

**INCENTIVE PROGRAM**

**DEPARTMENT:** US Sales Operations - Incentives  
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**FILE ATTACHMENT:**

**1. PROGRAM NAME AND NUMBER**

**PROGRAM STATUS:** Active  
**PROGRAM NUMBER:** 15-36CH **REVISION NUMBER:** 001  
**PROGRAM NAME:** 2014 MODEL YEAR BUSINESS PARTNERS PRIVATE OFFER-ASSOCIATED GENERAL CONTRACTORS OF AMERICA (AGC)  
**PROGRAM GROUP:** Targeted/Private Offers  
**AUDIENCE:** Business use  
**COUNTRY:** US  
**LANGUAGE:** English  
**DISPLAY REGION:** National  
**FINANCIAL PROVIDER:**  
**RECIPIENT:** Customer  
**INCENTIVE CODES:** FCP

**2. PROGRAM DESCRIPTION**

THIS IS A REVISION TO AND REPLACEMENT OF PROGRAM NUMBER 15-36CH. CHANGES ARE INDICATED WITH A POUND SIGN (#). ALL OTHER GUIDELINES REMAIN UNCHANGED.

THIS IS THE GENERAL MOTORS PRIVATE OFFER TO MEMBERS OF THE ASSOCIATED GENERAL CONTRACTORS OF AMERICA (AGC). CUSTOMERS MUST PROVIDE VERIFIABLE PROOF OF MEMBERSHIP TO AGC TO QUALIFY FOR THIS ALLOWANCE.

THE DEALER/FLEET MANAGEMENT COMPANY APPLYING FOR THE INCENTIVE ON BEHALF OF THE "BUSINESS PARTNER" MEMBER MUST KEEP PROOF OF MEMBERSHIP IN THE DEAL FOLDER FOR AUDIT PURPOSES. TO OBTAIN APPROPRIATE PROOF OF MEMBERSHIP GO TO [www.agc.org](http://www.agc.org), MEMBERSHIP, MEMBER DIRECTORY. IN THE UPPER LEFT HAND CORNER, SEARCH FOR THE MEMBER NAME, AND PRINT THE PAGE. AS AN ALTERNATIVE, CALL THE AGC CHAPTER FOR A LETTER OF VERIFICATION. THE PRINTED WEB PAGE OR LETTER OF VERIFICATION ARE THE ONLY ACCEPTABLE PROOF OF MEMBERSHIP.

IF THE VEHICLE IS REGISTERED IN THE NAME OF THE CUSTOMER WHO IS AN EMPLOYEE OF THE "BUSINESS PARTNER" MEMBER, A COPY OF THEIR MOST RECENT PAYSTUB WITH CONFIDENTIAL INFORMATION BLACKED OUT MUST BE INCLUDED AS ACCEPTABLE PROOF OF EMPLOYMENT AT THE "BUSINESS PARTNER" MEMBERS BUSINESS, IN ADDITION TO THE AGC WEBSITE VERIFICATION OF MEMBERSHIP.

RETAIL-ORIENTED VEHICLES, INTENDED SOLELY FOR PERSONAL USE, OR WORK RELATED VEHICLES NOT USED IN THE CONSTRUCTION INDUSTRY, ARE NOT ELIGIBLE FOR THIS PROGRAM OFFERING.

**CUSTOMER GEOGRAPHY:**

	Regions
<b>Including:</b>	NATIONAL

**3. PROGRAM TIME PERIOD**

	Date Type	From	To	Must be met?
#	Delivery date	01/06/2015	09/30/2015	Y

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

THE FOLLOWING NEW AND UNUSED GENREAL MOTORS MODELS LISTED BELOW:

2015 Model(s)	ALLOWANCES	FOOTNOTES
<b>BUICK</b>		
Enclave	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1,000 ON ELIGIBLE FLEET DELIVERIES	A
LaCrosse	\$500 ON ALL ELIGIBLE DELIVERIES	
<b>CHEVROLET</b>		

City Express	\$250 ON ALL ELIGIBLE DELIVERIES	
Colorado excludes 2SA	\$500 ON ALL ELIGIBLE DELIVERIES	#
Express	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1,000 ON ELIGIBLE FLEET DELIVERIES	A
Impala (excluding Limited)	\$500 ON ALL ELIGIBLE DELIVERIES	
Malibu	\$500 ON ALL ELIGIBLE DELIVERIES	
Silverado	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1,000 ON ELIGIBLE FLEET DELIVERIES	A
Suburban	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1,000 ON ELIGIBLE FLEET DELIVERIES	A
Tahoe	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1,000 ON ELIGIBLE FLEET DELIVERIES	A
Traverse	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1,000 ON ELIGIBLE FLEET DELIVERIES	A
<b>GMC</b>		
Acadia	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1,000 ON ELIGIBLE FLEET DELIVERIES	A
Canyon excludes 2SA	\$500 ON ALL ELIGIBLE DELIVERIES	#
Savana	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1,000 ON ELIGIBLE FLEET DELIVERIES	A
Sierra	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1,000 ON ELIGIBLE FLEET DELIVERIES	A
Yukon	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1,000 ON ELIGIBLE FLEET DELIVERIES	A
Yukon XL	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1,000 ON ELIGIBLE FLEET DELIVERIES	A
<b>2014 Model(s)</b>	<b>ALLOWANCES</b>	<b>FOOTNOTES</b>
<b>BUICK</b>		
Enclave	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1000 ON ELIGIBLE FLEET DELIVERIES	A
LaCrosse	\$500 ON ALL ELIGIBLE DELIVERIES	
<b>CHEVROLET</b>		
Express	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1000 ON ELIGIBLE FLEET DELIVERIES	A
Impala (excluding Limited)	\$500 ON ALL ELIGIBLE DELIVERIES	
Malibu	\$500 ON ALL ELIGIBLE DELIVERIES	
Silverado	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1000 ON ELIGIBLE FLEET DELIVERIES	A
Suburban	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1000 ON ELIGIBLE FLEET DELIVERIES	A
Tahoe	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1000 ON ELIGIBLE FLEET DELIVERIES	A
Traverse	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1000 ON ELIGIBLE FLEET DELIVERIES	A
<b>GMC</b>		
Acadia	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1000 ON ELIGIBLE FLEET DELIVERIES	A
Savana	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1000 ON ELIGIBLE FLEET DELIVERIES	A
Sierra	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1000 ON ELIGIBLE FLEET DELIVERIES	A
Yukon	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1000 ON ELIGIBLE FLEET DELIVERIES	A

Yukon XL	\$500 ON ELIGIBLE RETAIL DELIVERIES, \$1000 ON ELIGIBLE FLEET DELIVERIES	A
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**Footnotes:**

(A) VEHICLE MUST BE DELIVERED TO A QUALIFIED FLEET CUSTOMER IN ORDER TO RECEIVE THE HIGHER (\$1000) ALLOWANCE. SEE GUIDELINE NUMBER 9F AND 9G FOR FLEET CUSTOMER QUALIFICATIONS.

**5. METHOD OF APPLICATION**

	<u>INCENTIVE CODE</u>	<u>ADDITIONAL REQUIREMENTS</u>
ORDER WORKBENCH DELIVER VEHICLE	FCP	N/A

FINAL DATE FOR SUBMISSION OF APPLICATION AND RESOLUTION OF ALL REJECTS IS THREE MONTHS FROM THE PROGRAM END DATE

**6. METHOD OF PAYMENT**

EFT - OPEN ACCOUNT WITHIN 30 DAYS  
 INCENTIVE CODE: FCP  
 MEMO DESCRIPTION: 15-36CH BUS PARTNERS OFFER

**7. COMPATIBILITY RULES**

**GM INCENTIVE PROGRAM GROUPS** **Yes/No** **Footnotes**

<b>GM Card Programs</b>		Y	
<b>GM Discounted Sale Programs</b>		N	#
<b>Exceptions</b>			
<b>Program Number</b>	<b>Program Name</b>		
15-40CA	GENERAL MOTORS COSTCO MEMBER DISCOUNT PRICING PROGRAM	Y	
15-40CE	GM SUPPLIER PRICING FOR EVERYONE PROGRAM	Y	#
<b>GM Driver Education Programs</b>		N	
<b>Exceptions</b>			
<b>Program Number</b>	<b>Program Name</b>		
15-08A	2015 MODEL YEAR GM DRIVER EDUCATION LOANER PROGRAM	Y	
<b>GM Mobility Program</b>		Y	
<b>GM Goodwill / Customer Appreciaton Certificates</b>		N	
<b>Exceptions</b>			
<b>Program Number</b>	<b>Program Name</b>		
15-03	2015 MODEL YEAR GM CUSTOMER ASSISTANCE CENTER GOODWILL AUTHORIZATION PROCESS	Y	
<b>GM Retiree Voucher Program</b>		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	N	
GMDRAC/CTA Short Term (w/<7500 miles)	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	Y	
Cadillac Professional Vehicles Program	N	
Light Duty Demo Programs	Y	
Railroad & Utility Industry Program	N	
Miscellaneous	Y	
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
<b>RETAIL SALE</b>			
010	INDIVIDUAL	Y	
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	
<b>RETAIL LEASE</b>			
015	RETAIL LEASE - INDIVIDUAL	Y	
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	
<b>FLEET SALE</b>			
014	FLEET LEASING COMPANY	Y	
020	RENTAL FLEET PURCHASE	Y	
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	Y	***
	Special Event Units Purchased From GM	Y	
	Units Previously Used in Driver Education-Loaner Program	Y	
	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:

\*\*\* REQUIRES A SIGNED AUTHORIZED APPROVAL FORM PER VSSM 99-01 AND VSSM 99-02.

## 9. OTHER PROGRAM GUIDELINES

- A. DELIVERY DATA IS REQUIRED PRIOR TO PAYMENT.
- B. DELIVERIES THROUGH SECONDARY DEALER CODES ARE ELIGIBLE.
- C. THIS ALLOWANCE MUST BE SPELLED OUT ON THE BUYER'S ORDER, AND THE CUSTOMER INCENTIVE ACKNOWLEDGEMENT AND/OR ASSIGNMENT FORM IS REQUIRED.
- D. VEHICLES PURCHASED FOR USE IN THE CONSTRUCTION INDUSTRY SHOULD BE DELIVERED IN THE NAME OF THE "BUSINESS PARTNERS" BUSINESS NAME OR D.B.A (DOING BUSINESS AS). IF THE VEHICLE IS REGISTERED AND TITLED IN THE NAME OF AN INDIVIDUAL, THE DEALER/FMC MUST HAVE PROOF THAT THE CUSTOMER IS AN ACTIVE EMPLOYEE OF THE "BUSINESS PARTNER" MEMBER. A COPY OF THEIR MOST RECENT PAYSTUB WITH CONFIDENTIAL INFORMATION BLACKED OUT MUST BE INCLUDED AS ACCEPTABLE PROOF OF EMPLOYMENT AT THE "BUSINESS PARTNER" MEMBERS BUSINESS, IN ADDITION TO THE AGC WEBSITE VERIFICATION OF MEMBERSHIP. IN ALL CASES, THE DEALERSHIP IS RESPONSIBLE FOR OBTAINING AND RETAINING IN THE VEHICLE SALE FILE, THE SUBSTANTIATION OF BUSINESS CUSTOMER ELIGIBILITY. DEALERSHIPS ARE SUBJECT TO POTENTIAL CHARGE BACK IF DOCUMENTATION IS NOT RETAINED IN THE DEAL JACKET, OR IF IT IS INCOMPLETE.
- E. VEHICLES MUST BE RETAINED IN SERVICE BY THE "BUSINESS PARTNER" OR THEIR EMPLOYEE FOR A MINIMUM OF 6 MONTHS.
- F. A QUALIFIED FLEET CUSTOMER IS DEFINED AS ANY COMPANY THAT PURCHASES AND REGISTERS OR LEASES FIVE (5) OR MORE NEW CARS AND/OR TRUCKS FOR USE IN ITS OPERATIONS DURING THE CURRENT OR PRECEDING MODEL OR CALENDAR YEAR OR PRECEDING TWELVE (12) MONTH PERIOD OR THAT OWNS OR LEASES FIFTEEN (15) OR MORE CARS AND/OR TRUCKS FOR USE IN ITS OPERATIONS.
- G. A QUALIFIED FLEET CUSTOMER MUST HAVE A GENERAL MOTORS FLEET ACCOUNT NUMBER (FAN) TO BE ELIGIBLE FOR ANY GENERAL MOTORS FLEET INCENTIVE.

## 10. GENERAL POLICY GUIDELINES

- A. ALL GENERAL MOTORS GENERAL GUIDELINES AND DEFINITION OF TERMS RELATIVE TO INCENTIVE PROGRAMS THAT WERE SUPPLIED TO YOUR DEALERSHIP APPLY TO THIS PROGRAM. REFER TO GM DEALERS SALES ALLOWANCE AND INCENTIVE MANUAL.
- B. GENERAL MOTORS 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 GENERAL MOTORS.
- C. GENERAL MOTORS 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.
- D. DEALERS 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 DEAL FILE. IF DEALER RECORDS DO NOT SUPPORT THE CLAIM, THE DEALER WILL BE CHARGED THE AMOUNT OF ALLOWANCE OR INCENTIVE PAID.
- E. ANY DISPUTES BETWEEN THE CUSTOMER AND THE DEALER ARISING FROM MISUNDERSTANDING OR AMBIGUITIES REGARDING THIS PROGRAM WHICH CANNOT BE RESOLVED BY REFERRING TO 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.

END OF PROGRAM 15-36CH REVISION NUMBER 001