



MY REWARDS



My Chevrolet Rewards Is Growing

- 1.4 Million Members
- 18 Billion points earned
- 1.8 Billion points redeemed
- 2 Billion points earned from Silverado sales
- 72% of Chevrolet Voucher Redemptions are for Accessories

Benefits of My Chevrolet Rewards

- Drives retention and repurchase
- Customers earn 20,000 points (\$100) with each Chevrolet purchase/lease
- Member enrollment is done at time of delivery through New Owner Onboarding
- Resources are available within the My Rewards App in GlobalConnect

My Chevrolet Rewards Opportunities

- Most Silverado customers want to personalize their truck and My Rewards provides the opportunity to engage the member while they are still at the dealership.
- Provides peace of mind to your customers knowing they are buying quality GM parts and accessories while saving money by utilizing their points.
- Provides the dealership an opportunity to follow up with recent purchasers to thank them for their business and invite them to use points to personalize their Chevrolet.
- Some of the top selling Silverado Accessories purchased by Chevrolet Members include Assist Steps, 22" Wheels, Floor Liners/Mats, Tonneau Cover, and Cargo Organization.



Short Bed Soft Roll-Up Tonneau Cover with Chevrolet Bowtie Logo



22-inch Multi-Spoke Wheel Package High Gloss Black



Front-Row Premium All-Weather Floor Liners in Black with Chevrolet Script For Vehicles with Center Console



Crew Cab 6-Inch Rectangular Assist Steps in Chrome