



Cadillac 2016/17 Delivery Quality & Excellence Contest Program Rules

Program Period

December 5, 2016 – April 30, 2017

Eligible Persons

- Sales Consultants who primarily interface with new Cadillac car buyers
- Hire date of on or before November 30, 2016
- Employed at General Motors dealerships located in the United States that have an active Cadillac Dealer Sales and Service Agreement to sell new Cadillac vehicles through the full Program Period

Dealer Change

In the event of a change in dealership ownership or management during the Program Period, it is solely the responsibility of the incoming/outgoing dealership 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 payment is made. General Motors will not be responsible for any payment of any kind to any other person or entity. Dealerships must be active at the conclusion of the program to be eligible for rewards.

Realigning/Adding/Deleting Divisions

Except as provided below, (1) dealerships that enter into or terminate a GM Dealer Sales and Service Agreement to sell motor vehicles for any eligible GM Division during the Program Period are not eligible to participate in the program, and (2) dealerships that experience a realignment of eligible divisions, add any eligible divisions, or delete any eligible divisions during the Program Period will not be eligible. Dealerships may request an exception in these situations. GM shall determine, in its sole business discretion, whether any exception will be granted and what sales objective would apply. The Dealer Operator and an authorized GM representative must both consent to the exception in writing.

Pinnacle PDS Surveys

The contest is based on the new Pinnacle Purchase & Delivery Survey ("PDS") returns reported and received during the Program Period.

Retail Vehicle Deliveries:

- Only those new vehicle transactions, which represent a bona fide delivery of a specific new vehicle to a specific customer, are eligible for this Program and are to be reported as a delivery and included in GM's sales reports.
- A vehicle cannot be considered delivered by a Dealer unless there has been a preceding or simultaneous wholesale transaction from GM to the Dealer.
- A new vehicle delivery by a Dealer generally occurs for reporting purposes when there is a bona fide transfer of title to or lease of a specific vehicle identified by a VIN to a specific consumer identified by name and address. Each new vehicle delivery must be supported by a completed delivery record, which includes the foregoing information as well as the selling Dealer and delivery date.
- Please consult the Sales Allowance and Incentive Manual for further information on what constitutes a bona fide delivery.

Eligible Vehicle Deliveries

- 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.



- New and unused Cadillac vehicles sold/leased and delivered retail are eligible, limited to the following table only:

010	Retail Purchase	Individual
016	Retail Purchase	GM Supplier
021	Retail Purchase	GM Employee Order/Stock
015	Retail Lease	Individual
032	Retail Lease	GM Employee Order/Stock
037	Retail Lease	GM Supplier

How the Program Works

Eligible Persons will be measured on the weighted average score from 2 PDS questions, which have direct impact on customers’ perception of vehicle quality at delivery.

Weight	Question (1-5 scale)
60%	How satisfied were you with the condition of your <BRAND> <MODEL>? (e.g., clean, undamaged)
40%	How satisfied were you with the explanation of your vehicle’s features and operations

To enter the contest:

- Complete all 4 web-based Focus Features training sessions
- Each survey must complete the aforementioned survey questions and must clearly identify the sales consultant to be eligible (“Eligible Survey”)
- A sales consultant must receive a minimum of 10 Eligible Surveys by end of the Program Period

The scores will be calculated as follows:

- Each Eligible Survey will produce an average score based on the % weights shown above
- An aggregate score, precise to three (3) decimals (“Final Score”), will be calculated from averaging across all Eligible Survey scores of the sales consultant

Awards

Winners will be chosen based on their Final Score performance.

There will be 5 prizes for each Sales Region, i.e. Northeast, North Central, Southeast, South Central, and Western:

- 1st place will be \$10,000;
- 2nd \$5,000;
- 3rd \$2,500; and
- 4th and 5th prizes of \$1,000 each

Award recipients must possess a valid GM Identification Number (GMIN) and must be enrolled in GM earnPOWER, accessible via the GlobalConnect App Center under Business Office.

Tie-breakers:

In the event of Final Score ties, the following tie breakers will be utilized:

- Average score, precise to three (3) decimals, for the PDS question “Demonstrated thorough knowledge of Cadillac vehicles”
- Associated dealership’s overall PDS score during the Program Period.



Standings

Interim ranking results will be published monthly in a leaderboard format starting in January 2017 for the top 20 sales consultants in each Sales Region.

Sales consultants can view the leaderboard rankings, in addition to their individual score and survey count, on the program website – GM earnPOWER, accessible via the GlobalConnect App Center under Business Office.

All winners will be notified via e-mail and earnPOWER in May 2017. Awards points will be deposited into the relevant earnPOWER account.

Questions

For any questions related to the contest, *please contact your Cadillac District Sales Manager for more information.* If you do not have a Cadillac DSM, please email DeliveryQualityContest@cadillac.com.

Opting Out

An Eligible Person can opt out at any time prior to conclusion of Program Period by emailing DeliveryQualityContest@cadillac.com with "Opt Out: Cadillac 2016/17 Delivery Quality & Excellence Contest" and GMIN in the subject line.

Appeal Process

It is the sole responsibility of participants to review the scores for accuracy and completeness. All appeals must be put in writing and emailed to DeliveryQualityContest@cadillac.com before the conclusion of the Program Period. Participants must retain a copy of all appeal correspondence. GM shall have the final decision in its sole discretion on all appeals.

Auditing

- General Motors reserves the right to audit all Dealer records supporting any vehicle delivery and to disqualify participants in the event of any irregularity. Sufficient dealership records must be kept to evidence the sale or lease of all vehicle deliveries claimed under the program. General Motors also reserves the right to charge back any rewards improperly paid to Dealers.
- GM will monitor situations involving Dealer Owners or Dealer Operators who own or control more than one dealership. In the event of any sales imbalance based on sales history, or any delivery reporting or other irregularity, GM may make adjustments in Sales Objectives, 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.
- General Motors will audit all retail deliveries of eligible units as reported by the dealership via CDR.
- At the time of reward determination all vehicles returned to stock after the end of the program will be ineligible.
- All applicable GM Incentive Program Guidelines apply.

Tax

Liability for federal, state or other taxes imposed upon a reward 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 award recipient's Social Security number at the end of the calendar year reflecting all rewards and gifts earned during that tax year.

Cancellation

General Motors reserves the right to cancel, amend or revoke this program at any time in its sole discretion.