

INCENTIVE PROGRAM

DEPARTMENT: US Sales Operations - Incentives
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FILE ATTACHMENT:

1. PROGRAM NAME AND NUMBER

PROGRAM STATUS: Active
PROGRAM NUMBER: 18-40AB **REVISION NUMBER:** 014
PROGRAM NAME: GM Incremental Consumer Cash Program
PROGRAM GROUP: Consumer Cash
AUDIENCE: Personal use
COUNTRY: US
LANGUAGE: English
DISPLAY REGION: National
FINANCIAL PROVIDER:
RECIPIENT: Customer
INCENTIVE CODES: LJR

2. PROGRAM DESCRIPTION

GENERAL MOTORS IS ANNOUNCING AN INCREMENTAL CONSUMER CASH INCENTIVE PROGRAM THAT IS GOOD TOWARDS THE PURCHASE OF ONE OF THE ELIGIBLE NEW AND UNUSED MODELS LISTED IN GUIDELINE NUMBER 4 BELOW.

GEOGRAPHY:

Regions

Including:	NATIONAL
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3. PROGRAM TIME PERIOD

Date Type	From	To	Must be met?
# Delivery date	2018-10-02	2018-10-31	Y

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

THE FOLLOWING NEW AND UNUSED GENERAL MOTORS MODELS ARE ALSO ELIGIBLE FOR THIS PROGRAM:

2019 Model(s)	CASH	FOOTNOTES
CHEVROLET		
Silverado 1500 LD w/PDA	\$3,000	
Silverado 1500 LD w/PDU	\$2,000	
2018 Model(s)	CASH	FOOTNOTES
CHEVROLET		
Silverado 1500 w/L8B	\$3,500	
Silverado 1500 w/PDA excludes L8B	\$3,000	
Silverado 1500 Crew/Double w/1CX	\$1,000	
Silverado 1500 Crew/Double w/PDU/PEB excludes L8B	\$2,000	
GMC		
Sierra 1500 w/1SA & SXL	\$1,000	
Sierra 1500 w/L8B	\$3,500	
Sierra 1500 w/PDC	\$3,000	

Sierra 1500 Crew/Double w/PDB/PDT/PDU excludes L8B	\$2,000	
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Footnotes:

5. METHOD OF APPLICATION

	INCENTIVE CODE	ADDITIONAL REQUIREMENTS
(OWB-DV)		
ORDER WORKBENCH DELIVER VEHICLE:	LJR	NONE

NOTE: FINAL DATE FOR SUBMISSION OF APPLICATIONS AND RESOLUTION OF ALL APPLICABLE REJECTS IS THREE MONTHS FROM THE PROGRAM END DATE.

6. METHOD OF PAYMENT

EFT - OPEN ACCOUNT WITHIN 30 DAYS
 INCENTIVE CODE: LJR
 MEMO DESCRIPTION: 18-40AB-14 INC CONSUMER CASH

7. COMPATIBILITY RULES

GM INCENTIVE PROGRAM GROUPS	Yes/No	Footnotes
GM Card Programs	Y	
GM Discounted Sale Programs	Y	
GM Driver Education Programs	Y	
GM Mobility Program	Y	
GM Goodwill / Customer Appreciation Certificates	Y	
GM Retiree Voucher Program	Y	
GM Intransit Credit Program	Y	
GM Price Protection	Y	
Consumer Cash	N	
Exceptions		
Program Number	Program Name	
18-40ACA	Consumer Cash Program	Y
18-33AC	GM Puerto Rico & US VI Consumer Cash Program	Y
Rate Support	N	
Alternate Rate Support	N	
Dealer Cash	Y	

Bonus Cash	Y	
Dealer Bonus Certificates	Y	
Instant Value Certificates	Y	
Lease Support	N	
Supported Lease	N	
Salesperson/Manager Pullboards	Y	
Targeted/Private Offers	Y	
GMDRAC/CTA Short Term (w/<7500 miles)	Y	
GMDRAC/CTA Long Term	N	
National Fleet Purchase Program	N	
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	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	Y	
011	DEALER OWNED COMPANY VEHICLE	Y	
016	GM SUPPLIER	Y	
017	SCRAPPED/STOLEN UNIT	N	
018	BUSINESS / ORGANIZATION	Y	

021	GM EMPLOYEE ORDER/STOCK	Y	
022	GM EMPLOYEE QRD	Y	
023	GM DEALERSHIP EMPLOYEE	Y	
024	GM DRIVER EDUCATION LOANER	N	
025	GMDRAC/CTA	N	
RETAIL LEASE			
015	RETAIL LEASE - INDIVIDUAL	N	
029	RETAIL LEASE - BUSINESS ORGANIZATION	N	
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	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 MUST BE RECEIVED PRIOR TO PAYMENT.
- B. DELIVERIES THROUGH FLEET SECONDARY DEALER CODES ARE ELIGIBLE.

10. GENERAL POLICY GUIDELINES

- A. THIS ALLOWANCE MUST BE SPELLED OUT ON THE BUYER'S ORDER, AND THE GM CUSTOMER INCENTIVE AND ONSTAR ACKNOWLEDGEMENT FORM IS REQUIRED.
- B. UPFITTED VEHICLES ARE ELIGIBLE PROVIDED THE VEHICLE WAS PURCHASED DIRECTLY FROM A GM DIVISION OR FROM ANOTHER SAME LINE GM DEALER IN THE UNITED STATES, AND PROVIDED TITLE TO THE VEHICLE WAS RETAINED BY A GM FRANCHISED DEALER THROUGH THE POINT OF SALE AND DELIVERY TO THE ULTIMATE CUSTOMER (EXCLUDING CADILLAC COACH BUILDERS).
- C. CUSTOMER'S AREA OF PERMANENT RESIDENCY MUST BE SUPPORTED BY A COPY OF THE STATE REGISTRATION APPLICATION.

- D. ALL GENERAL MOTORS 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.
- E. 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.
- F. 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 MONEYS IMPROPERLY PAID WILL BE CHARGED BACK TO THE DEALER.
- G. 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.
- H. 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.
- I. 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.

END OF PROGRAM 18-40AB REVISION NUMBER 014