

AUGUST 2017 BUICK/GMC ACCESSORIES SALES TEAM BONUS PROGRAM



ACCESSORIES SALES TEAM BONUS PROGRAM LEVELS

LEVEL 1 BONUS

- Achieve 100–129.9% to objective* = **\$15 per VIN.**

LEVEL 2 BONUS

- Achieve 130%+ to objective* = **\$25 per VIN.**

OR

YEAR-ON-YEAR GROWTH BONUS

- If Dealer does not hit its August 2017 Accessory objective (less than 100%), BUT manages to grow its Accessory sales by 25% Year-over-Year (August 2016 vs. August 2017) = **\$10 per VIN.**

Dealers may only earn one kind of payout for its Sales Team Members. That is, a Dealer may earn a payout by either meeting or exceeding the August Accessory Sales Objective or by growing its accessory sales year-over-year by 25% or more. Dealers cannot earn more than one kind of payout.

*August 2017 Accessory objectives are based on specific criteria, which include expected vehicle sales volume, vehicle production, corporate business plans, and other relevant business factors; Dealer objectives are determined by combining all divisional objectives within the BAC.

NEW!
Sales Consultants
Now Included!

This Program is intended to reward the dealership employees who most influence GM Accessory Sales, which are Sales Managers and Sales Consultants. Enrollment into the Program must be done via the GM **earnPOWER** site, located in GM Global Connect.

Program Period: August 1, 2017 – August 31, 2017

HERE'S HOW IT WORKS

To qualify for the August 2017 Buick/GMC Accessories Sales Team Bonus Program, your dealership must meet or exceed one of the three bonus levels outlined above. All enrollment selections made for the July 2017 GM Accessories Sales Team Bonus Program will automatically carry over for the August Accessories Sales Team Bonus Program. However, ACTION is required to add Sales Consultants to the Program.

AUGUST 2017 BUICK/GMC ACCESSORIES SALES TEAM BONUS PROGRAM

PROGRAM PERIOD

August 1, 2017 – August 31, 2017

PROGRAM HEADQUARTERS

Contact your Zone or District Manager. For enrollment/allocation questions, call 877-878-3564.

ELIGIBLE DEALERSHIPS

- New Hampshire Dealers are not eligible. GM dealerships that have a GM Dealer Sales and Service Agreement and were enrolled in the 2017 Mark of Excellence (MOE) Program as of January 31, 2017, are eligible. Details for the 2017 MOE Program can be found by visiting GM Program Info (GMPi).

- Participation is voluntary.

ENROLLMENT OR REGISTRATION

- This Program is intended to reward the dealership employees who most influence GM Accessory Sales, which are Sales Managers **and** Sales Consultants.
- Each Dealership is required to complete its enrollment to earn a payout for this Program. Enrollment into the Program must be performed via the GM **earn**POWER site, located in GM GlobalConnect. As part of the enrollment process, Dealers must identify which Sales Managers **and** Sales Consultants will be eligible to receive awards, and must also select allocation percentage.
- All enrollment selections made for the July 2017 GM Accessories Sales Team Bonus Program will automatically carry over for the August 2017 Accessories Sales Team Bonus Program. Therefore, if you take no enrollment action, your July selections will remain in place for August.
- There is a 2-day Grace Period to allow for last minute enrollment changes, as follows:

August 2017	
August Sales Month	August 1 – August 31
2-Day Enrollment Grace Period	September 1-2

- Enrollment changes can be made via the GM **earn**POWER site, located in GM GlobalConnect.
- Sales Managers **and** Sales Consultants may be enrolled or changed at any time during the Program Period, but once the Program Period ends, no changes are allowed.
- If no selection has been made by the Dealer, either in the previous July 2017 Program, or by the end of this Program, no bonus will be paid to the Dealer or any sales team members at the dealership.

HOW IT WORKS

GM Dealer Sales Team members who qualify under the Sales Team Accessories Bonus Program will qualify for a payout in **earn**POWER Rewards only if the dealership meets or exceeds the following:

- If a Dealer meets or exceeds its August Accessory Sales Objective, or if a Dealer increases its accessory sales by 25% or more year-over-year, then it will earn payouts for its Sales Team Members in the form of **earn**POWER Rewards.
- Payouts will be made to Sales Team members, through **earn**POWER, after the end of the Program Period. The bullet points listed below further depict the requirements as outlined above:

LEVEL 1 BONUS

- Achieve 100–129.9% to objective* = **\$15 per VIN.**

LEVEL 2 BONUS

- Achieve 130%+ to objective* = **\$25 per VIN.**

OR

YEAR-ON-YEAR GROWTH BONUS

- If Dealer does **not** hit its August 2017 Accessory objective (less than 100%), BUT manages to grow its Accessory sales by 25% Year-over-Year (August 2016 vs. August 2017) = **\$10 per VIN.**

Dealers may only earn one kind of payout for its Sales Team Members. That is, a Dealer may earn a payout by either meeting or exceeding the August Accessory Sales Objective or by growing its accessory sales year-over-year by 25% or more. Dealers cannot earn more than one kind of payout.

- Eligible Buick/GMC Accessories Sales Team Bonus Program members who achieve Level 1 will earn a payout equal to \$15 per eligible delivery during the Program Period. To earn a payout under Level 1, the Dealer must achieve 100%-129.9% of the Dealership's Accessory sales objectives for the month of August 2017.

- Eligible Buick/GMC Accessories Sales Team Bonus Program members who achieve Level 2 will earn a payout equal to \$25 per eligible delivery during the Program Period. To earn a payout under Level 2, the Dealer must achieve 130%+ of the Dealership's Accessory sales objectives for the month of August 2017.

OR

- Year-on-Year Growth Bonus: Eligible Buick/GMC Accessories Sales Team Bonus Program members who do not achieve their August 2017 Accessory objective (less than 100%) but grow Accessory sales by 25% Year-over-Year for the month of August 2017 will earn a payout equal to \$10 per eligible delivery during the Program Period.

* August 2017 Accessory objectives are based on specific criteria, which include expected vehicle sales volume, vehicle production, corporate business plans, and other relevant business factors; Dealer objectives are determined by combining all divisional objectives within the BAC.

SALES TEAM ACCESSORIES BONUS PROGRAM REPORTING

The August 2017 Sales Team Bonus Detail Report will be updated and available daily on the **earn**POWER website within GM GlobalConnect. Accessories Dealer Bonus Payout Potential is based on monthly objective attainment or Year-over-Year sales increase, multiplied by August 2017 Eligible Deliveries. August 2017 Eligible Deliveries must be Standards for Excellence (SFE) eligible deliveries delivered and reported in August 2017, per the 2017 GM Sales Calendar. Variations between New Vehicle Retail Sales Actual and August 2017 Eligible Deliveries may be due to SFE eligibility filters.

OTHER RULES

All GM general guidelines and definitions of terms relative to incentive programs that were supplied to your Dealership apply to this Program. Refer to the GM Dealer Sales Allowance and Incentive Manual.

ELIGIBLE ACCESSORY SALES

All GM Accessory Sales sold through the Dealer, including LPO Sales and Over-the-Counter (ACO) Sales.

CANCELLATION AND AMENDMENT

General Motors reserves the right to cancel, amend or revoke this program at any time for any or no reason.