

## May “LPO Step It Up Program” – Official Program Rules

### Program Dates

- Program Period: May 1 – May 31, 2019
- Enrollment Dates: May 1 – May 10, 2019
- LPO Order Dates: May 2 – May 30, 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](http://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 April “LPO Step It Up Program” (April 2019), Program Headquarters will automatically re-enroll the Dealer and active Managers in the May “LPO Step It Up Program”. It is up to the Dealer to remove a Manager who should no longer be participating in the May “LPO Step It Up Program”.
- Only Eligible LPOs on vehicles ordered during the following DOSP cycles will count toward points:
  - May 2 – May 7
  - May 9 – May 14
  - May 16 – May 21 (*1<sup>st</sup> DOSP cycle for 2020MY Full-Size Utilities*)
  - May 23 – May 28
  - May 30 – June 4
- 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 LPO wheels.
- Only LPO orders on VINs successfully accepted by GM (Event code 2000 and higher – By June 30, during the Program Period will qualify.)

- As long as a dealership has at least one Participant enrolled/allocated by the end of the Enrollment Dates, all Eligible LPO's 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 LPO's as listed in the "eligible LPO's" section below.
- Final results will be posted via the earnPOWER program website after June 30, 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 April "LPO Step It Up Program" (April 2019), Program Headquarters will automatically re-enroll the Dealer and active Managers in the May "LPO Step It Up Program". It is up to the Dealer to remove a Manager who should no longer be participating in the May "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 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, 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 June 30, 2019 (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 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

Chevrolet Models: [CURRENT GENERATION](#)

(K2): 2019 Silverado-Double Cab LD 1500 and 2020 Tahoe, Suburban

### 22-Inch Wheels

<u>Eligible Wheels</u>	<i>earnPOWER</i> Points
SEW – 22-Inch Alum. 5-Split-Spoke in Ultra Bright, Machined with Gloss Black NOTE: "Silverado 1500 - Included and only available with (PDB) Black Pack"	500
SFO - 22-Inch Aluminum 6-Split-Spoke Wheel in Ultra Bright Machined Silver	500
SEV – 22-Inch Aluminum 6-Spoke Wheel in Gloss Black	500
SEU - 22-Inch Aluminum 6 Split-Spoke Wheel NOTE: "Suburban/Tahoe - Included and only available with (WP9) Premier Plus Edition"	500
SF1 - 22-Inch Aluminum 7-Spoke Wheel in Silver	500

**CURRENT GENERATION (K2): 2019 Silverado-Double Cab LD 1500**

Tonneau Covers

5JY – Soft Tri-Fold Tonneau Cover	75
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Assist Steps

RVS – 4-inch Round Assist Steps in Black	75
VXH – 6-inch Rectangular Assist Steps in Chrome	75
VXJ – 4-inch Round Assist Steps in Chrome	75

**CURRENT GENERATION (K2): 2019 Silverado 2500/3500**

Tonneau Covers

5JY – Soft Tri-Fold Tonneau Cover	75
VQT – Hard Tri-Fold Tonneau Cover with Bowtie logo	75

Assist Steps

RVS – 4-inch Round Assist Steps in Black	75
VXH – 6-inch Rectangular Assist Steps in Chrome	75
VXJ – 4-inch Round Assist Steps in Chrome	75
S6L – 3-inch Off-Road Assist Steps in Black	75

GMC Models: **CURRENT GENERATION**

(K2): 2019 Sierra-Double Cab Limited 1500 and 2020 Yukon, Yukon XL

22-Inch Wheels

<u>Eligible Wheels</u>	<i>earn</i> POWER Points
SEU - 22-Inch Aluminum 6 Split-Spoke Wheel NOTE: "Yukon/XL - Included and only available with (PCL) Premium Edition."	500
SEW – 22-Inch Alum. 5-Split-Spoke in Ultra Bright, Machined with Gloss Black	500
SFO - 22-Inch Aluminum 6-Split-Spoke Wheel in Ultra Bright Machined Silver	500
SEV – 22-Inch Aluminum 6-Spoke Wheel in Gloss Black	500
SF1 - 22-Inch Aluminum 7-Spoke Wheel in Silver	500
SGM - 22-Inch Aluminum 7 Spoke Gloss Black Wheel with Chrome Inserts NOTE: "Yukon/XL - Included and only available with (ZM4) Denali Ultimate Black Edition."	500

**CURRENT GENERATION (K2): 2019 Sierra-Double Cab Limited 1500**

Tonneau Covers

5JY – Soft Tri-Fold Tonneau Cover	75
VPB – Vinyl tonneau cover with integrated support bows	75
VQT – Hard tri-folding with vinyl cover	75

Assist Steps

RVQ – 6-inch Rectangular Assist Steps in Black	75
RVS – 4-inch Round Assist Steps in Black	75
S6L – 3-inch Off-Road Assist Steps in Black	75
VXH – 6-inch Rectangular Assist Steps in Chrome	75
VXJ – 4-inch Round Assist Steps in Chrome	75

**CURRENT GENERATION (K2) 2019 Sierra 2500/3500** – *There will be “zero” estimated shipments/consensus for this product in May, therefore is NOT included in the May “LPO Step it Up Program”*

Cadillac Models: 2020 Cadillac Escalade and Escalade ESV

22-Inch Wheels

<u>Eligible Wheels</u>	<i>earnPOWER</i> Points
SES - 22-Inch Aluminum 7 Split-Spoke Wheel NOTE: “Included and only available with (PDV) Radiant Package, LPO.”	500
SEW – 22-Inch Alum. 5-Split-Spoke in Ultra Bright, Machined with Gloss Black	500
SFO - 22-Inch Aluminum 6-Split-Spoke Wheel in Ultra Bright Machined Silver	500
SEV – 22-Inch Aluminum 6-Spoke Wheel in Gloss Black	500
SF1 - 22-Inch Aluminum 7-Spoke Wheel in Silver	500
SGM - 22-Inch Aluminum 7 Spoke Gloss Black Wheel with Chrome Inserts	500

**ELIGIBLE MODELS** (*NEXT GENERATION Silverado and Sierra ONLY*)

Chevrolet Model: Next Generation 2019 Silverado (Crew and Double cab 1500)

GMC Model: Next Generation 2019 Sierra (Crew and Double Cab 1500)

22-Inch Wheel

<b>LPO Code and Description</b>	<b>EarnPower Points</b>
<b>SF0</b> - 22-Inch Aluminum Multi-Spoke Wheel in Chrome	<b>150</b>

## **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 redelivered 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.