

INCENTIVE PROGRAM

DEPARTMENT: US Sales Operations - Incentives
CONTACT: GM Fleet & Commercial Call Center
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FILE ATTACHMENT:

1. PROGRAM NAME AND NUMBER

PROGRAM STATUS: Active
PROGRAM NUMBER: 16-36B
PROGRAM NAME: 2016 GM BUSINESS CHOICE PROGRAM - GM ACCESSORIES ALLOWANCE
PROGRAM GROUP: GM Business Choice Programs
AUDIENCE: Business use
COUNTRY: US
LANGUAGE: English
DISPLAY REGION: National
FINANCIAL PROVIDER:
RECIPIENT: Customer
INCENTIVE CODES: HDA, HDO

2. PROGRAM DESCRIPTION

THIS IS THE GENERAL MOTORS 2016 BUSINESS CHOICE GM ACCESSORIES ALLOWANCE OPTION. THE BUSINESS CHOICE INCENTIVE IS DESIGNED SPECIFICALLY FOR BUSINESS OWNERS WHO USE VEHICLES IN THE DAY-TO-DAY OPERATION OF THEIR BUSINESS AND NOT SOLELY FOR TRANSPORTATION PURPOSES. SEE PROGRAM NUMBERS 16-36A-*, 16-36C-* OR 16-36E-* FOR OTHER 2016 BUSINESS CHOICE OPTIONS.

IMPORTANT PROGRAM NOTES:

- GM ACCESSORIES ALLOWANCE MUST BE SHOWN AS GM BUSINESS CHOICE ON THE BUYER'S ORDER AND REMOVED FROM THE COST OF THE VEHICLE. THE BUYER'S ORDER MUST BE RETAINED IN THE DEAL JACKET FOR AUDIT PURPOSES.
- TO SEARCH FOR AN AVAILABLE AND COMPATIBLE ACCESSORY, ENTER A VIN INTO THE PARTS LOOKUP SECTION LOCATED UNDER THE 'GM ACCESSORIES' TAB ON THE BUSINESS CHOICE PORTAL. A LIST OF GM ACCESSORIES IS ALSO LOCATED ON WWW.GMACCESSORIESZONE.COM OR BY LOGGING INTO ACCESSORIES INFORMATION CENTER (AIC). PARTS WILL BE RPO SPECIFIC FOR THE INTENDED VIN ON THESE SITES.
- LPO'S AND FACTORY INSTALLED OPTIONS ARE NOT ELIGIBLE FOR REIMBURSEMENT UNDER THIS PROGRAM.
- DEALERSHIPS ARE REQUIRED TO VERIFY BUSINESS OWNER ELIGIBILITY AND RETAIN A PHOTO COPY OF AT LEAST ONE OF THE FOLLOWING ACCEPTABLE PROOF OF ELIGIBILITY IN THE DEAL JACKET:
 - GM FLEET ACCOUNT NUMBER (FAN)
 - DBA (DOING BUSINESS AS)
 - SALES TAX LICENSE
 - STATE BUSINESS LICENSE OR STATE/FEDERAL BUSINESS TAX ID CERTIFICATE
 - STATE OCCUPATIONAL LICENSE FOR TRADE (FOR EXAMPLE: PLUMBERS, ELECTRICIANS, CONTRACTORS, ETC.)
 - MUNICIPALITIES (IN LIEU OF BID ASSISTANCE, VEHICLE MUST BE IN THE NAME OF THE MUNICIPALITY)
 - MUNICIPAL BUSINESS LICENSE
 - PRIOR-YEAR SCHEDULE C (FORM 1040) OR SCHEDULE F (FORM 1040 - FARMERS ONLY)
 - CROP OR LIVESTOCK INSURANCE
 - FEDERAL LAND USE RESTRICTION AND/OR LAND GRANT SUBSIDIARY DOCUMENTATION
 - COMMERCIAL GENERAL LIABILITY INSURANCE POLICY/PUBLIC LIABILITY INSURANCE POLICY AND/OR WORKMEN'S COMPENSATION INSURANCE POLICY
 - STATE OR FEDERAL AUTHORIZED BUSINESS WEBSITE
 - POCKET LIST OF RAILROAD OFFICIALS GUIDE(ONLY ELIGIBLE WHEN RAILROAD OPERATORS INCENTIVE IS NOT USED)
 - PRIOR YEAR BUSINESS TAX FORMS
 - TIMBER REGISTRATION NUMBER
 - AGRICULTURE ID
 - TAX FORM 1120-S
 - TAX FORM 1065
 - FARMER'S GENERAL LIABILITY INSURANCE
 - ARTICLES OF INCORPORATION
 - POCKET LIST OF RAILROAD OFFICIAL GUIDE

INELIGIBLE DOCUMENTS INCLUDE:

- BUSINESS CARDS
- LETTERHEAD
- INVOICES
- YELLOW PAGE LISTINGS OR DISPLAY ADS

DOCUMENTATION FOR AUDIT PURPOSES:

- PROOF OF BUSINESS OWNER ELIGIBILITY AS NOTED ABOVE ALONG WITH ONE OF THE FOLLOWING DOCUMENTS MUST BE RETAINED IN THE DEAL JACKET:
 - COMPLETED CLAIM WORKSHEET WITH SIGNATURES OF BOTH THE SALESPERSON AND CUSTOMER
 - SCREEN PRINT FROM WEBSITE OF COMPLETED CLAIM APPLICATION WITH SIGNATURES OF BOTH THE SALESPERSON AND CUSTOMER

NOTE: ANY VEHICLE REPORTED SOLD IN THE NAME OF AN INDIVIDUAL IN LIEU OF THE NAME OF THE QUALIFIED BUSINESS NAME, MUST PROVIDE PROOF THAT THE INDIVIDUAL IS THE BUSINESS OWNER. THE DOCUMENT USED TO VALIDATE THIS MUST BE KEPT IN THE DEAL JACKET*.

*CARGO VANS, CUTAWAYS, CHASSIS CABS AND TRUCKS W/ZW9 DO NOT REQUIRE ELIGIBLE BUSINESS DOCUMENTS FOR PROOF OF BUSINESS OWNERSHIP.

- GM INCENTIVE ACKNOWLEDGEMENT FORM WITH CUSTOMER SIGNATURE

CUSTOMER GEOGRAPHY:

Regions	
Including:	NATIONAL

3. PROGRAM TIME PERIOD

Date Type	From	To	Must be met?
Delivery date	10/01/2015	09/30/2016	Y

4. ELIGIBLE MODELS/REQUIRED OPTIONS/ORDER TYPES AND ALLOWANCES

ELIGIBLE MODELS: NEW AND UNUSED 2014/2015/2016 GENERAL MOTORS MODELS LISTED BELOW:

<u>CHEVROLET:</u>	<u>GM ACCESSORY ALLOWANCE</u>
CITY EXPRESS	\$ 400(A)
COLORADO excludes 2SA	\$ 400(B)
EXPRESS PASSENGER	\$ 400(A)
EXPRESS CARGO excludes R6J/YF2/YF7	\$ 500 - \$1,200(C)
SILVERADO 1500	\$ 400(B)
SILVERADO 2500/3500	\$1,000(D)
<u>GMC:</u>	
CANYON excludes 2SA	\$ 400(B)
SAVANA PASSENGER	\$ 400(A)
SAVANA CARGO excludes YF2/YF7	\$ 500 - \$1,200(C)
SIERRA 1500	\$ 400(B)
SIERRA 2500/3500	\$1,000(D)

FOOTNOTES:

THESE ALLOWANCES CAN BE USED TOWARD MATERIAL AND LABOR COST OF AN UPFIT. ELIGIBLE UPFITS MUST MEET THE FOLLOWING CRITERIA:

- (A) ALLOWANCE ONLY AVAILABLE ON VEHICLES EQUIPPED WITH A MINIMUM OF \$400 IN GM ACCESSORIES.
- (B) ALLOWANCES ONLY AVAILABLE WITH A MINIMUM OF \$400 IN GM ACCESSORIES OR A MINIMUM OF \$200 IN GM ACCESSORIES PLUS ONSTAR DATA PASS SUBSCRIPTION OFFER OF 1 YEAR/10GB, WHICHEVER COMES FIRST.
- (C) ALLOWANCE ONLY AVAILABLE ON VEHICLES EQUIPPED WITH A MINIMUM OF \$500 IN GM ACCESSORIES. INCENTIVE REIMBURSEMENT AMOUNT VARIABLE UP TO A MAXIMUM OF \$1200 BASED ON AMOUNT OF GM ACCESSORIES INSTALLED.
- (D) ALLOWANCES ONLY AVAILABLE WITH A MINIMUM OF \$1,000 IN GM ACCESSORIES OR A MINIMUM OF \$800 IN GM ACCESSORIES PLUS ONSTAR DATA PASS SUBSCRIPTION OFFER OF 1 YEAR/10GB, WHICHEVER COMES FIRST.

2016 Model(s)	ALLOWANCES	FOOTNOTES
CHEVROLET		
City Express		A
Colorado excludes 2SA		A
Express Cargo 2500		A
Express Cargo 3500 excludes R6J/YF2		A
Express Passenger 2500		A
Express Passenger 3500		A
Silverado		A

GMC		
Canyon excludes 2SA		A
Savana Cargo 2500		A
Savana Cargo 3500 excludes YF2		A
Savana Passenger 2500		A
Savana Passenger 3500		A
Sierra		A
2015 Model(s)	ALLOWANCES	FOOTNOTES
CHEVROLET		
City Express		A
Colorado excludes 2SA		A
Express Cargo 2500 excludes YF7		A
Express Cargo 3500 excludes R6J/YF2		A
Express Passenger 2500		A
Express Passenger 3500		A
Silverado		A
GMC		
Canyon excludes 2SA		A
Savana Cargo 2500 excludes YF7		A
Savana Cargo 3500 excludes YF2		A
Savana Passenger 2500		A
Savana Passenger 3500		A
Sierra		A
2014 Model(s)	ALLOWANCES	FOOTNOTES
CHEVROLET		
Express Cargo 1500 excludes YF7		A
Express Cargo 2500 excludes YF7		A
Express Cargo 3500 excludes R6J/YF2		A
Express Passenger 1500		A
Express Passenger 2500		A
Express Passenger 3500		A
Silverado		A
GMC		
Savana Cargo 1500 excludes YF7		A
Savana Cargo 2500 excludes YF7		A
Savana Cargo 3500 excludes YF2		A
Savana Passenger 1500		A
Savana Passenger 2500		A
Savana Passenger 3500		A
Sierra		A

Footnotes:

A: SEE DETAILED LISTING OF MODELS, RESTRICTIONS AND ALLOWANCES ABOVE.

5. METHOD OF APPLICATION

SUBMIT THE CLAIM TO GM VIA THE GM BUSINESS CHOICE PORTAL APPLICATION LOCATED IN GMGLOBALCONNECT. THE WEB-BASED PROCESS WILL PROVIDE STEP-BY-STEP INSTRUCTION FOR INPUTTING THE CLAIM. THE WEBSITE OFFERS THE ABILITY TO QUICKLY UPDATE CUSTOMER INFORMATION AND PROVIDES REAL-TIME CLAIM STATUS AND INSTANT DATA VALIDATION. ALL CLAIMS MUST BE SUBMITTED VIA THE WEBSITE.

NOTE: IF THE CUSTOMER SELECTS THE ONSTAR 4G LTE OPTION, CLAIMS MUST BE SUBMITTED IMMEDIATELY FOLLOWING DELIVERY TO CUSTOMER IN ORDER TO AVOID DISRUPTION IN SERVICE DURING TRANSITION OF THE 3 MONTH TRIAL AND ACTIVATION OF BUSINESS CHOICE OFFER.

FINAL DATE FOR SUBMISSION OF APPLICATION/RESOLUTION OF REJECTS IS THREE MONTHS FROM THE PROGRAM END DATE.

QUESTIONS ABOUT THIS PROGRAM SHOULD BE DIRECTED TO THE GM FLEET ACTION CENTER:

ADDRESS: GM FLEET ACTION CENTER
 MC: 482-202-123
 7000 CHICAGO ROAD
 WARREN, MI 48090

EMAIL: GMBUSINESSCHOICE@GM.COM

PHONE: 1-800-FLEETOP (1-800-353-3867)
 HOURS: 8 AM - 6 PM EST

6. METHOD OF PAYMENT

EFT - OPEN ACCOUNT WITHIN 30 DAYS FOR INCENTIVE CODE HDA

INCENTIVE CODE - HDA (GM ACCESSORIES ALLOWANCE)
 HDO (ONSTAR 4G LTE)

MEMO DESCRIPTION: 16-36B GM BUS CHOICE ACC ALLOW
 16-36B GM BUS CHOICE 4G LTE

7. COMPATIBILITY RULES

GM INCENTIVE PROGRAM GROUPS		Yes/No	Footnotes
GM Card Programs		Y	
GM Discounted Sale Programs		Y	
Exceptions			
Program Number	Program Name		
15-11	2015 MODEL YEAR GM CREDIT UNION MEMBER DISCOUNT PRICING	N	
15-10	2015 MODEL YEAR GM SUPPLIER DISCOUNT PRICING	N	
16-04	GM COLLEGE DISCOUNT PRICING PROGRAM	N	
16-09	GM DEALERSHIP EMPLOYEE PURCHASE PROGRAM	N	
16-15	GM EDUCATOR DISCOUNT PROGRAM	N	
16-06	GM EMPLOYEE PURCHASE PROGRAM - ORDER/STOCK	N	
16-06QRD	GM EMPLOYEE QRD PURCHASE PROGRAM	N	
16-16	GM MILITARY DISCOUNT PRICING PROGRAM	N	
16-10A	GM SUPPLIER DISCOUNT PRICING FOR FRIENDS PROGRAM	N	
	GM SUPPLIER DISCOUNT PRICING		

16-10	PROGRAM	N	
15-06V	GM EMPLOYEE VOUCHER PROGRAM	N	
GM Driver Education Programs		N	
GM Mobility Program		Y	
GM Goodwill / Customer Appreciaton Certificates		Y	
GM Retiree Voucher Program		Y	
GM Intransit Credit Program		Y	
GM Price Protection		Y	
Consumer Cash		Y	
Rate Support		Y	
Alternate Rate Support		Y	
Dealer Cash		Y	
Bonus Cash		Y	
Dealer Bonus Certificates		Y	
Instant Value Certificates		Y	
Supported Lease		Y	
Salesperson/Manager Pullboards		Y	
Targeted/Private Offers		Y	
GMDRAC/CTA Short Term (w/<7500 miles)		N	
Exceptions			
Program Number	Program Name		
16-36XA	CHEVROLET AND GMC BUSINESS ELITE COURTESY TRANSPORTATION WORK READY ALLOWANCE PROGRAM	Y	
16-40X	GM COURTESY TRANSPORTATION PROGRAM	Y	
GMDRAC/CTA Long Term		N	
National Fleet Purchase Program		Y	
Fleet Ordering Assistance Program		Y	

Bid Assistance for Political Subdivisions-PSA	N	
GM Business Choice Programs	N	
Cadillac Professional Vehicles Program	N	
Light Duty Demo Programs	Y	
Railroad & Utility Industry Program	N	
Miscellaneous	N	
Competitive Assistance/Daily Rental Programs	N	
Motorhome/RV/Vocational Upfitter Programs	N	

Footnotes:

8. DELIVERY TYPE AND INVENTORY STATUS RULES

Delivery Type	Description	Yes/No	Footnotes
RETAIL SALE			
010	INDIVIDUAL	N	
011	DEALER OWNED COMPANY VEHICLE	N	
016	GM SUPPLIER	N	
017	SCRAPPED/STOLEN UNIT	N	
018	BUSINESS / ORGANIZATION	Y	
021	GM EMPLOYEE ORDER/STOCK	N	
022	GM EMPLOYEE QRD	N	
023	GM DEALERSHIP EMPLOYEE	N	
024	GM DRIVER EDUCATION LOANER	N	
025	GMDRAC/CTA	N	
RETAIL LEASE			
015	RETAIL LEASE - INDIVIDUAL	N	
029	RETAIL LEASE - BUSINESS ORGANIZATION	Y	
032	RETAIL LEASE - GM EMPLOYEE ORDER/STOCK	N	
033	RETAIL LEASE - GM EMPLOYEE QRD	N	
034	RETAIL LEASE - GM DEALERSHIP EMPLOYEE	N	
037	RETAIL LEASE - GM SUPPLIER	N	
FLEET SALE			
014	FLEET LEASING COMPANY	Y	
020	RENTAL FLEET PURCHASE	N	
035	BUSINESS/ORG FLEET PURCHASE	Y	
036	NON FEDERAL GOVT. FLEET PURCHASE	Y	
038	BID CENTER SUPPORT FLEET PURCHASE	N	

Inventory Status	Description	Yes/No	Footnotes
	Export Units	N	
	Resale Units	N	
	Units Purchased at Auction	N	
	Promotional Units	N	
	Company Owned Vehicles Sold Through A GM Dealer	N	
	Special Event Units Purchased From GM	N	
	Units Previously Used in Driver Education-Loaner Program	N	
	Dealer Demo (With 7,500 Miles or Less)	Y	
	Units Upfitted by an Approved Conversion Company	Y	
	New	Y	
	GMDRAC/CTA Short Term (w/<7500 miles)	Y	

Footnotes:

9. OTHER PROGRAM GUIDELINES

- A. SECONDARY DEALER CODES ARE ELIGIBLE.
- B. ELIGIBILITY FOR PRIOR MODEL YEAR PROGRAMS DOES NOT AUTOMATICALLY QUALIFY THE BUSINESS CUSTOMER FOR THIS PROGRAM.
- C. UNITS MAY BE LEASED THROUGH A LEASING COMPANY BY A BUSINESS CUSTOMER, BUT THE BUSINESS CUSTOMER MUST BE GIVEN WRITTEN AUTHORIZATION TO USE THIS INCENTIVE TOWARD THE LEASE OF A UNIT. THIS WRITTEN AUTHORIZATION MUST BE KEPT IN THE DEALER FILE. APPLICATION MUST BE MADE IN THE NAME OF THE END USER.
- D. WHEN UNITS ARE SOLD AND DELIVERED TO BODY MANUFACTURERS, SUCH AS WRECKER MANUFACTURERS OR STREET SWEEPER MANUFACTURERS, THE CASH REIMBURSEMENT WILL BE PAID TO THE BODY MANUFACTURER WHO IS CONSIDERED THE END BUSINESS CUSTOMER. IN THESE CIRCUMSTANCES, THE DEALERSHIP SHOULD INFORM THE BODY MANUFACTURER THAT IT IS THEIR RESPONSIBILITY TO ASSURE THAT THE FINAL BUSINESS CUSTOMER RECEIVES THE BENEFIT.

10. GENERAL POLICY GUIDELINES

- A. THIS ALLOWANCE MUST BE SPELLED OUT ON THE BUYER'S ORDER, AND THE GM CUSTOMER INCENTIVE AND ONSTAR ACKNOWLEDGMENT FORM IS REQUIRED.
- B. ALL GENERAL MOTORS (GM) GENERAL GUIDELINES AND DEFINITIONS OF TERMS RELATIVE TO INCENTIVE PROGRAMS THAT WERE SUPPLIED TO YOUR DEALERSHIP APPLY TO THIS PROGRAM. REFER TO GM DEALER SALES ALLOWANCE AND INCENTIVE MANUAL.
- C. GM RESERVES THE RIGHT TO CANCEL, AMEND, REVISE OR REVOKE ANY PROGRAM AT ANY TIME BASED ON ITS SOLE BUSINESS JUDGMENT. FINAL DECISIONS IN ALL MATTERS RELATIVE TO THE INTERPRETATION OF ANY RULE OR PHASE OF THIS ACTIVITY RESTS SOLELY WITH GM.
- D. GM RESERVES THE RIGHT TO AUDIT DEALER RECORDS AND DISQUALIFY ANY SALES ALLOWANCE IN THE EVENT SUCH SALES DO NOT MEET THE PROGRAM GUIDELINES. ALL MONIES IMPROPERLY PAID WILL BE CHARGED BACK TO THE DEALER.
- E. DEALER MUST RETAIN RECORDS TO SUBSTANTIATE THEIR CLAIM TO AN INCENTIVE OR ALLOWANCE. ALL APPLICATIONS WHICH INDICATE ASSIGNMENT BY THE CUSTOMER TO THE DEALER OF A CUSTOMER INCENTIVE MUST BE SUPPORTED BY APPROPRIATE DOCUMENTATION RETAINED IN THE DEALER FILE. IF DEALER RECORDS DO NOT SUPPORT DEALER CLAIM, DEALER WILL BE CHARGED THE AMOUNT OF ALLOWANCE OR INCENTIVE PAID.
- F. ANY DISPUTES BETWEEN THE CUSTOMER AND THE DEALER ARISING FROM MISUNDERSTANDING OR AMBIGUITIES REGARDING DISPOSITION OF THE CUSTOMER INCENTIVE PAYMENT, WHICH CANNOT BE RESOLVED BY REFERRING TO THE BUYER'S ORDER AND APPROPRIATE CUSTOMER INCENTIVE ACKNOWLEDGMENT AND/OR ASSIGNMENT FORM (SAMPLE COPY DISPLAYED IN GM DEALER SALES ALLOWANCE AND INCENTIVE MANUAL) WILL BE SETTLED IN FAVOR OF THE CUSTOMER, IN SUCH INSTANCES, THE DEALER WILL INCUR A DEBIT IF THE PAYMENT HAS ALREADY BEEN CREDITED.
- G. VEHICLES WITH A RECALL THAT HAS NOT BEEN REPAIRED ARE NOT ELIGIBLE TO BE DELIVERED TO A CUSTOMER AND THEREFORE NO INCENTIVES CAN BE CLAIMED ON THE VEHICLE. IF THE DEALER APPLIES FOR INCENTIVES ON A VEHICLE WITH A RECALL THAT HAS NOT BEEN REPAIRED, ALL PAYMENTS WILL BE SUBJECT TO CHARGEBACK.
- H. THE CUSTOMER DATA COLLECTED AND RETAINED MAY BE SUBJECT TO CERTAIN FEDERAL AND STATE PRIVACY REGULATIONS. TO THAT END, PLEASE BE SURE TO MAINTAIN COMMERCIALY REASONABLE PHYSICAL, ELECTRONIC AND PROCEDURAL CONTROLS TO PROTECT THE CUSTOMER DATA FROM THEFT, INAPPROPRIATE USE OR IMPROPER DISTRIBUTION.

END OF PROGRAM 16-36B REVISION NUMBER 000