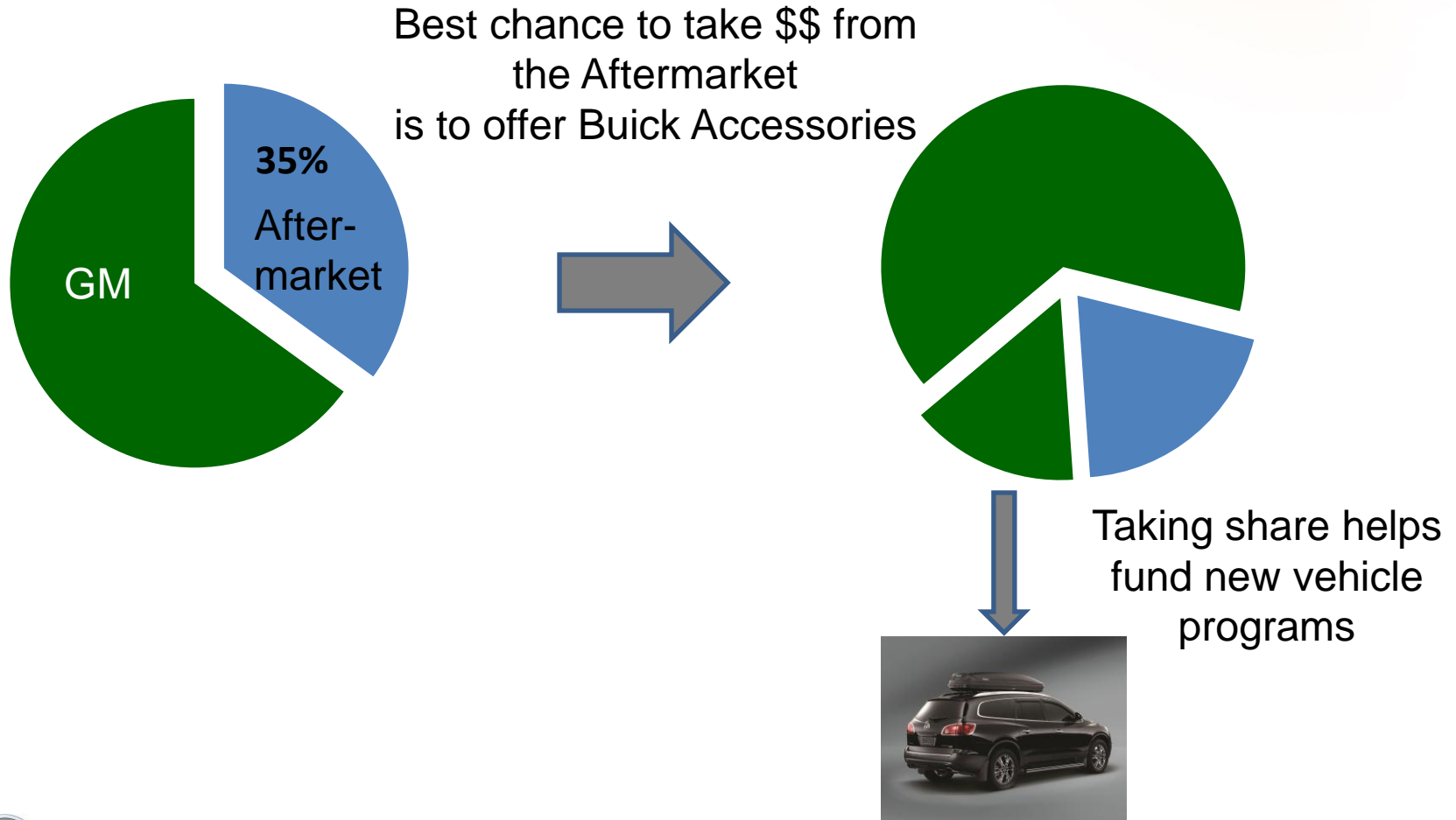
Getting one more customer to personalize is worth more than \$465 to this dealership



BUICK ACCESSORIES

LUXURY AS IT SHOULD BE: **YOUR KIND OF LUXURY**

Buick Accessories sales represent 65% of Buick buyers purchases during the first 90 days



Top Aftermarket accessories bought by Buick buyers who personalized their Buick in the first 90 days

Product	% who purchased from Aftermarket
Door Sill Plates	~100%
Side Window Deflector	67%
Floor Mats – Cargo Premium All Weather	50%
Floor Mats – Carpet Replacement	50%
Floor Mats—Premium All Weather	24%

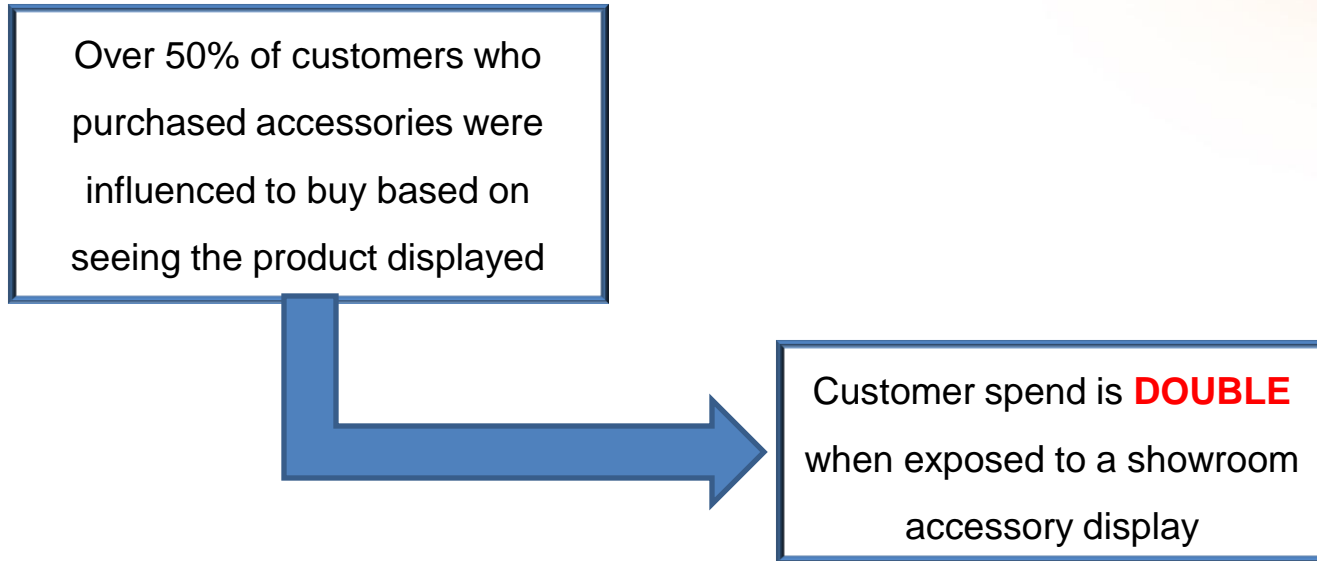


BUICK ACCESSORIES

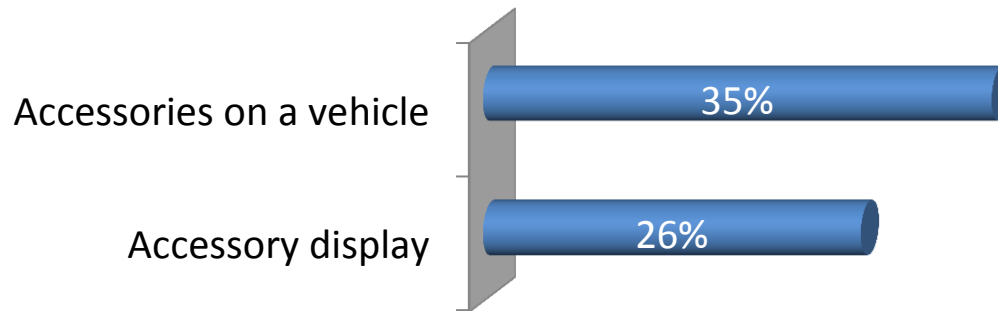
LUXURY AS IT SHOULD BE: **YOUR KIND OF LUXURY**

Accessory Tracking Study – Aug Buyers

Showcasing accessories on a vehicle is a significant driver of customer purchases



Yet only 35% of buyers saw accessories on a Buick



What can you do to take advantage of Buick Accessories

- Put an accessories selling process in your dealership so every customer has the opportunity to personalize their vehicle.
- Offer accessories before the customer gets to the F&I dept.
- Remember that offering personalization will increase the customer's satisfaction with the Dealership....don't be afraid to ask.
- If you are asking customers today, understand the impact of mannequin vehicles
- Look for Accessories opportunities on vehicles in for the first service visit



Buick Accessories....

- Improve your CSI
- Increase your Profits
- Are good for you and Buick

