

BULLETIN: GMP2022-020

DATE: January 1, 2022

TO: All General Motors Dealers

ATTN: Parts Manager

**CC: Dealer Operator
Sales Manager
Service Manager**

SUBJECT: Accessorize with Confidence Program

GM Accessories is pleased to announce the Accessorize with Confidence Program!

When it comes to selling Accessories, a fully accessorized showroom vehicle is your single, most powerful selling tool. A fully accessorized showroom vehicle allows customers to see and interact with accessories, and help them visualize how accessories can improve the appearance and function of their own vehicle. In many cases, customers purchase accessorized showroom vehicles on the spot, once they see the great appearance and functionality!

However, some dealers have expressed concern relating to the ability to, and costs associated with dealer trades of heavily accessorized vehicles, should the accessories need to be removed. We have listened to your concern and created the Accessorize with Confidence Program. Under the Accessorize with Confidence Program, **GM will pay for the labour time associated with removal of GM Accessories from a showroom vehicle.** We are confident that in most cases, accessorized showroom vehicles sell on-the-spot – but if they don't, we will cover you by paying for the removal of accessories!

Program Rules

- GM will pay for the labour time associated with removal of the GM accessories only (no parts cost), where removal cost in this case is determined to be equal to the install cost listed by GM in SI for the part(s) in question.
- The Accessorize with Confidence Program can be claimed using Labour Code 0600571.
- Labour will be paid at dealer's approved labour rate, subject to a maximum claim of \$500 per claim/vehicle.
- Each dealer may claim this removal credit up to twelve (12) times per calendar year, on twelve unique vehicles/VINs.
- When the claim is made, the dealer must submit an RO & VIN, detailing the parts removed and labour cost. The claim is made using the Global Warranty Management (GWM) system using transaction type of ZSSP. In the Authorization/Comments Section use the General Comments dropdown and in the Comments box enter the part detail of the accessories removed and the labour required for the removal of the accessories.
- Per standard practice, the RO should be retained by the dealer as per Policies and Procedures.
- The program is effective immediately, through December 31, 2022.
- Failure to follow any of the program rules may result in reversal/debits of transactions.

What is not eligible?

- Only the labour time associated with removal of the accessories may be claimed. Labour time associated with the original install may not be claimed.
- Part cost may not be claimed.

GM Accessories not only create customer excitement and enthusiasm, but are a high margin business for your dealership. Take this opportunity to ensure that there is ALWAYS an accessorized vehicle present in your showroom!

Thank you for your continued support in selling and promoting GM Accessories.

GM reserves the right to change, modify, or cancel this program at any time for any reason, and as a result an order can be cancelled at any time.