



NOVEMBER LPO STEP IT UP PROGRAM



Extended through November! Receive *earnPOWER* points when ordering select Accessory Wheels on 2020MY Escalade and Escalade ESV during November 1 – December 2, 2019. Please see following pages for *earnPOWER* payouts and official program rules.



NOVEMBER LPO STEP IT UP PROGRAM RULES

PROGRAM PERIOD

- Program Period: November 1 - December 2, 2019
- Enrollment Dates: November 1 - November 8, 2019
- LPO Order Dates: November 7 - November 28, 2019

ELIGIBLE DEALERSHIPS

- New Hampshire Dealers are not eligible.
- GM Dealerships that have a GM Dealer Sales and Service Agreement are eligible.
- Participation is voluntary.

ELIGIBLE PARTICIPANTS

- Sales Managers and Inventory Managers with a valid GMIN number.
- Or at the Dealer Principals discretion, any other Dealership employee with a valid GMIN number.
- Enrolled Participants must have a GMIN number to receive rewards.

HOW THE PROGRAM WORKS

- Dealer or Executive Manager logs into *earnPOWER* via GM Global Connect (www.gmglobalconnect.com) to enroll and allocate payouts percentage to eligible Participants. If a Dealer or Executive Manager fails to enroll and allocate payments by the end of the Enrollment Dates, then the Dealer will have no eligible participants in this Program. If a Dealer was enrolled in the October "LPO Step It Up Program" (October 2019), Program Headquarters will automatically re-enroll the Dealer and active managers in the November "LPO Step It Up Program." It is up to the Dealer to remove a Manager who should no longer be participating in the November "LPO Step It Up Program."
- Only eligible LPOs on vehicles ordered during the following DOSP cycles will count toward points:
 - November 7 - November 12
 - November 14 - November 19
 - November 21 - November 26
 - November 28 - December 3

Note: If there's a DOSP cycle in the final week of November, eligible LPOs will count towards program earnings.

- Each LPO code will be assigned an *earnPOWER* payout as indicated in the attached table. See "Eligible LPOs" section below for complete list of eligible LPOs.
- Only LPO orders on VINs successfully accepted by GM (Event code 2000 and higher by December 31) during the Program Period will qualify.

- If a dealership has at least one Participant enrolled/allocated by the end of the Enrollment Dates, all eligible LPOs ordered will count towards earnings in the Program Period.
- Enrolled participants will be awarded *earnPOWER* points based on the qualified orders and their assigned value. All orders submitted during the DOSP cycles listed above will qualify, as long as they are submitted with eligible LPOs as listed in the "eligible LPOs" section below.
- Final results will be posted via the *earnPOWER* program website after December 31, 2019.
- Enrolled Participants will each be rewarded with their allocated share, designated by the Dealer Principal/ Executive Manager, of the total dollar amount earned at their Dealership, based on total eligible LPOs ordered (points earned) during the Program Period.
- Earnings will be deposited into each Participant's GM *earnPOWER* awards account.

ENROLLMENT

- There is no charge or fee for participation.
- Dealer enrolls eligible participants during the participant selection/allocation period. Note: If a Dealer was enrolled in the October "LPO Step It Up Program" (October 2019), Program Headquarters will automatically re-enroll the Dealer and active Managers in the November "LPO Step It Up Program." It is up to the Dealer to remove a manager who should no longer be participating in the November "LPO Step It Up Program."
- Dealer Principals and/or Executive Managers must complete enrollment. Dual contact dealerships will only need to complete the Participants' enrollment process once as long as they enroll managers from all participating brands at their BAC.
- Each Dealership is required to complete their enrollment within the participant selection/allocation within the designated period to earn a payout under this Program
- Enrollment in the Program must be done via the GM *earnPOWER* site, located in GM Global Connect. Within the *earnPOWER* site, there's one program tile for all brands. Dealers must click on this tile to enroll. As part of the enrollment process, Dealers must identify and allocate to BARS and/or those Dealership employees eligible to receive awards using the following steps:

ENROLLMENT PROCESS

- To enroll, a Dealer/Executive Manager (or designated proxy) must log onto *earnPOWER* and find the LPO Step It Up Program tile.
 - Click on the "Set Allocations/Enrollment" button on the front of the tile
 - Check the box next to each name to enroll a participant (use the lookup feature to add any employees not listed)
 - Allocate a payout percentage to each participant and/or BARS. All allocations made must add up to 100%
- For assistance, Dealers may call the Help-Desk at 877-878-3564
- After initial enrollment is completed (by the end of the participant selection/allocation period), changes to the allocation of rewards can be made at any time during the Program Period, but once the Program Period ends, no further allocation changes are allowed.
- If no allocation has been made by the end of the Enrollment Dates, no *earnPower* rewards will be paid to the Dealership or employees.

AWARD ISSUANCE

- Awards will be paid out after December 31, 2019 (Approximately 45 days after program ends, to ensure all eligible orders placed are counted — Event code 2000 and higher), via GM *earnPOWER* awards. See payment schedule posted at the *earnPOWER* site.
- Each enrolled Participant will receive their allocated share of the awards earned.
- Participants will be notified via email by GM *earnPOWER* Program Headquarters after bonus earnings have been deposited.
- Participants must be employed at the Dealership at the time the rewards are distributed.

WHAT ARE LPOs

- LPOs are pre-ordered vehicle options that include a single accessory or a collection of accessories that are part of a special package. All LPO content and pricing will appear on the vehicle's Monroney Label. LPO content is provided to the Dealer by an ADI and is installed by the Dealer (or ADI if desired)

HOW TO ORDER LPOs


- LPOs are ordered the same as RPOs during the DOSP cycle.
- LPOs are featured in all Vehicle Order Guides.



ELIGIBLE MODELS, LPOs AND POINT VALUE

- 2020MY Cadillac Escalade and Escalade ESV

	LPO CODE	DESCRIPTION	earnPOWER POINTS
	SES	22-Inch Aluminum 7-Split-Spoke Wheel Included with (PDV) Radiant Package	300
	SEW	22-Inch Alum. 5-Split-Spoke in Ultra Bright, Machined with Gloss Black	300
	SFO	22-Inch Aluminum 6-Split-Spoke Wheel in Ultra Bright Machined Silver	300
	SEV	22-Inch Aluminum 6-Spoke Wheel in Gloss Black	300
	SF1	22-Inch Aluminum 7-Spoke Wheel in Silver	300

	LPO CODE	DESCRIPTION	earnPOWER POINTS
	SGM	22-Inch Aluminum 7-Spoke Gloss Black Wheel with Chrome Inserts	300

AUDITING

- GM reserves the right to audit all dealer and ADI records supporting any vehicle delivery and to disqualify participants in the event of any irregularity. Sufficient dealership records must be kept as evidence of the sale or lease of all vehicle deliveries and all Accessories sales claimed under the Program. GM also reserves the right to charge back to dealers any rewards improperly paid or awarded to dealers or other dealership personnel
- GM will monitor situations involving dealer owners or dealer operators who own or control more than one dealership. In the event of any sales imbalance based on sales history, or any delivery reporting or other irregularity, GM may adjust Program Objectives, charge back any rewards under the Program or take other action deemed by GM to be equitable or appropriate under the circumstances
- In all matters relating to the interpretation and application of any rules of this Program, the decision of GM shall be final
- GM will audit all retail deliveries of eligible units as reported by the dealership via OWB. At the time of reward determination, all return-to-stock vehicles that have not been re-delivered will be ineligible

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 GM shall assume no responsibility with respect thereto. GM will reward program credits to the eligible dealership in place at the time program credits are issued under the Program as detailed in the rules. Dealerships must be active on the last day of the Program Period to be eligible for rewards.