



MY REWARDS



My GMC Rewards Is Growing

- 1.3 Million Members
- 16 Billion points earned
- 1.6 Billion points redeemed
- 451 Million points earned from Sierra sales
- 75% of GMC Voucher Redemptions are for Accessories

Benefits of My GMC Rewards

- Drives retention and repurchase
- Customers earn 20,000 points (\$100) with each GMC 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 GMC Rewards Opportunities

- Most Sierra 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 GMC.
- Some of the top selling Sierra Accessories purchased by GMC Members include Assist Steps, 22" Wheels, Floor Liners/Mats, Tonneau Cover, and Cargo Organization.



Short Bed Soft Roll-Up Tonneau Cover with GMC Logo



Molded Assist Steps in Chrome



22x9-Inch Aluminum 5-Split-Spoke Wheel



Front Row Floor Liner Package in Black