



2020 Encore GX

ADI Launch Kit

April 2020

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Encore GX Accessories Portfolio

Exterior

Description	RPO	
Splash Guards, Molded	VQK	
Splash Guards, Painted	VRV	
Grille with Painted Surround	RZ9	
Chrome Door Moldings	RWI	*Late Availability
Body-Color Door Moldings	RWK	*Late Availability

Interior

Description	RPO	
All-Weather Floor Liners, AWD/FWD	RIA	
All-Weather Floor Mats, AWD/FWD	VAV	
Premium Carpet Mats	VYW	
Replacement Carpet Mats	RWS	
Pedal Covers	SBZ	
Illuminated Door Sill Plates	S0M	*Late Availability

Trailer

Description	RPO	
Trailer Hitch & Harness Package	SDE	*Late Availability
Trailer Hitch Trim Bezel	5KE	*Late Availability

Electronics

Description	RPO	
Remote Start, Manual/Auto Liftgates	S6P	
Keyless Entry Keypad	RDI	

Encore GX Accessories Portfolio

Cargo Management

Description	RPO	
Roof Rack Cross Rails	VLL	*Late Availability
Integrated Cargo Liner	CAV	
All-Weather Cargo Mat	VLI	
Cargo Net, Horizontal	WH6	
Cargo Net, Vertical	W2D	

Security and Protection

Description	RPO	
First Aid Kit	RYT	
Highway Safety Kit	S08	

Wheel Components

Description	RPO	
Lug Nuts in Chrome	S47	
Wheel Lock Kit	SFE	
Center Caps		

Associated Accessories (IBP)

Description
Thule® Hitch and Roof Carriers
Kicker® Audio Accessories
NOCO® Battery Jump Starters
Adam's Polishes® Vehicle Care Kits

Single Line LPO's

LPO	Description
RWU	ACCESSORY-CARGO AREA ORGANIZER - COLLAPSIBLE
RDI	ACCESSORY-KEYLESS ENTRY
S0M	ACCESSORY-ILLUMINATED DOOR SILLS
W2D	ACCESSORY-CARGO NET VERTICAL
CAV	ACCESSORY-TRAY - TRUNK/CARGO AREA
VLI	ACCESSORY-MAT - TRUNK / CARGO AREA
VYW	ACCESSORY-FLOOR MATS - PREMIUM CARPET
VAV	ACCESSORY-FLOOR MATS - ALL WEATHER
RIA	ACCESSORY-FLOOR LINERS
SFE	ACCESSORY-WHEEL LOCKS
VRV	ACCESSORY-SPLASH GUARDS - CUSTOM MOLDED - PAINTED
VQK	SPLASHGUARDS MOLDED - BLACK
VLL	ACCESSORY-CROSS RAILS - ROOF RACK
RWI	ACCESSORY-BODY SIDE MOLDINGS - CHROME
SBZ	ACCESSORY-SPORT PEDAL KIT
RWK	ACCESSORY-BODY SIDE MOLDINGS - PAINTED

 = in VOG as of 4/20/2020

Planned LPO Packages

Active Lifestyle Package

PDE – Trailering Pkg
CAV – Cargo Liner

Interior Protection

RIA – Floor Liner
CAV – Cargo Liner

Appearance Package

RZ9 – Grille
RWK – Body Side Molding

Road Trip Package

RIA – Floor Liner
VLL – Roof Rack

Trailering Package

SDE – Hitch
RZW – Harness
5KE – Hitch Bezel

Encore GX Pen Rates

RPO	Description	Est Pen Rate
RDI	Keyless Entry Pad	1.0%
RWP	Cable - Portable Music Player	0.1%
S6P	Remote Start Kit	1.0%
S0M	Illuminated Door Sills	1.5%

RPO	Description	Est Pen Rate
RXJ	Center Caps	0.2%
S47	Lug Nuts	0.2%
SBZ	Sport Pedal Covers	1.0%
SDE	Trailer Hitch w/Bezel & Harness	3.0%
SFE	Wheel Locks	8.5%

RPO	Description	Est Pen Rate
RWU	Cargo Organizer	1.0%
RYT	First Aid Kit	0.5%
S08	Highway Safety Kit	0.5%
W2D	Cargo Net	15.0%
WH6	Cargo Net – Floor Mounted	0.5%

RPO	Description	Est Pen Rate
RWI	Bodyside Moldings - Chrome	1.5%
RWK	Bodyside Moldings – Painted	2.0%
RZ9	Grille	1.5%
VLL	Cross Rails	6.0%
VQK	Splash Guards – Molded	1.5%
VRV	Splash Guards - Painted	10.0%

RPO	Description	Est Pen Rate
CAV	Integrated Cargo Liner	10.0%
RIA	Floor Liners	15.0%
RWS	Floor Mats – Replacements	0.75%
VAV	All Weather Floor Mats	11.0%
VYW	Premium Carpet Floor Mats	1.5%
VLI	All Weather Cargo Mat	1.3%

Marketing Timing

November	December	January	February
11/18 Buick Launched Encore GX on Buick.com		1/15 ADS B2B Live	2/5 ADS B2C Live
11/19 Encore GX Portfolio available on AIC			Vehicles Start Hitting Lots Hero Card Available on AIC

Portfolio Highlights - Exterior



Grille with Painted Surround – 5XR



Chrome Door Moldings- RWI



Body-Color Door Moldings- RWI

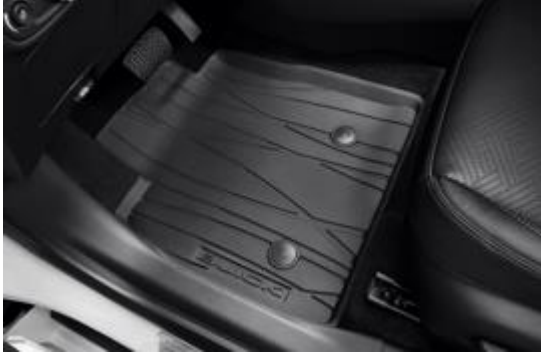


Splash Guards, Painted - VRV



Splash Guards, Molded - VQK

Portfolio Highlights - Interior



All-Weather Floor Liners - RIA



All-Weather Floor Mats - VAV



Premium Carpet Mats - VYW



Pedal Covers - SBZ



Door Sill Plates - SOM



Replacement Carpet Mats - RWS

Portfolio Highlights – Cargo Management



Integrated Cargo Liner – CAV



Roof Rack Cross Rails – VLL



All-Weather Cargo Mat - VLI



Cargo Net, Vertical – W2D



Cargo Net, Horizontal – WH6

Portfolio Highlights – IBP & Lifestyle

