

INCENTIVE PROGRAM

DEPARTMENT: US Sales Operations - Incentives
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FILE ATTACHMENT:

1. PROGRAM NAME AND NUMBER

PROGRAM STATUS: Active
PROGRAM NUMBER: 18-40CBW
PROGRAM NAME: General Motors Costco Member Bonus Cash Program
PROGRAM GROUP: Bonus Cash
AUDIENCE: Personal use
COUNTRY: US
LANGUAGE: English
DISPLAY REGION: National
FINANCIAL PROVIDER:
RECIPIENT: Customer
INCENTIVE CODES: MGA

2. PROGRAM DESCRIPTION

GENERAL MOTORS IS ANNOUNCING A COSTCO MEMBER BONUS CASH PROGRAM. THIS PROGRAM IS AVAILABLE TO ELIGIBLE COSTCO MEMBERS WHO PURCHASE ONE OF THE ELIGIBLE MODELS DETAILED IN GUIDELINE NUMBER 4 BELOW.

ELIGIBLE COSTCO MEMBERS:

- ONLY CUSTOMERS WHO WERE COSTCO MEMBERS AS OF OCTOBER 1, 2018, OR WHO BECAME A COSTCO MEMBER AT A COSTCO WAREHOUSE THAT OPENS AFTER OCTOBER 1, 2018, AND WHO TAKE DELIVERY OF AN ELIGIBLE VEHICLE AT A PARTICIPATING DEALER BETWEEN OCTOBER 2, 2018 AND JANUARY 2, 2019 ARE ELIGIBLE FOR THIS OFFER.
- ALL ELIGIBLE COSTCO MEMBERS MUST CONTACT COSTCO AUTO PROGRAM HEADQUARTERS AT 1-888-211-5977. OR GO TO WWW.COSTCOAUTO.COM TO GET AN AUTHORIZATION NUMBER. THIS INFORMATION IS FOR CUSTOMERS TO CONTACT COSTCO ONLY. DEALER CONTACT INFORMATION IS PROVIDED BELOW.
- COSTCO WILL VALIDATE CUSTOMER ELIGIBILITY. NO EXCEPTIONS WILL BE ALLOWED.
- THIS OFFER CAN BE TRANSFERRED TO INDIVIDUALS RESIDING IN THE SAME HOUSEHOLD. BOTH THE TRANSFEROR'S (ELIGIBLE COSTCO MEMBER) AND TRANSFEREE'S RESIDENCY MUST BE VERIFIED WITH CURRENT DRIVER'S LICENSE OR STATE IDENTIFICATION.
- DEALER QUESTIONS SHOULD BE DIRECTED TO 1-800-927-9263. OR WWW.COSTCOAUTO.COM/GMDEALER

VERIFICATION OF ELIGIBILITY:

1. CUSTOMERS MUST PROVIDE DRIVER'S LICENSE AND AUTHORIZATION NUMBER TO DEALER PRIOR TO DELIVERY OF THE VEHICLE.
2. THE DEALER MUST LOG INTO WWW.GMGLOBALCONNECT.COM AND FOLLOW THESE STEPS TO OBTAIN APPROVAL CODE:
 - STEP 1: ENTER THE CUSTOMER'S AUTHORIZATION NUMBER
 - STEP 2: ENTER THE VEHICLE DELIVERY DATE, THE DATE OF BIRTH AND ZIP CODE FROM THE PURCHASER'S DRIVER'S LICENSE
 - STEP 3: ENTER THE 17 DIGIT VIN OF THE VEHICLE BEING PURCHASED/LEASED AND PURCHASER'S FIRST AND LAST NAME
 - STEP 4: REVIEW INFORMATION SUMMARY FOR ACCURACY AND CLICK CONTINUE TO PRINT THE CDA FORM
 - STEP 5: THE APPROVAL CODE CAN BE FOUND ON THE PRINTED CDA. THE CDA FORM MUST BE PRINTED TO OBTAIN THE APPROVAL CODE.
3. AFTER THE CDA FORM HAS BEEN PRINTED, THE CDA FORM IS TO BE SIGNED BY BOTH THE DEALER AND CUSTOMER AT THE TIME OF DELIVERY, IF POSSIBLE, BUT IT MUST BE COMPLETED AND SIGNED NO LATER THAN 30 CALENDAR DAYS FROM THE DATE OF DELIVERY.

ANY APPROVALS OBTAINED FROM THE AUTOMATED PHONE SYSTEM WILL REQUIRE THE DEALER TO GO TO WWW.GMGLOBALCONNECT.COM TO PRINT THE CDA AND OBTAIN APPROVAL CODES. APPROVAL CODES WILL NOT BE PROVIDED OVER THE PHONE.

DOCUMENTATION FOR AUDIT REQUIREMENTS:

- A COPY OF THE CUSTOMER'S DRIVER'S LICENSE WITH THE LICENSE NUMBER REDACTED AND SIGNED CUSTOMER-DEALER AGREEMENT (CDA) AS NOTED IN THE VERIFICATION OF ELIGIBILITY MUST BE RETAINED IN THE DEAL FILE.
- IF TRANSFERRED TO AN INDIVIDUAL RESIDING IN THE SAME HOUSEHOLD, PROOF OF ELIGIBILITY ALONG WITH PROOF OF RESIDENCY (DRIVER'S LICENSE OR STATE IDENTIFICATION) FOR THE TRANSFEROR (ELIGIBLE COSTCO MEMBER) AND TRANSFEREE MUST BE RETAINED IN THE DEAL JACKET.

GEOGRAPHY:

Regions

Including:	NATIONAL
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3. PROGRAM TIME PERIOD

Date Type	From	To	Must be met?
Delivery date	2018-10-02	2019-01-02	Y

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

THE FOLLOWING NEW AND UNUSED GENERAL MOTORS MODELS:

2018 Model(s)	CASH	FOOTNOTES
BUICK		
Cascada excludes 1SV	\$500	
Enclave excludes 1SV	\$500	
Encore excludes 1SV	\$500	
Envision excludes 1SV	\$500	
LaCrosse excludes 1SV	\$500	
Regal Sportback excludes 1SV	\$500	
Regal TourX excludes 1SV	\$500	
CADILLAC		
ATS	\$500	
CT6	\$500	
CTS	\$500	
Escalade	\$500	
XT5	\$500	
XTS excludes W30	\$500	
CHEVROLET		
Bolt EV	\$500	
Camaro	\$500	
City Express	\$500	
Colorado excludes 2SA	\$500	
Corvette	\$500	
Cruze excludes 1SM	\$500	
Equinox excludes 1SM	\$500	
Express	\$500	
Impala	\$500	
Malibu excludes 1VL	\$500	
Silverado	\$500	
Sonic	\$500	
Spark	\$500	
Suburban excludes L96	\$500	

Tahoe	\$500	
Traverse excludes 1L0	\$500	
Trax	\$500	
Volt	\$500	
GMC		
Acadia excludes 1SV	\$500	
Canyon excludes 2SA	\$500	
Savana	\$500	
Sierra	\$500	
Terrain excludes 2SA	\$500	
Yukon	\$500	
Yukon XL	\$500	

Footnotes:

5. METHOD OF APPLICATION

	INCENTIVE CODE	ADDITIONAL REQUIREMENTS
ORDER WORKBENCH DELIVER VEHICLE	MGA	NOTE 1 & 2

NOTE 1: DEALER MUST OBTAIN APPROVAL CODE BY LOGGING INTO WWW.GMGLOBALCONNECT.COM. DEALER MUST ALLOW 24 HOURS FOR APPROVAL CODE TO BE ENTERED INTO THE BILLING AND ACCOUNTS RECEIVABLE SYSTEM PRIOR TO ENTERING THE APPLICATION FOR THE INCENTIVE VIA ORDER WORKBENCH.

NOTE 2: WHEN APPLYING FOR THE INCENTIVE VIA ORDER WORKBENCH, THE APPROVAL CODE MUST BE ENTERED IN THE CERTIFICATE NUMBER FIELD.

-INACCURATE OR MISSING APPROVAL CODE FROM THE DELIVERY RECORD WILL RESULT IN REJECTION OF INCENTIVE APPLICATION.

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: MGA
 MEMO DESCRIPTION: 18-40CBW COSTCO MEMBER BC

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	Y	
Rate Support	Y	
Alternate Rate Support	Y	
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	
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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. THE DEALER MUST VALIDATE THE PARTICIPANTS INFORMATION.
- C. UPFITTED VEHICLES ARE ELIGIBLE PROVIDED THE VEHICLE WAS PURCHASED DIRECTLY FROM GENERAL MOTORS AND PROVIDED THAT THE TITLE TO THE VEHICLE WAS RETAINED BY THE GENERAL MOTORS FRANCHISED DEALER THROUGH THE POINT OF SALE AND DELIVERY TO THE ULTIMATE RETAIL CUSTOMER.
- D. ELIGIBLE DELIVERIES MUST BE MADE TO THE ULTIMATE CUSTOMER THROUGH A GM FRANCHISED DEALERSHIP. DELIVERIES MADE THROUGH ANY ENTITY OR INDIVIDUAL OTHER THAN A GM FRANCHISED DEALERSHIP ARE INELIGIBLE.
- E. UNITS DELIVERED TO OTHER THAN ELIGIBLE PURCHASERS ARE INELIGIBLE. IN THOSE INSTANCES WHERE THE INCENTIVE HAS BEEN PAID AND THE DELIVERY IS SUBSEQUENTLY DEEMED INELIGIBLE, THE DEALER WILL BE DEBITED BACK THE ALLOWANCE.

10. GENERAL POLICY GUIDELINES

- A. 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.
- B. 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 REST SOLELY WITH GM.
- C. 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.
- D. 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.
- E. 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 IS 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.
- F. 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.
- G. 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 18-40CBW REVISION NUMBER 000