



## Fixed Operations Incentive Travel Program

Genuine GM Parts and Certified Service is proud to announce the 3rd JOURNEYS Travel Incentive Program for Chevrolet, Buick, GMC and Cadillac, Parts Managers and Service Managers at eligible dealers.

From July through December 2016, Parts and Service Managers will have the opportunity to compete for a 5-day/4-night travel award (location to be announced in late May, 2016)

### The Journey

The journey will involve a competition among similar-sized dealers, in different flights, based on their 2015 calendar year total parts purchases. Enrolled Parts and Service Managers will work together to earn the travel award as a team based on year-over-year increases in parts purchases during the program period (July 1 – December 31, 2016).

### 1. Eligibility

- a. Eligible Dealers: Except for dealers in New Hampshire, all General Motors dealers that have an active Dealer Sales & Service Agreement in the USA throughout the Program Period (defined below) are eligible.
- b. Eligible Participants: Parts Managers and Service Managers  
Participants must be employees of the following GM division dealers at the time of travel: Chevrolet, Buick, GMC or Cadillac.
- c. New Dealers (new points): New dealer points with a new BAC code effective after July 1, 2015 will not be eligible to participate in this program since they will not have prior year purchase data to calculate YOY Purchase Growth (i.e., will not have purchase data from July 1 – December 31, 2015).
- d. Buy-Sell: In the case of the sale of an eligible dealership, the buying dealer will assume the selling dealer purchase history for purposes of calculating program performance. The selling dealer also must be enrolled in order for the buying dealer to participate.

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- e. Multiple BACs (multiple points): Dealers with multiple points who consolidated all of their Purchases through one BAC code during 2015 must continue to consolidate their Purchases through the same BAC code in 2016. Specifically, dealers who transition their 2016 Purchases to a different BAC code will not be eligible to be awarded a trip since the BAC will not have prior year purchase data to calculate YOY Purchase Growth (i.e., will not have purchase data from July 1 – December 31, 2015).
- f. Dealer Change: In the event of a change in dealer ownership or management during the program period, it is solely the responsibility of the incoming/outgoing dealer owners or managers to make appropriate financial arrangements related to this program. General Motors will make payment or issue rewards to the authorized Dealer in place at the time the program award is issued. General Motors will not be responsible for any payment or award of any kind to any other person(s) or entity. Dealer must be active at the conclusion of the program to be eligible for awards.
- g. Termination of Dealer Agreement: Dealers that terminate their General Motors (Chevrolet, Buick, GMC or Cadillac) Dealer Sales and Service Agreement during the program period are not eligible to participate in the program or receive awards.

## **2. Program Period**

July 1 – December 31, 2016

## **3. Enrollment**

- a. Enrollment Period:
  - Dealers can enroll in the JOURNEYS Program by following these steps:
    1. Go to Global Connect and under the “Departments” tab select “Business Office”
    2. Select the “earnPower” application and click add to my shortcuts
    3. Once on earnPower, click on the “JOURNEYS” tile to enroll in the program
    4. Follow the enrollment steps on the screen
  - For help with dealer log in issues, please contact JOURNEYS Program Headquarters at 800-287-7038

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b. **Enrollment Fee:** A \$1,000 enrollment fee is required to participate in this program. The program is geared toward the Parts and Service Managers.

Enrollment Fee		
Eligible Participant	\$1,000.00	Total cost for both Parts & Service Manager

- The combined total enrollment fee for the Parts Manager and Service Manager is \$1,000.00. GM will charge the Dealer’s Open Account for the enrollment fee once the enrollment period ends.
- Individual participants of the winning dealer must be employees of that winning dealer at the time of travel.
- Enrollment fees are not reimbursable with iMR or Wholesale Marketing Assistance Funds (WMA Funds).
- Similar to last year’s enrollment process, dealers will have the opportunity to automatically enroll in future JOURNEYS travel programs.

#### 4. **Travel Award**

Winning dealers will be awarded a trip on each of the two waves travel in May, 2017

- Travel will take place in May, 2017
- Destination Location: TBD
- Program will offer two (2) waves of travel
  - Wave 1 – Sunday – Thursday, May 14-18, 2017
  - Wave 2 – Thursday – Monday, May 18-22, 2017
- Trip for two includes (Manager and Guest/Spouse):
  - Round trip coach class airfare
  - Transportation transfers from airport to the hotel
  - 5 Days/4-Night (location TBD)
  - Identified selected activities that are part of the planned agenda

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- v. Scheduled receptions and meals provided by GM. Any meals and activities not provided by GM are at the winner’s sole expense. Any expenses not specifically listed above are the winner’s responsibility.
- vi. This is an adults only program. All dealership participants traveling (and their accompanying guest) must be at least 21 years of age.

## 5. Reward Criteria

### a. Program Flights:

- Flight tiers based on 2015 CY Total Parts Purchases from GM-CCA\*

\* Total CCA to Dealer purchases less returns (GM Parts on invoice) excluding Accessory purchases

Flight	Purchase \$ Range Based on 2015 CY Total Parts Purchases	YOY \$ Winners # of Winning Dealers	YOY % Winners # of Winning Dealers	Total # of Winning Dealers (\$ + %)	# of Winning Parts Managers (\$ + %)	# of Winning Service Managers (\$ + %)	Total # of Winning Parts & Service Managers
1	\$15M+	7	7	14	14	14	28
2	\$10-15M	6	6	12	12	12	24
3	\$5 - 10M	13	13	26	26	26	52
4	\$3 - 5M	15	15	30	30	30	60
5	\$1.4 - 3M	30	30	60	60	60	120
6	\$0.9 – 1.4M	20	20	40	40	40	80
7	\$0.5 – 0.9M	14	14	28	28	28	56
8*	\$0 – 0.5M	10	10	20	20	20	40
Total Trips		115	115	230	230	230	460

Parts Managers 230  
 Service Managers 230  
**Total Winners 460**

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- To be eligible for any award, a Dealer must have at least a 3% year-over-year (YOY) increase in eligible parts purchases for the promotion period of July 1 – December 31, 2016
- A Dealer’s 2016 total annual purchases must be at least \$250,000 to qualify for travel
- A Dealer must have at least a \$15,000 increase in YOY purchases, during the program period, to qualify for travel
- The process of determining winners within each flight will be:
  - i. All dealers, in each flight, will be ranked according to their program period year-over-year purchase dollar increase
  - ii. The first set of winners from each flight will be taken from the ranked list based on program period year-over-year purchase dollar increases
  - iii. Dealers that win a trip based on their program period year-over-year purchase dollar increase will then be removed from the second ranked list
  - iv. The remaining dealers in each flight will then be ranked by their program period year-over-year purchase percentage increase
  - v. The second group of winners, from each flight, will be taken from the ranked list based on program period year-over-year purchase percentage increase
  - vi. The Parts Manager and Service Manager will compete as a team. If a dealer wins within their flight, both the Parts Manager and Service Manager win a trip

**b. Qualifiers:**

- The following criteria must be attained by December 31, 2016. If a Dealer does not attain all qualifiers, listed below, the Dealer is not eligible for any award under this Program.

Criteria	Performance Minimum
Parts Purchase Increase	3% YOY Growth During Program Period (July 1 – Dec 31)
Parts & Service Manager Required GM Training Path	100% Completion of Q1 - Q3, 2016 Training Requirements by December 31, 2016
RIM Compliancy	80% for Wholesale Dealers, 85% for Retail Dealers
Customer Service Retention	65.0% Retention or 2 percentage point growth over 2015 year-end by Sold AGSSA**

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- Parts Purchase Increase is based on total CCA to Dealer purchases less returns (GM Parts on invoice) excluding Accessory purchases.
- Parts and Service Manager Required GM Training Path is based on the GM Center of Learning. For a Dealer to qualify for travel, both the Parts and Service Managers must complete their Q1 – Q3 training requirements by December 31.
- RIM Compliance is measured as the percent of RIM recommended part number stocking policies that a dealer accepts at or above the RIM recommended level. The minimum level is 80% for Wholesale Dealers and 85% for Retail Dealers.
- Customer Service Retention requirement is 65.0% Retention or 2 percentage point growth over 2015 year-end and is based on a rolling 12-month report. To ensure timely notification of final program reports and winning dealer notification in January, the November 2016 month-end report will serve as the final measurement for this qualifier.

\*\* Area of Geographic Sales Service Advantage. Dealers with questions regarding AGSSA should refer to the Service Smarts link within Global Connect as directed in the rules document.

## **6. Bonus Opportunity**

- a. Dealers identified as Certified Elite at the end of the 2016 CY will earn a Bonus of 2 percentage points in their year-over-year (YOY) % Increase ranking.
- b. The Certified Elite bonus percentage points will be added to the dealer's year-over-year (YOY) Purchase Percentage Increase at the end of the JOURNEYS Program and will be reflected in the 2016 JOURNEYS Ranking Report. These points are expected to be posted in mid-January 2017.
- c. For example, if a dealer earned Certified Elite status and ended the 2016 JOURNEYS Program with a 15% YOY Purchase Percentage Increase, the dealer's YOY Purchase Percentage Increase would reflect 17% in the final JOURNEYS YOY Purchase % Increase Ranking Report (15% + 2% for achieving the Certified Elite status).

## **7. Program Questions**

If you have questions about this incentive program, please contact your district manager or email [anita.bissonnette@gm.com](mailto:anita.bissonnette@gm.com)

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## **8. GM Rules Applicable to All GM Programs**

Reports: All reports will be available beginning in July, 2016 at [www.gmearnpower.com](http://www.gmearnpower.com)

Appeals Process: It is the sole responsibility of the participating dealer to review relevant reports for accuracy and completeness. All appeals submitted for consideration must be in writing and postmarked by February 28, 2017. Please send appeals to Anita Bissonnette at [anita.bissonnette@gm.com](mailto:anita.bissonnette@gm.com) or:

General Motors – Customer Care and Aftersales  
Attention: Anita Bissonnette – JOURNEYS  
Mail Code: 484-393-312 6200 Grand Pointe Dr.  
Grand Blanc, MI 48439

Dealers must retain a copy of the appeal correspondence and all applicable fax confirmation sheets. GM shall have the final decision in its sole discretion on all appeals from dealers.

## **9. Auditing**

General Motors reserves the right to audit all dealer records supporting this program and to disqualify participants in the event of any irregularity. Sufficient dealer records must be kept to evidence performance under the program. General Motors also reserves the right to charge back any reward improperly awarded to dealers or dealer employees.

General Motors will monitor situations involving Dealer Owners or Dealer Operators who own or control more than one dealer. In the event of any sales imbalance based on sales history, or any other reporting or other irregularity, GM may make adjustments in program data, charge back any rewards under the program or take other action deemed by GM to be equitable or appropriate under the circumstances.

In all matters, relating to the interpretation and application of any rules of this program the decision of General Motors shall be final.

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## 10. Program Amendment or Cancellation

General Motors reserves the right to cancel, amend or revoke this program at any time for any reason. In all matters relating to the interpretation and application of any rules of this program, the decision of General Motors shall be the final decision.

## 11. Tax

Liability for federal, state or other taxes imposed upon a reward recipient is the sole responsibility of the reward winner, not General Motors. Program Headquarters will report all rewards to the relevant taxing authorities if appropriate. If applicable, a Form 1099 from General Motors will be issued to the reward winner's Social Security number at the end of the calendar year reflecting all rewards and gifts earned during the tax year.