



## GMF Approval Certificates Official Dealership Program Rules

### Program Period:

September 1 – September 30

### Program Overview:

In an effort to drive *incremental* 2016/2017 Cruze retail deliveries, GM Financial is supporting an approval certificate program sponsored by Chevrolet. The program works to create *incremental* approvals by providing Down Payment Assistance (DPA) on applications previously declined or conditionally approved by GM Financial. The certificates, valued at \$500 each, can be redeemed on a declined application or conditional approval by stacking up to four certificates for a total of \$2,000 to generate an approval. The program aims to support *incremental* approvals by improving the deal structure, using the minimum number of certificates possible to generate an approval. **Certificates are only to be used on deals which would have resulted in a lost sale in absence of the certificates.**

To ensure GM Financial is maximizing the effectiveness of delivering incremental approvals and limiting misapplication and misuse of the incentive, program guidelines must be followed. Failure to adhere to program rules will result in certificates not being paid on non-qualifying contracts.

The certificates are intended to create *incremental* business for the dealership. This is business GMF would have typically NOT funded without the application of one or more certificates. The certificates aim to improve the deal structure (PTI, DTI, LTV) by reducing the amount financed by means of applying a targeted manufacturer incentive.

### Final payout will be audited against the guidelines below:

- ☐ **The final approved deal MUST HAVE an approval certificate stip on the callback from GMF, authorizing the dealer's use of the approval certificates. Dealers may request to rehash the deal and request to apply the amount of available certificates (up to a maximum of four/\$2000). If the application of one or more certificates generates an approval on a previously declined application or conditional approval during rehash, a stip will be applied. The final approved deal requires an approval with the certificate stip from the approving credit analyst**
- ☐ The application is for a retail purchase contract (lease contracts are not eligible)
- ☐ The certificates must be applied to a 2016/2017 Cruze (excluding Cruze Limited)
- ☐ The declined credit application must be for a 2016/2017 Cruze OR any used vehicle with a requested finance amount between \$18,000 and \$25,000 (all GM and non-GM brands are eligible)
- ☐ The credit decision prior to application of certificates must be "Conditioned" or "Declined" and cannot be approved based on the submitted deal structure
- ☐ The application is scored as a B-Tier or A2/A3 program
  - A+/A1 tiers are not eligible



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- ☐ The approval must be attributed to the use of the certificates – the certificate (incentive) is used as a reduction of the amount financed therefore cannot be included in the structure of the initial application

#### Example GMF Approval Certificate Stip:

**APPROVED WITH GMF APPROVAL CERTIFICATE, MUST ENTER VIN IN EARNPOWER DLR  
DIVIDENDS WEBSITE TO CLAIM**

**IMPORTANT:** Deals claimed without a stip will not be paid. No exceptions

**Once approved and a stip is applied, the deal may not exhibit material structure changes outside of the certificate allowance. This may include addition of backend products, adding of a co-borrower, modification of trade-in allowance, or other deviation in structure which would constitute a deviation from the original intent of the application.**

#### Certificate Rules:

- The declined credit application must be for a 2016/2017 Cruze OR any used vehicle with a requested finance amount between \$18,000 and \$25,000 (all GM and non-GM brands are eligible) which was initially declined or conditionally approved
- The certificates are only valid on a 2016/2017 Cruze (excluding Limited)
- The final approved deal requires a GMF stip for the use of the certificate on the approval callback
- No A+/A1 Tiers – Only A2/A3 and B-Tier
- Certificates have a value of \$500 each
- Up to a maximum of four certificates can be used on a GMF retail contract; the minimum number required to re-decision the deal to an approval should be used up to a maximum of four. The deal needs to be underwritten using the correct amount of certificates – some applications may not require all four certificates to obtain an approval
- Must be funded as a retail purchase with GMF within 30 days of expiration
- Certificates are stackable and can be used with Dealer Dividends, subvention, or other manufacturer rebates
- Certificates **MUST** be claimed prior to the last day of the program (September 30, 2016) – No Exceptions. All remaining certificates after this day will be expired
- The use of certificates does not guarantee an approval. There may be circumstances which a certificate will not always generate an approval
- Must be contracted within the program period. Contract must be funded by GM Financial
- The certificates are intended to create *incremental* business. This is business GMF would have typically NOT funded without the application of one or more certificates
- **Reminder:** GM Financial has no record of the number of certificates available to the dealer. The dealer is responsible to initiate rehash opportunities and validate the certificates available for use



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### Chevrolet Guidelines:

- Chevrolet determines a set amount of certificates each BAC receives. Participating Chevrolet Dealers are issued certified based on Cruze sales performance during prior programs
- Certificates are deposited at the beginning of the GM Sales Period into the dealer's Dealer Dividends accounts
- Dealers enter the VIN to redeem certificates
  - NOTE: The VIN can be changed through the end of the Sales Period
  - VIN must have a certificate approval stip on the callback
- The coupon status will remain in "Pending" for the current sales period
- Once the sales period closes, the VIN field will be locked
- Certificates cannot be claimed after the sales period closes. No exceptions
- GMF will run a series of validation criteria prior to payment to the dealer after the close of the program period
- Once validated, the dealer will receive payment via ACH on an open account with GMF
- Previous month's redemption status can be checked on earnPOWER under the reports tab
- The GMF Approval Certificates are not eligible to be used on any GM formula pricing deliveries. GM Formula Pricing includes the following programs – College Discount, Dealership Employee Purchase, Employee Purchase, Supplier Purchase, Executive Referral, Educator Discount, Employee QRD, and Military Discount
- The GMF Approval Certificates are not eligible on DRAC/CTA vehicles