

INCENTIVE PROGRAM

DEPARTMENT: US Sales Operations - Incentives
CONTACT: GM Dealer Business Center
Phone: 1-888-414-6322
Fax: 1-866-238-7403

FILE ATTACHMENT:

1. PROGRAM NAME AND NUMBER

PROGRAM STATUS: Active
PROGRAM NUMBER: 18-17 **REVISION NUMBER:** 004
PROGRAM NAME: GM First Responder Discount Pricing Program
PROGRAM GROUP: GM Discounted Sale Programs
AUDIENCE: Personal use
COUNTRY: US
LANGUAGE: English
DISPLAY REGION: National
FINANCIAL PROVIDER:
RECIPIENT: Customer
INCENTIVE CODES: GMR

2. PROGRAM DESCRIPTION

THIS IS A REVISION TO AND REPLACEMENT OF PROGRAM NUMBER 18-17-3. CHANGES ARE INDICATED WITH A POUND (#) SIGN. ALL OTHER GUIDELINES REMAIN UNCHANGED.

THIS IS THE GENERAL MOTORS FIRST RESPONDER DISCOUNT PRICING PROGRAM. ELIGIBLE CUSTOMERS WHICH INCLUDE FIREFIGHTERS, POLICE, EMT/PARAMEDICS AND 911 DISPATCH CAN USE THIS DISCOUNT TOWARD THE PURCHASE/LEASE OF ONE OF THE ELIGIBLE MODELS DETAILED IN GUIDELINE NUMBER 4 BELOW. REFER TO WWW.GMFIRSTRESPONDERDISCOUNT.COM FOR COMPLETE ELIGIBILITY DETAILS.

IF THE DEALER ELECTS TO PARTICIPATE, ELIGIBLE PARTICIPANTS CAN PURCHASE OR LEASE ELIGIBLE GM VEHICLES AT THE PRICES DESCRIBED BELOW. IN ALL CASES, DEALER INSTALLED OPTIONS THAT ARE NOT ON THE VEHICLE INVOICE, GM PROTECTION PLANS, ETC. ARE IN ADDITION TO THESE PRICES AND ARE NEGOTIATED BY THE DEALER AND CUSTOMER.

- A. NEW UNITS (INCLUDING UNITS USED AS DEMO AND DRIVER EDUCATION LOANERS WITH A MAXIMUM OF 2,499 MILES, EXCLUDING UNITS UPFITTED BY AN APPROVED UPFITTER), ARE DELIVERED AT OR BELOW THE AMOUNT DISPLAYED IN THE "SUPPLR" FIELD ON THE GM VEHICLE INVOICE.
- B. ELIGIBLE UNITS UPFITTED BY AN APPROVED UPFITTER ARE DELIVERED AT OR BELOW THE AMOUNT IN THE "SUPPLR" FIELD ON THE GM VEHICLE INVOICE PLUS A PRICE FOR THE UPFIT THAT IS NEGOTIATED BY THE DEALER AND THE CUSTOMER.
- C. DEMO AND DRIVER EDUCATION LOANERS WITH A MINIMUM OF 2,500 MILES AND A MAXIMUM OF 7,499 MILES AND COURTESY TRANSPORTATION UNITS MEETING THE MINIMUM MILEAGE STANDARDS LISTED IN THE COURTESY TRANSPORTATION PROGRAM WITH A MAXIMUM OF 7,499 MILES ARE DELIVERED AT OR BELOW THE AMOUNT DISPLAYED IN THE "SUPPLR" FIELD ON THE GM VEHICLE INVOICE LESS A DISCOUNT NEGOTIATED BY THE DEALER AND THE CUSTOMER.

NOTE 1: VEHICLES INVOICED ON OR AFTER 12/1/2017 WILL HAVE THE NEW SUPPLIER PRICE (SUPPLR) AND ALLOWANCE (SUPINC) ON THE INVOICE. FOR DEALER INVENTORY INVOICED PRIOR TO 12/1/2017, AN ON-LINE TOOL WILL BE AVAILABLE THROUGH THE VEHICLE PURCHASE PROGRAM APPLICATION IN GLOBAL CONNECT. THE DEALER WILL NEED TO INPUT THE FULL 17 CHARACTER VIN. THE SYSTEM WILL PROVIDE THE NEW SUPPLIER PRICE (SUPPLR) AS WELL AS THE DEALER HANDLING ALLOWANCE (SUPINC). THE DEALER MUST TAKE A SCREEN PRINT OF THIS PAGE AND KEEP IT IN THE DEAL JACKET FOR AUDIT PURPOSES FOR ALL DELIVERIES UNDER THIS PROGRAM WHERE THE VEHICLE WAS INVOICED PRIOR TO 12/1/2017.

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.

PROGRAM HEADQUARTERS IS AVAILABLE TO ASSIST DEALERS MONDAY THROUGH FRIDAY FROM 8:00 AM TO 9:00 PM EST. THE PHONE NUMBER IS: 1-800-835-4646.

DOCUMENTATION FOR AUDIT REQUIREMENTS:

-ELIGIBILITY FOR FIREFIGHTERS, POLICE OR EMT/PARAMEDICS IS VERIFIED THROUGH ID.ME. FOR COMPLETE INFORMATION ON THE REGISTRATION PROCESS, VISIT ID.ME/ABOUT. AUTHORIZATION NUMBER IS CONFIRMATION OF CUSTOMER ELIGIBILITY.

-911 DISPATCHERS MUST REGISTER BY VISITING GMFIRSTRESPONDERDISCOUNT.COM AND CLICKING ON '911 DISPATCH' BUTTON. AUTHORIZATION NUMBER IS CONFIRMATION OF CUSTOMER ELIGIBILITY.

-FOR 911 DISPATCHERS, A VALID, CURRENT 911 TRAINING AND EDUCATION DOCUMENT OR A 911 ID CARD THAT CONTAINS THE PARTICIPANT'S FULL NAME MUST BE RETAINED IN THE DEAL JACKET.

-FOR ALL CUSTOMERS, A COPY OF THE CUSTOMER'S DRIVER'S LICENSE WITH LICENSE NUMBER REDACTED AND SIGNED CUSTOMER-DEALER AGREEMENT (CDA) AS NOTED IN THE VERIFICATION OF ELIGIBILITY MUST BE RETAINED IN THE DEAL FILE.

-A CDA FORM THAT IS COMPLETE AND ACCURATE BUT IS DEFICIENT SOLELY BECAUSE IT DOES NOT MEET THE 30 DAY REQUIREMENT ABOVE IS SUBJECT TO A CHARGEBACK EQUAL TO THE LESSER OF THE VPP ALLOWANCES OR \$500 FOR THAT SALE. FAILURE TO MEET ANY OTHER VPP PROGRAM REQUIREMENTS, OR FAILURE TO HAVE A COMPLETE AND ACCURATE CDA FORM ON FILE, MAY RESULT IN THE CHARGEBACK OF ALL VPP ALLOWANCES.

-A COPY OF THE BUYER'S ORDER SHOWING THE VEHICLE WAS SOLD AT THE PRICES DESCRIBED ABOVE MUST BE RETAINED IN THE DEAL FILE.

GEOGRAPHY:

Regions	
Including:	NATIONAL

3. PROGRAM TIME PERIOD

	Date Type	From	To	Must be met?
#	Delivery date	2018-09-05	2019-01-02	Y

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

THE FOLLOWING NEW AND UNUSED GENERAL MOTORS MODELS:

2019 Model(s)	ALLOWANCES	FOOTNOTES
BUICK		
Cascada excludes 1SV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Enclave excludes 1SV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Encore excludes 1SV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Envision excludes 1SV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
LaCrosse excludes 1SV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Regal excludes 1SV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
CADILLAC		
ATS	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
CT6	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
CTS	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Escalade	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
XT4	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
XT5	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	

XTS excludes W30	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
CHEVROLET		
Bolt EV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Camaro	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Colorado excludes 2SA	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Corvette Base	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Corvette Grand Sport	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Corvette Z06	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Corvette Z51	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Cruze excludes 1SM	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Equinox excludes 1SM	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Express	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Impala	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Malibu excludes 1VL	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	#
Silverado	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Sonic	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Spark	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Suburban excludes L96	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Tahoe	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Traverse excludes 1L0	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Trax	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Volt	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
GMC		
Acadia excludes 1SV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Canyon excludes 2SA	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Savana	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Sierra	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Terrain excludes 2SA	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Yukon	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Yukon XL	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
2018 Model(s)	ALLOWANCES	FOOTNOTES
BUICK		
Cascada excludes 1SV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Enclave excludes 1SV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Encore excludes 1SV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Envision excludes 1SV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
LaCrosse excludes 1SV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Regal excludes 1SV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
CADILLAC		
ATS	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
CT6	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
CTS	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Escalade	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
XT5	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	

XTS excludes W30	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
CHEVROLET		
Bolt EV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Camaro	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
City Express	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Colorado excludes 2SA	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Corvette	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Cruze excludes 1SM	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Equinox excludes 1SM	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Express	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Impala	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Malibu excludes 1VL	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Silverado	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Sonic	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Spark	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Suburban	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Tahoe	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Traverse excludes 1L0	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Trax	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Volt	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
GMC		
Acadia excludes 1SV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Canyon excludes 2SA	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Savana	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Sierra	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Terrain excludes 2SA	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Yukon	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Yukon XL	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
2017 Model(s)	ALLOWANCES	FOOTNOTES
BUICK		
Cascada excludes 1SV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Enclave	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Encore excludes 1SV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Envision excludes 1SV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
LaCrosse excludes 1SV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Regal excludes 1SV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Verano excludes 1SV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
CHEVROLET		
Bolt EV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Camaro	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
City Express	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Colorado excludes 2SA	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Corvette	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	

Cruze Hatch	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Cruze Sedan excludes 1SM	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Equinox excludes 1SM	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Express	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Impala	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Malibu excludes 1VL	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
SS	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Silverado	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Sonic	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Spark	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Suburban	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Tahoe	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Traverse excludes 1SM	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Trax	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Volt	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
GMC		
Acadia (excluding Limited) excludes 1SV	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Acadia Limited	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Canyon excludes 2SA	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Savana	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Sierra	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Terrain excludes 1SL	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Yukon	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	
Yukon XL	AMOUNT DISPLAYED IN THE "SUPINC" FIELD ON THE INVOICE	

Footnotes:

5. METHOD OF APPLICATION

	INCENTIVE CODE	ADDITIONAL REQUIREMENTS
ORDER WORKBENCH DELIVER VEHICLE	GMR	NOTES 1 & 2

NOTE 1: DEALERS MUST OBTAIN AN APPROVAL CODE BY LOGGING INTO WWW.GMGLOBALCONNECT.COM OR CALLING THE AUTOMATED SYSTEM AT 1-800-835-4646. DEALER MUST ALLOW 24 HOURS FOR APPROVAL CODE TO BE ENTERED INTO THE BILLING & 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: GMR
 MEMO DESCRIPTION: 18-17 GM FIRST RESPONDER PGM

7. COMPATIBILITY RULES

GM Card Programs		Y	
GM Discounted Sale Programs		N	
GM Driver Education Programs		N	
Exceptions			
Program Number	Program Name		
18-08A	GM Driver Education Loaner Program	Y	
GM Mobility Program		Y	
GM Goodwill / Customer Appreciation Certificates		Y	
GM Retiree Voucher Program		N	
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		Y	
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	N	
Bid Assistance for Political Subdivisions-PSA	N	
GM Business Choice Programs	N	
Cadillac Professional Vehicles Program	N	
Light Duty Demo Programs	N	
Railroad & Utility Industry Program	N	
Miscellaneous	N	#
Exceptions		
Program Number	Program Name	
18-40GJ	GM Financial Standalone Special APR & Down Payment Assistance Program	Y
18-40GN	GM Financial Standalone APR & Down Payment Assistance Program	Y
18-40GD	Cadillac GM Financial Standalone APR & Down Payment Assistance Program	Y
18-40GM	Cadillac GM Financial Standalone APR & Down Payment Assistance Program	Y
		#
18-40GO	Cadillac GM Financial Special Standalone APR Financing Program	Y
		#
Competitive Assistance/Daily Rental Programs	N	
Motorhome/RV/Vocational Upfitter Programs	N	

Footnotes:

*MUST BE PASSED TO THE CUSTOMER

8. DELIVERY TYPE AND INVENTORY STATUS RULES

Delivery Type	Description	Yes/No	Footnotes
RETAIL SALE			
010	INDIVIDUAL	Y	
011	DEALER OWNED COMPANY VEHICLE	N	
016	GM SUPPLIER	N	
017	SCRAPPED/STOLEN UNIT	N	
018	BUSINESS / ORGANIZATION	N	
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	Y	
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	N	
020	RENTAL FLEET PURCHASE	N	
035	BUSINESS/ORG FLEET PURCHASE	N	
036	NON FEDERAL GOVT. FLEET PURCHASE	N	
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	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:

9. OTHER PROGRAM GUIDELINES

- A. DELIVERY DATA MUST BE RECEIVED PRIOR TO PAYMENT.
- B. FIRST RESPONDER (SUPPLR) PRICE MUST BE DETAILED ON BUYER'S ORDER.
- C. THE VEHICLE MUST BE SOLD AT THE PRICES DEFINED IN ITEM NUMBER 2 LESS ELIGIBLE CONSUMER AND/OR DEALER INCENTIVES TO BE ELIGIBLE TO RECEIVE THE ALLOWANCE REFERENCED IN ITEM 4. IN ADDITION, THE GM FIRST RESPONDER DISCOUNT PRICE MUST BE DETAILED AS SUCH ON THE BUYER'S ORDER.
- D. THE UNIT MUST BE TITLED IN THE PERSONAL NAME FOR PERSONAL (NON-COMMERCIAL) USE OF THE ELIGIBLE PURCHASER.
- E. DEALERS WILL BE PERMITTED TO ASSESS A MAXIMUM OF \$75 IN DOCUMENTATION FEES, EXCEPT IN THESE SPECIFIC INSTANCES:
 - A DOCUMENTATION FEE IS SPECIFIED BY STATE LAW
 - **AND****
 - YOUR DEALERSHIP CHARGES ALL CUSTOMERS THE SAME DOCUMENTATION FEE
- F. 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.
- G. 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.
- H. VEHICLES ORDERED FOR A FLEET CUSTOMER WHICH ARE SUBSEQUENTLY CANCELED BY THAT CUSTOMER AND RETURNED TO DEALER STOCK, MUST BE REINVOICED AS A RETAIL STOCK UNIT PRIOR TO DELIVERY UNDER THE GM FIRST RESPONDER DISCOUNT PRICING (GMR) PROGRAM OR TO ANY OTHER CUSTOMER.
- I. 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.
- J. PARTICIPATION IN THIS PROGRAM IS VOLUNTARY ON THE PART OF THE DEALER.

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 18-17 REVISION NUMBER 004