

August 2017 SALES TEAM ACCESSORIES BONUS PROGRAM RULES

Program Period

August 1, 2017 – August 31, 2017

Enrollment Fee

None

Program Headquarters

Contact your Zone or District Manager. For enrollment / allocation questions call 877-878-3564.

Eligible Dealerships

- New Hampshire dealers are not eligible. GM dealerships that have a GM Dealer Sales and Service Agreement and were enrolled in the 2017 Mark of Excellence as of January 31, 2017 are eligible. Details for the 2017 MOE Program can be found by visiting GM Program Info (GMPI).
- Participation is voluntary.

How It Works

- If a Dealer meets or exceeds its August Accessory Sales Objective, or if a Dealer increases its accessory sales by 25% or more year-over-year, then it will earn payouts for its Sales Team Members in the form of earnPOWER Rewards.
- Payouts will be made to Sales Team members, through earnPOWER, after the end of the Program Period. The bullet-points listed below further depict the requirements as outlined above:

Level 1 Bonus:

- Achieve 100% – 129.9% of objective = **\$15 per VIN payout.**

Level 2 Bonus:

- Achieve 130% + of objective = **\$25 per VIN payout.**

OR

Year-on-Year Growth Bonus:

- If Dealer does not hit its August Accessory Sales Objective (i.e., less than 100%), BUT manages to grow its accessory sales by **25%** year-over-year (August 2016 vs. August 2017) = **\$10 per VIN.**
- Dealers may only earn one kind of payout for its Sales Team Members. That is, a Dealer may earn a payout by either meeting or exceeding the August Accessory Sales Objective or by growing its accessory sales year-over-year by 25% or more. Dealers cannot earn more than one kind of payout.
- Note: The August Accessory Objectives is based on specific criteria, including expected vehicle sales volume, vehicle production, corporate business, and other relevant business factors. Dealer objectives are determined by combining all divisional objectives within the BAC.

Sales Team Accessories Bonus Program Reporting

- The August 2017 Sales Team Bonus Detail Report will be updated and available daily on the **earnPOWER** website within GM GlobalConnect. Accessories Dealer Bonus Payout Potential is based on monthly objective attainment or year-over-year sales increase, multiplied by August 2017 Eligible Deliveries. August 2017 Eligible Deliveries must be Standards for Excellence (SFE) eligible deliveries that

the Dealer delivers and reports in August 2017. With that in mind, note that variations between New Vehicle Retail Sales Actual and August 2017 Eligible Deliveries may be due to SFE eligibility filters.

Eligible Accessory Sales

- All GM accessory sales sold by the Dealer, including LPO Sales and Over the Counter (ACO) Sales.

Eligible Vehicle Deliveries

- Eligible delivery types are based on the same criteria as the 2017 SFE Program. See Accessory 2017 August Sales Team Bonus Program website (accessed through GM **earn**POWER link within www.gmglobalconnect.com) for additional information.
- All deliveries must be delivered and reported by close-of-business August 31, 2017. There will be no exceptions to this rule. There will be no extensions for any reason including, but not limited to, any failure or error by the dealership in submitting deliveries in an accurate and timely manner.
- Only deliveries reported and accepted via Order Workbench will count in this Program.

Deliveries

- Only those new vehicle transactions, which represent a bona fide first delivery of a specific new vehicle to a specific customer, 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 an authorized Dealer. Vehicles traded from one authorized Dealer to another authorized Dealer will be eligible, provided that the vehicle was previously sold by GM to an authorized Dealer.
- A new vehicle delivery by a Dealer generally occurs for reporting purposes when there is a bona fide transfer of title 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.

Enrollment or Registration

- This Program is intended to reward those dealership employees that most influence GM Accessory Sales, which are Sales Managers **and** Sales Consultants.
- Each Dealer is required to complete its enrollment to earn a payout for its Sales Managers and Sales Consultants for this Program. Enrollment into the Program must be done via the GM **earn**POWER site, located in GM Global Connect. As part of the enrollment process, Dealers must identify which Sales Managers **and** Sales Consultants will be eligible to receive awards, and must also select an allocation percentage. See "allocation instructions" section below for more information.
- All enrollment selections made for the July 2017 GM Accessories Sales Team Bonus Program will automatically carry over for the August 2017 program. The Dealer may change those enrollment selections if it wishes to do so.

- **There is a 2-day Grace Period to allow for last minute enrollment changes, as follows:**

August Sales Month	August 1 – August 31
2-Day Enrollment Grace Period	September 1-2

- Enrollment changes can be made via the GM **earn**POWER site, located in GM Global Connect.
- Sales Managers **and** Sales Consultants may be enrolled or changed at any time during the Program Period, but once the Program Period ends, no changes are allowed, subject to the Grace Period per above.
- If the Dealer does not enroll any Sales Manager or Sales Consultant, the Dealer will receive no earnPOWER rewards and the Dealer will not be able to allocate any earnPOWER rewards to any of its Sales Managers or Sales Consultants.
- Each Dealer is required to complete its enrollment/allocation to receive earnPOWER rewards for this Program.
- The person(s) identified as the Dealer Principal (Dealer Operator/Executive Manager), General Manager, or Partner Security Coordinator in the GM Center of Learning database, will be given permission to access the Enrollment/Allocation screen on the **earn**POWER website, located in GM Global Connect.
 - During the Program Period, individuals as listed above, are able to select allocation percentages of any potential earnings from the Program to enrolled individuals, or to the Dealer’s Open Account.
- Dealer employees can only be enrolled at BACs listed on their **earn**POWER Profile.

Specific Instructions Regarding the Enrollment/Allocation Screen

- Dealers must access the earnPOWER site, via GM Global Connect.
- After clicking on the tile in **earn**POWER, the link to the Enrollment/Allocation Screen will be visible.
 - The screen will show the BAC(s) where the **earn**POWER user is listed as the Dealer Principal (Dealer Operator/Executive Manager), General Manager, or Partner Security Coordinator at GM Center of Learning.
 - Select from the window the BAC for which they want to complete/view the Enrollment/Allocation.
- Once the eligible BAC has been selected, the Enrollment/Allocation screen will be displayed. Enrollment into the Program, and allocation selections, must be made on this screen.
- Employees with the following training paths will be listed on the Enrollment/Allocation screen:
 - Sales Manager, **NEW! - Sales Consultant**, Business (F&I) Manager, Inventory Manager, Parts Manager, Service Manager
 - The last line on the enrollment/allocation screen will be the Open Account allocation type. Dealers who wish to have some or all of its earnPOWER reward credited to its Open Account need to indicate the percentage of the allocation it wants for this option.
 - To add an employee not already listed, follow these steps:
 1. Enter at least the first two letters of the person's **Last Name** in the box provided and click “Lookup by Name.”
 - The search results will contain participant(s) that have an account in **earn**POWER and are listed as an employee at this BAC.

- Select which employee should be enrolled.
- This process can also be used if the Dealer would like to select a proxy (not already listed) and give them administrative rights to the Program.
- 2. If you are unable to locate the participant using the above search feature, it is because of one of the following reasons:
 - The participant does not have an **earnPOWER** account. (Dealers may call the **earnPOWER** helpdesk with questions 1-800-352-6638.)
 - The participant is not identified in the GM Center of Learning file as an employee at your BAC. (Center of Learning information can be found in GM Global Connect or Dealers may contact the helpdesk at 1-888-748-2687.)
- The allocation percent column is defaulted to 0 for all participants.
 - The Dealer Principal can update this column using whole numbers less than or equal to 100.
 - The minimum percent of allocation that can be assigned is 0.
 - The percent of allocation does not have to be equal for each participant.
 - A participant should be given a percent of allocation equal to 0 if the goal is to allow them to view program data without the potential of monetary reward.
 - The total percent of allocation assigned to all participants must sum to 100%.
- To delete a participant from the list, un-check the "Enrolled" box.
- Click "Submit" to finalize your enrollment.
 - Updates will not be saved until the Dealer has clicked the Submit button.
 - The Enrollment/Allocation screen is available to download to CSV.
 - The Dealer Principal, General Manager, or Partner Security Coordinator can make changes to the enrollment/allocation up to 11:59:59PM CST on the last sales day of the month based on the GM Sales Calendar.
 - After 11:59:59PM CST, the Enrollment/Allocation Screen will be unavailable for edits.
 - Enrollment/allocation changes cannot be made after the closing date/time.
 - Dealers that have not completed the Enrollment/Allocation process will not be eligible to receive earnPOWER rewards for its Sales Managers or Sales Consultants.
- If the Dealer Principal has any questions/concerns, they can contact Program headquarters at 877-878-3564.
 - The Dealer Principal will also be able to view a PDF of GMIN FAQs by clicking on a hyperlink from the Enrollment Screen.

Tax Provisions

- Liability for federal, state or other taxes imposed upon a reward is the sole responsibility of the dealership, not GM. Program Headquarters will report all rewards to the appropriate taxing authorities as appropriate.

Appeal Process

- It is the sole responsibility of the participant to review the reports for accuracy and completeness. Preliminary Program results will be posted in the Sales Team Bonus Detail Report on the **earnPower** site on September 1, 2017. All appeals regarding these preliminary Program results, must be submitted to your Zone Manager for consideration within 7 days of the end of the Program Period. Dealers must retain a copy of all appeal correspondence. GM shall have the final decision in its sole discretion on all appeals from Dealers.

Auditing

- GM 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 and all accessories sales claimed under the Program. GM also reserves the right to charge back to Dealers any rewards improperly paid or awarded to Dealers or other dealership personnel.
- 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 Program 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 GM shall be final.
- GM will audit all retail deliveries of eligible units as reported by the dealership via OWB. At the time of reward determination all return to stock vehicles that have not been re-delivered will be ineligible.

Dealer Change

- Any financial arrangements between incoming/outgoing Dealers related to this Program will be a matter for adjustment solely between the incoming/outgoing Dealers, and GM shall assume no responsibility with respect thereto. GM will reward any prize to the eligible dealership in place at the time the prize is awarded under the Program as detailed in the rules. Dealerships must be active on the last day of the Program Period to be eligible for rewards.

Realigning/Adding/Deleting Divisions

- Dealers that enter into or terminate a GM Dealer Sales and Service Agreement to sell motor vehicles for GM during the Program Period are not eligible to participate in the Program. Dealers that experience a realignment of eligible divisions, add any eligible divisions, or delete any eligible divisions during the Program Period will not be eligible. Dealers may request an exception in these situations. GM shall determine, in its sole discretion, whether any exception will be granted and what objectives would apply. The Dealer Operator and an authorized GM representative must both consent to the exception in writing.

Dealership Performance during Program Period

- The establishment of Sales Objectives and Dealer's performance under this Program does not change or modify the Dealer's obligation to meet its sales requirements under the GM Dealer Sales and Service Agreement.

Amendment and Cancellation

- GM reserves the right to cancel, amend or revoke this Program at any time for any reason or no reason.

Other Rules

- All GM 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.