2016 MARCH ACCESSORIES SALES MANAGER BONUS PROGRAM

PROGRAM RULES

Program Period
March 1, 2016 – March 31, 2016

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 2016 MOE as of January 31, 2016 are eligible.

Enrollment or Registration
- This program is intended to reward those Dealer Managers that most influence Accessory Sales.
- All enrollment selections made during the previous 2016 GM Accessories Sales Manager Bonus Programs will automatically carry over for the March 2016 program.
- Enrollment changes can be made via the GM earnPOWER site, located in GM Global Connect.
- Managers may be enrolled or changed at any time during the bonus program.
- Manager changes cannot be made after the closing date of the program.
- If no selection has been made by the dealer, in the previous 2016 programs, or by the end of the March program, no bonus will be paid to the dealer or any managers at the dealership.

ENROLLMENT/ALLOCATION INSTRUCTIONS
- For the GM Accessories Sales Manager Bonus Program, each Dealership was required to complete their enrollment/allocation to earn a payout 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 earnPOWER website.
- Dealership employees can only be enrolled at BACs listed on their earnPOWER Profile.

BAC Selection – Enrollment/Allocation Screen
- After clicking on the tile in earnPOWER, the link to the Enrollment Screen will be visible.
  - The screen will show the BAC(s) where the earnPOWER 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.
    - Only GM dealerships that have a GM Dealer Sales and Service Agreement and were enrolled in the 2016 MOE as of January 31, 2016 are eligible to participate within the GM Accessories Sales Manager Bonus Program. Please contact Program headquarters at 877-878-3564 if you have enrolled in 2016 MOE and do not have access to the Accessories Sales Manager Bonus program.
- Once the eligible BAC has been selected, the Enrollment/Allocation screen will be displayed.
- Employees with the following training paths will be listed on the enrollment/allocation screen:
  - Business (F&I) Manager, Inventory Manager, Parts Manager, Sales Manager – New, 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 their payment credited to their Open Account need to indicate the percentage of the allocation they want for this option.
- To add an employee not already listed, follow the 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 earnPOWER 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.
   - The participant is not identified in the GM Center of Learning file as an employee at your BAC.

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.
  - During this time, Maritz will save this Enrollment/Allocation data, which will be used to create the payment files.
- Enrollment/allocations changes cannot be made after the closing date/time.
- BACs that have not completed the Enrollment/Allocation process will not be eligible for a payment.

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.

**How It Works**
Dealer Managers who qualify under the GM Accessories Sales Manager Bonus Program will qualify for a payout in earnPower Rewards only if the dealership **meets or exceeds** the following:

1. **Level 1 – Sales Manager Bonus**: Dealerships that achieve Level 1 will earn a payout equal to $15 per eligible delivery during the Program Period. To earn a payout under Level 1, the Dealer must meet or exceed the Dealership’s Accessories Sales Objective for the month of March 2016. **OR**

2. **Level 2 – Sales Manager Bonus**: Dealerships that achieve Level 2 will earn a payout equal to $20 per eligible delivery during the Program Period. To earn a payout under Level 2, the Dealer must meet or exceed both (i) the Dealership’s Accessories Sales Objective for the month of March 2016, AND (ii) the Dealership’s New Vehicle Retail Sales Objective for the month of March 2016.
Payouts will be made to Managers, through earnPOWER, after the program end date. The chart below graphically depicts the requirements outlined above:

<table>
<thead>
<tr>
<th>Bonus Level</th>
<th>Requirements</th>
<th>Accessories Objectives</th>
<th>Accessories Bonus Payout **</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1 Bonus</td>
<td>Dealers must achieve the following:</td>
<td>Accessories Sales Objective*</td>
<td>$15/VIN</td>
</tr>
<tr>
<td>Level 2 Bonus</td>
<td>Dealers must achieve both of the following:</td>
<td>Accessories Sales Objective*</td>
<td>New Vehicle Retail Sales Objective</td>
</tr>
</tbody>
</table>

* March 2016 Accessories objectives are based on specific criteria; Dealer objectives are determined by combining all divisional objectives within the BAC.

** Accessories Dealer Sales Manager Bonus Program Reporting**
The March Sales Manager Bonus Detail Report will be updated and available daily on the EarnPower website within GM GlobalConnect. Accessories Dealer Bonus Payout Potential is based on Level 1 or 2 attainment, multiplied by March Eligible Deliveries. March Eligible Deliveries are SFE eligible deliveries delivered and reported in March, per the 2016 GM Sales Calendar. Variations between New Vehicle Retail Sales Actual and March Eligible Deliveries may be due to SFE eligibility filters.

** Eligible Accessory Sales:**
All GM Accessory Sales sold through 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 2016 SFE program. See Accessory 2016 March Sales Manager Bonus Program website (accessed through GM earnPOWER link within www.gmglobalconnect.com) for additional information.
- All deliveries must be delivered and reported via Order Workbench by close-of-business March 31, 2016. 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 contest.

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

Tax Provisions
Liability for federal, state or other taxes imposed upon a reward is the sole responsibility of the dealership, not General Motors LLC. 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. All appeals must be submitted to your Zone Manager for consideration within 7 days of the disputed report date/delivery date of the vehicle. 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
• 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 and all accessories sales claimed under the program. General Motors 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 General Motors shall be final.
• General Motors 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.
• All applicable GM Sales Allowance and Incentive Guidelines apply.
• 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 General Motors shall assume no responsibility with respect thereto. General Motors 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 at the conclusion of the program to be eligible for rewards.
• Realigning/Adding/Deleting Divisions - Dealerships 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. 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 objectives would apply. The Dealer Operator and an authorized GM representative must both consent to the exception in writing.
• Dealership Performance during Contest Period - The establishment of Sales Objectives and Dealer's performance under this contest does not change or modify the Dealer's obligation to meet its sales requirements under the GM Dealer Sales and Service Agreement.

Cancellation
• General Motors reserves the right to cancel, amend or revoke this program at any time for any reason or no reason.