



**BUSINESS  
CHOICE**

**2012 VAN UPFITS  
FOR BUSINESS OWNERS**



**ADRIAN STEEL**

**Providing Cargo Management Solutions**

**GM Full Size: Adrian Steel Classic Welded Shelving**

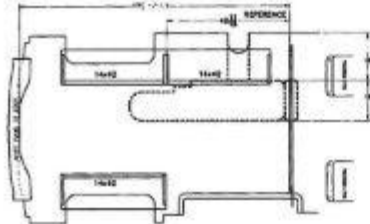
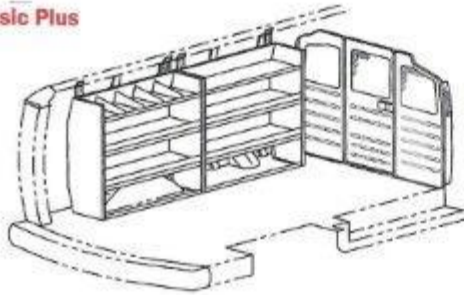


**GM Business Choice Program Packages**

Basic Commercial Bin Package Price \$1,900

*Customer CO-PAY \$ 600*

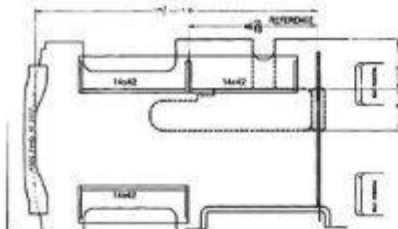
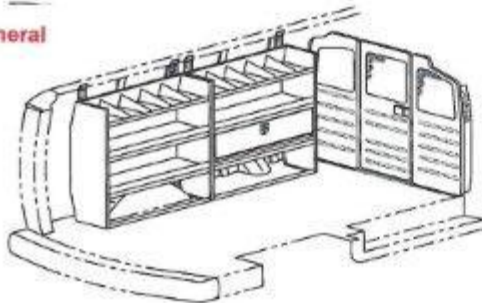
# GM-Basic Plus



General Service Package Price \$2,250

*Customer CO-PAY \$ 950*

# GM-General



**GM Full Size: Adrian Steel Classic Welded Shelving**

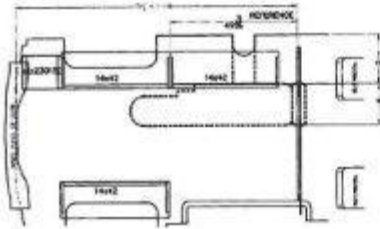
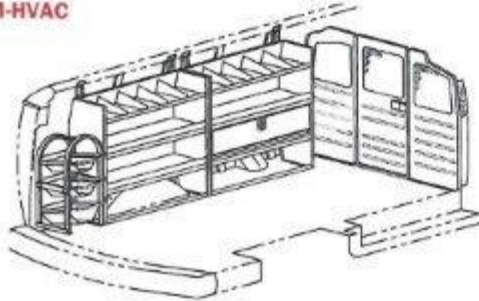
**ADRIAN STEEL**

**GM Business Choice Program Packages**

HVAC Service Package Price \$2,850

*Customer CO-PAY \$ 1,550*

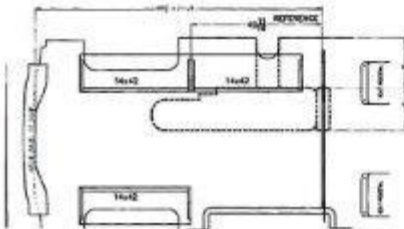
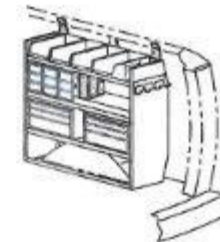
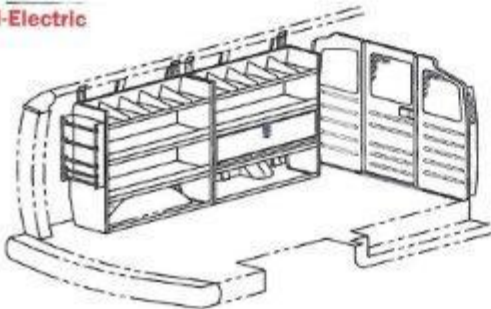
# GM-HVAC



Electrical Service Package Price \$2,600

*Customer CO-PAY \$ 1,300*

# GM-Electric



**GM Full Size: Adrian Steel Classic Welded Shelving**

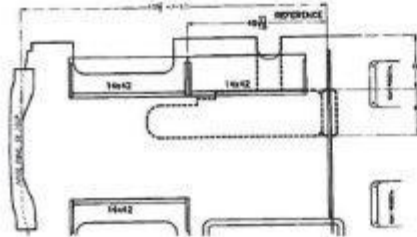
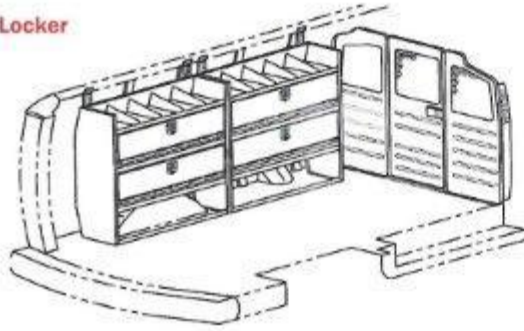
**ADRIAN STEEL**

**GM Business Choice Program Packages**

Locker Storage Package Price \$2,500

*Customer CO-PAY \$1,200*

# GM-Locker



Locksmith Service Package Price \$3,300

*Customer CO-PAY \$2,000*



# AS2255

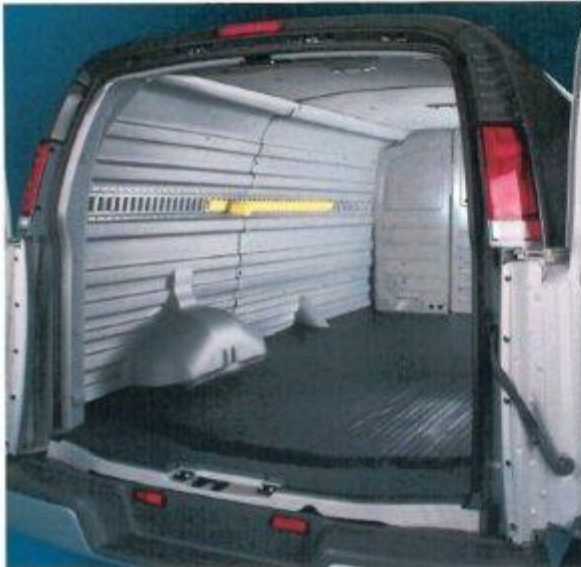
**GM Full Size: Adrian Steel GM Poly Protecto-Van Liner Packages**

**ADRIAN STEEL**

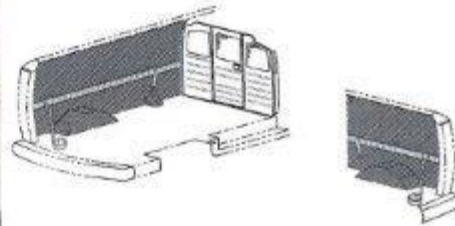
**GM Business Choice Program Packages**

Poly Liner Package 135" WB Price \$2,000

*Customer CO-PAY \$ 700*



# AS3056

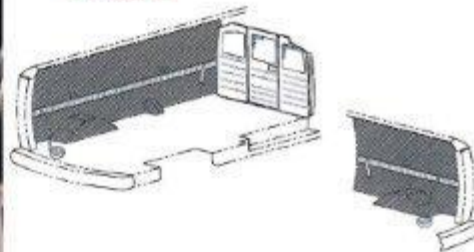


Poly Liner Package 155" WB Price \$2,250

*Customer CO-PAY \$ 950*



# AS3057



**GM Full Size: Adrian Steel Base Plus AD Series**

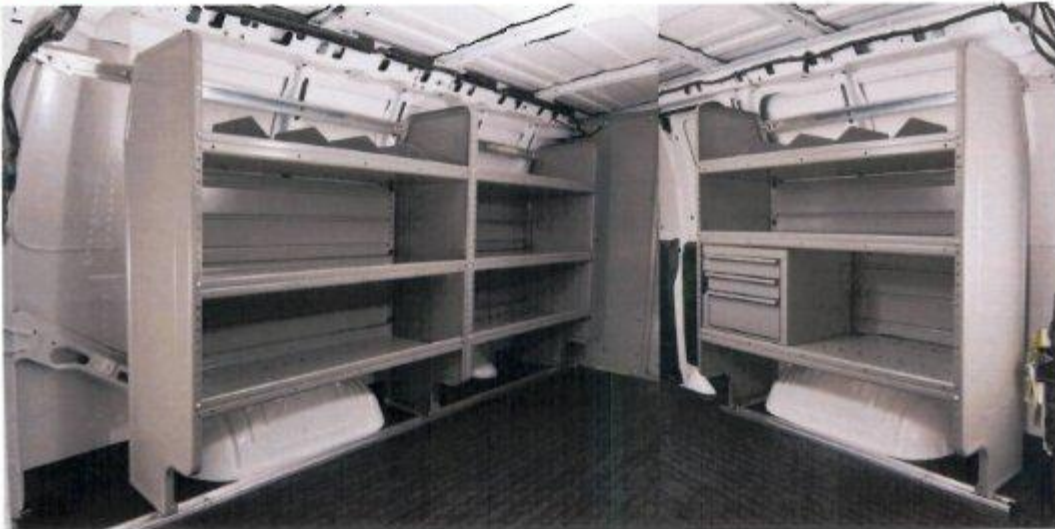
**ADRIAN STEEL**

**GM Business Choice Program Packages**

Basic Commercial Bin Package Price \$1,900

Customer CO-PAY \$ 600

# AS4316G



General Service Package Price \$2,400

Customer CO-PAY \$ 1,100

# AS4317G



**GM Full Size Van: Adrian Steel Base Plus AD Series**



**GM Business Choice Program Packages**

Heating & A/C Repair Package Price \$3,300

Customer CO-PAY \$ 2,000

# AS4318G



Electrical Service & Repair Package Price \$2,900

Customer CO-PAY \$ 1,600

# AS4319G



## Add These Accessories and You Will Have A Work Ready Van



**INCENTIVE PROGRAM**

**DEPARTMENT:** US Sales Operations - Incentives

**CONTACT:** GM Fleet & Commercial Call Center

Phone: 1-800-353-3867

Fax: 1-248-874-0943

**FILE ATTACHMENT:**

**1. PROGRAM NAME AND NUMBER**

**PROGRAM STATUS:** Draft

**PROGRAM NUMBER:** 12-36A1

**PROGRAM NAME:** 2012 GM BUSINESS CHOICE PROGRAM - OPTION A - ADRIAN STEEL UPFIT EQUIPMENT

**PROGRAM GROUP:** GM Business Choice Programs

**AUDIENCE:** Business use

**COUNTRY:** US

**LANGUAGE:** English

**DISPLAY REGION:** National

**FINANCIAL PROVIDER:**

**RECIPIENT:** Customer

**INCENTIVE CODES:** HUU, HUK, HUL

**2. PROGRAM DESCRIPTION**

GENERAL MOTORS IS ANNOUNCING THE 2012 MODEL YEAR BUSINESS CHOICE INCENTIVE PROGRAM. THIS INCENTIVE IS DESIGNED FOR BUSINESS OWNERS WHO USE VEHICLES IN THE DAY-TO-DAY OPERATION OF THEIR BUSINESS AND NOT SOLELY FOR TRANSPORTATION PURPOSES. THERE ARE FIVE (5) VALUABLE UPFIT EQUIPMENT OR CARD OPTIONS AVAILABLE WHEN AN ELIGIBLE NEW AND UNUSED VEHICLE IS PURCHASED OR LEASED. EACH OPTION IS PUBLISHED IN ITS OWN INCENTIVE GUIDELINE AND ONLY ONE OPTION PER VEHICLE MAY BE SELECTED. THIS MESSAGE IS SPECIFIC FOR OPTION A - ADRIAN STEEL UPFIT EQUIPMENT. CHOOSE ONE OF THREE SHIP THRU PACKAGES OR \$1,300 CUSTOMIZABLE CASH. UPFIT EQUIPMENT SHIP THRU PACKAGES ARE AVAILABLE ON SELECT VEHICLES DETAILED BELOW. ADRIAN STEEL IS THE ONLY CARGO VAN SOLUTION PROVIDER IN GM BUSINESS CHOICE.

SEE THE FOLLOWING GUIDELINES FOR THE ADDITIONAL BUSINESS CHOICE OPTIONS:

OPTION A GM ACCESSORIES PACKAGES 12-36A2-\*

OPTION B UPFIT EQUIPMENT CASH 12-36B-\*

OPTION C LOWE'S GIFT CARD 12-36C-\*

OPTION D GM BUSINESS CARD 12-36D-\*

OPTION E CUSTOMER REWARDS 12-36E-\*

**CUSTOMER GEOGRAPHY:**

**Regions**

**Including:** NATIONAL

**3. PROGRAM TIME PERIOD**

**Date Type From To Must be met?**

**Delivery date** 10/03/2011 09/30/2012 Y

**4. ELIGIBLE MODELS/REQUIRED OPTIONS/ORDER TYPES AND ALLOWANCES**

**ELIGIBLE MODELS/ALLOWANCES:** THE FOLLOWING NEW AND UNUSED 2011/2012/2013 MODEL YEAR VEHICLES:

ADRIAN STEEL PACKAGES ARE AVAILABLE ON ELIGIBLE EXPRESS/SAVANA CARGO - REFER TO ELIGIBLE PACKAGES AS OUTLINED BELOW.

VEHICLE AND PACKAGE SHIP THRU COST CO-PAY

EXPRESS/SAVANA CARGO:

COMMERCIAL BIN

-CARGO \$180 \$0

-PRO/ACCESS \$180 \$0

-L/H DOOR \$180 \$0

**ADRIAN STEEL \$1,300 CUSTOMIZE CASH - CUSTOMER MUST SPEND AT LEAST \$1,300 ON AN ELIGIBLE**

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**CARGO VAN UPFIT TO RECEIVE THE \$1,300 CUSTOMIZE CASH OPTION. ALL ADRIAN CARGO VAN UPFIT EQUIPMENT AND PRODUCTS ARE ELIGIBLE.**

ADDITIONAL ADRIAN STEEL SHIP THRU REQUIREMENTS:

- ANY SHIP THRU PACKAGE WITH REAR HEAT WILL REQUIRE ADDITIONAL COST
- ADRIAN STEEL PACKAGES CANNOT BE REMOVED OR TRANSFERRED TO ANOTHER VEHICLE
- IN THE EVENT OF A DEALER TRADE, THE DEALER TRADING THE VEHICLE WILL BE HELD RESPONSIBLE FOR ANY CHARGE BACK AGAINST THE VEHICLE
- OPTION A ADRIAN STEEL SHIP THRU PACKAGES MUST BE INSTALLED BY ADRIAN STEEL

OR BY AN AUTHORIZED ADRIAN STEEL DISTRIBUTOR.

REQUIRED OPTIONS/ORDER CRITERIA:

-SHIP THRU UPFITS: PROCESS ORDERS AS NORMALLY, INPUTTING THE PROPER SHIP-THROUGH CODES ALONG WITH RPO'S LISTED BELOW

-PACKAGES WITH EXTRA COST, FAX A PURCHASE ORDER FOR THE EXTRA COST TO ADRIAN STEEL AT 517-265-8436.

THE BUSINESS CHOICE INCENTIVE IS NOT ELIGIBLE ON VEHICLES WITH THE FOLLOWING REGULAR PRODUCTION OPTION (RPO):

- SCHOOL BUS PACKAGE (B3D)
- AMBULANCE PACKAGE (YF2)
- RV UPFIT PACKAGE (YF1)
- RV CONVERSION PACKAGE (YF7)
- MOTOR HOME CHASSIS

**\*ANY UPFIT THAT IS IN TOTAL OR IN PART OF THE EQUIVALENT OF AN AVAILABLE REGULAR PRODUCTION OPTION (RPO), IS NOT ELIGIBLE.**

NOTE: ALL SHIP THRU PACKAGE CHARGEBACKS INCLUDING CHARGEBACKS DUE TO THE INCOMPATIBILITY OF GMS AND THE CAPS DISCOUNT WILL BE CHARGED THE ADRIAN STEEL MSRP OF PACKAGE TOTALING \$1,900.

FACTORY (MEMO)

SHIP-THRU SHIP-THRU REQUIRED

VEHICLE AND PLANT CODE COST RPO CODE

EXPRESS/SAVANA: WENTZVILLE

EXPRESS ACCESS/SAVANA PRO (PRP) EXCLUDED

-COMMERCIAL BIN TBM \$180 R7T

EXPRESS ACCESS/SAVANA PRO (PRP)

S\*\*SOLD AND F\*\*FLEET ORDERS ONLY

-COMMERCIAL BIN TBM \$180 R7Q

EXPRESS/SAVANA CARGO VAN WITH LEFT DOOR

REQUIRES E26

-COMMERCIAL BIN TBM \$180 R7T

**2012 Models (s) ALLOWANCES FOOTNOTES**

**CHEVROLET**

EXPRESS CARGO VAN 1500 A

EXPRESS CARGO VAN 2500 A

EXPRESS CARGO VAN 3500 A

**GMC**

SAVANA CARGO VAN 1500 A

SAVANA CARGO VAN 2500 A

SAVANA CARGO VAN 3500 A

**2011 Models (s) ALLOWANCES FOOTNOTES**

**CHEVROLET**

EXPRESS CARGO VAN 1500 A

EXPRESS CARGO VAN 2500 A

EXPRESS CARGO VAN 3500 A

**GMC**

SAVANA CARGO VAN 1500 A

SAVANA CARGO VAN 2500 A

SAVANA CARGO VAN 3500 A

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**Footnotes:**

A: SELECT UPFITTED MODELS ARE ELIGIBLE FOR AN UPFIT \$1,300 CUSTOMIZE CASH ALLOWANCE. SEE DETAILED LISTING OF MODELS, RESTRICTIONS AND ALLOWANCES ABOVE.

**5. METHOD OF APPLICATION**

METHOD OF APPLICATION: THIS PROGRAM WILL BE ADMINISTERED BY THE GM BUSINESS CHOICE PROGRAM HEADQUARTERS. THE CONTACT INFORMATION IS AS FOLLOWS:

ADDRESS: GM BUSINESS CHOICE PROGRAM HEADQUARTERS

12745 S.SAGINAW STREET

SUITE 806 #193

GRAND BLANC, MI 48439

PHONE: 1-888-566-6393

INTERNET: [WWW.GMGLOBALCONNECT.COM](http://WWW.GMGLOBALCONNECT.COM)

HOURS: MONDAY - FRIDAY 8:00AM - 8:00PM EST/EDT

NOTE: CARGO VANS DO NOT REQUIRE ELIGIBLE BUSINESS DOCUMENT FOR PROOF OF

BUSINESS OWNERSHIP.

ONE OF THE FOLLOWING DOCUMENTS MUST BE KEPT IN THE DEAL JACKET:

- COMPLETED CLAIM WORKSHEET WITH SIGNATURES OF BOTH THE SALESPERSON AND CUSTOMER
- SCREEN PRINT FROM WEBSITE OF COMPLETED CLAIM APPLICATION WITH SIGNATURES OF BOTH THE SALESPERSON AND CUSTOMER

ONCE YOUR REQUEST IS APPROVED, YOU WILL RECEIVE AN AUTHORIZATION CODE THAT WILL BE REQUIRED DURING THE CLAIM SUBMISSION PROCESS. PLEASE SEE DETAILS BELOW:

1. DEALER CONTACTS PHQ AND PROVIDES THE FOLLOWING INFORMATION: DEALERSHIP NAME, BAC, SALESPERSON'S EMAIL ADDRESS, LAST EIGHT DIGITS OF VIN, AND THE BUSINESS DOCUMENT THE CUSTOMER IS PROVIDING.
2. PHQ WILL SEND A LIST OF EXCEPTIONS TO PROGRAM MANAGER AT GENERAL MOTORS FOR APPROVAL ON A DAILY BASIS. IT WILL TAKE 24 HOURS TO RECEIVE A DECISION.
3. ONCE PHQ RECEIVES THE APPROVAL FROM GENERAL MOTORS, AN AUTHORIZATION CODE WILL BE ASSIGNED TO THE VIN.
4. PHQ WILL GENERATE A LETTER THAT INCLUDES THE FOLLOWING INFORMATION:
  - AUTHORIZATION CODE
  - DEALERSHIP NAME
  - BAC
  - LAST 8 OF VIN
  - REQUESTED BUSINESS DOCUMENT
5. THE LETTER WILL BE EMAILED TO THE DEALER AND MUST BE MAINTAINED IN THE DEAL JACKET FOR AUDIT PURPOSES. PHQ WILL ALSO NOTIFY THE DEALER IF AUTHORIZATION REQUEST WAS DECLINED.
6. THE DEALER WILL THEN BE ABLE TO ENTER THE BUSINESS CHOICE CLAIM AND WILL NEED TO INCLUDE THE AUTHORIZATION CODE IN THE APPROPRIATE FIELD IN ORDER TO PROCEED WITH THE CLAIM.

CLAIM APPLICATION PROCESS:

SUBMIT THE CLAIM TO PROGRAM HEADQUARTERS VIA THE WEB-BASED APPLICATION PROCESS IN GM GLOBALCONNECT. THE WEB-BASED PROCESS WILL PROVIDE STEP-BY-STEP INSTRUCTIONS TO INPUT THE CLAIM.

THE WEB-BASED CLAIM APPLICATION PROCESS ALLOWS FOR CLAIM SUBMISSION AND TRACKING CAPABILITIES VIA THE GM BUSINESS CHOICE LINK ON GM GLOBALCONNECT. THE WEBSITE OFFERS THE ABILITY TO QUICKLY UPDATE CUSTOMER INFORMATION ON STOCK CLAIMS AND PROVIDES REAL-TIME CLAIM STATUS AND INSTANT DATA VALIDATION. ALL CLAIMS MUST BE SUBMITTED VIA THE WEBSITE.

1. AT THE TIME OF SUBMITTING A CLAIM, THE WEBSITE WILL SHOW A CONFIRMATION PAGE INDICATING THE CLAIM WAS SUBMITTED SUCCESSFULLY.
2. TO FINALIZE THE TRANSACTION WHEN A STOCK UNIT IS SOLD, INPUT A COMPLETED CLAIM FORM WITH ALL BUSINESS OWNER INFORMATION AND SUBMIT TO PROGRAM HEADQUARTERS VIA WEBSITE.
3. AFTER THE CLAIM HAS BEEN PROCESSED, A SYSTEM GENERATED THANK YOU POSTCARD WILL BE SENT TO THE END CUSTOMER.

**NOTE:** THE CAPS DISCOUNT IS NOT COMPATIBLE WITH THE BUSINESS CHOICE PROGRAM. DEALERS WILL BE CHARGED BACK A TOTAL OF \$1,900.00 FOR ANY FULL-SIZE VAN CLAIMS SUBMITTED FOR THE ADRIAN STEEL COMMERCIAL BIN PACKAGE WHEN THE CUSTOMER IS ALSO TAKING ADVANTAGE OF THE CAPS DISCOUNT. THE CHARGEBACK WILL APPEAR INITIALLY WITH THE HUI INCENTIVE CODE. ADDITIONALLY, THERE WILL BE A SECOND CHARGEBACK WITH EITHER THE HUK OR HUL INCENTIVE CODE FOR FACTORY-ORDERED UNITS. (TWO SEPARATE CHARGEBACKS ARE REQUIRED TO CHARGEBACK THE ENTIRE AMOUNT) INCENTIVE CODES - OPTION A UPFIT EQUIPMENT PACKAGES.

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ADRIAN STEEL UPFIT HUI

GM CHARGEBACK HUK

SHIP THRU CHARGEBACK HUL

FINAL DATE FOR SUBMISSION OF APPLICATION/RESOLUTION OF REJECTS IS THREE MONTHS FROM THE PROGRAM END DATE.

**6. METHOD OF PAYMENT**

NOT APPLICABLE - CUSTOMER RECEIVES DISCOUNTED OR NO CHARGE UPFIT

MEMO DESCRIPTION: 12-36A1 BUS CHOICE - ADRIAN UPFIT

**7. COMPATIBILITY RULES**

**GM INCENTIVE PROGRAM GROUPS Yes/No Footnotes**

**GM Card Programs Y**

GM Discounted Sale Programs N  
Exceptions  
Program  
Number  
Program Name  
12-06EX  
2012 MODEL YEAR GM EMPLOYEE PURCHASE  
PROGRAM FOR EXECUTIVE REFERRALS  
Y  
12-06EVA GM EMPLOYEE VEHICLE ALLOWANCE PROGRAM Y  
GM Driver Education Programs N  
GM Mobility Program Y  
GM Goodwill / Customer Appreciaton Certificates Y  
GM Retiree Voucher Program Y  
GM Intransit Credit Program Y  
GM Price Protection Y  
Consumer Cash Y  
Rate Support Y  
Alternate Rate Support Y  
Dealer Cash Y  
Bonus Cash Y  
Dealer Bonus Certificates Y  
Instant Value Certificates Y  
Page 5 of 7  
Supported Lease Y  
Salesperson/Manager Pullboards Y  
Targeted/Private Offers Y  
3 Month GMDRAC/CTA (w/<7500 miles) N  
12 Month GMDRAC/CTA Program N  
National Fleet Purchase Program Y  
Fleet Ordering Assistance Program Y  
Bid Assistance for Political Subdivisions-PSA N  
GM Business Choice Programs N  
Cadillac Professional Vehicles Program N  
Light Duty Demo Programs Y  
Railroad & Utility Industry Program N  
Sierra Fleet Group Y  
Competitive Assistance/Daily Rental Programs N  
Motorhome/RV/Vocational Upfitter Programs N

**Footnotes:**

**8. DELIVERY TYPE AND INVENTORY STATUS RULES**

**Delivery Type Description Yes/No Footnotes**

**RETAIL SALE**

010 INDIVIDUAL Y  
011 DEALER OWNED COMPANY VEHICLE N  
016 GM SUPPLIER N  
017 SCRAPPED/STOLEN UNIT N  
018 BUSINESS / ORGANIZATION Y  
021 GM EMPLOYEE ORDER/STOCK N  
022 GM EMPLOYEE QRD N  
023 GM DEALERSHIP EMPLOYEE N  
024 GM DEALER DAILY RENTAL N  
025 GMDRAC/CTA/DRIVER EDUCATION N

**RETAIL LEASE**

015 RETAIL LEASE - INDIVIDUAL Y  
Page 6 of 7  
029 RETAIL LEASE - BUSINESS ORGANIZATION Y  
032 RETAIL LEASE - GM EMPLOYEE ORDER/STOCK N  
033 RETAIL LEASE - GM EMPLOYEE QRD N  
034 RETAIL LEASE - GM DEALERSHIP EMPLOYEE N  
037 RETAIL LEASE - GM SUPPLIER N

**FLEET SALE**

014 FLEET LEASING COMPANY Y

020 RENTAL FLEET PURCHASE N  
035 BUSINESS/ORG FLEET PURCHASE Y  
036 NON FEDERAL GOVT. FLEET PURCHASE Y  
038 BID CENTER SUPPORT FLEET PURCHASE N

**Inventory Status Description Yes/No Footnotes**

Export Units N  
Resale Units N  
Units Purchased at Auction N  
Promotional Units N  
Company Owned Vehicles Sold Through A GM Dealer N  
Special Event Units Purchased From GM N  
Units Previously Used in Driver Education-Loaner Program N  
Dealer Demo (With 7,500 Miles or Less) N  
Units Upfitted by an Approved Conversion Company Y  
New Y  
3 Mth GMDRAC/CTA Units < 7500 Miles N

**Footnotes:**

**9. OTHER PROGRAM GUIDELINES**

- A. SECONDARY DEALER CODES ARE ELIGIBLE.
- B. COMMERCIAL/WORK TYPE VEHICLES SHOULD BE DELIVERED IN COMMERCIAL BUSINESS NAME, OR D.B.A. (DOING BUSINESS AS) IF THE SITUATION REQUIRES THE VEHICLE TO BE REGISTERED AND TITLED IN THE INDIVIDUAL'S NAME, THE DEALER MUST OBTAIN PROOF OF THE INDIVIDUALS BUSINESS OWNERSHIP. IN ALL CASES, THE DEALERSHIP IS RESPONSIBLE FOR OBTAINING AND RETAINING IN THE VEHICLE SALE FILE THE SUBSTANTIATION OF BUSINESS CUSTOMER ELIGIBILITY. DEALERSHIPS ARE SUBJECT TO POTENTIAL CHARGE BACK IF DOCUMENTATION IS NOT RETAINED IN DEAL JACKET OR IF IT IS INCOMPLETE.
- C. ELIGIBILITY FOR PRIOR MODEL YEAR PROGRAMS DOES NOT AUTOMATICALLY QUALIFY THE BUSINESS CUSTOMER FOR THIS PROGRAM.
- D. UNITS MAY BE LEASED THROUGH A LEASING COMPANY BY A BUSINESS CUSTOMER, BUT THE BUSINESS CUSTOMER MUST BE GIVEN WRITTEN AUTHORIZATION TO USE THIS INCENTIVE TOWARD THE LEASE OF A UNIT. THIS WRITTEN AUTHORIZATION MUST BE KEPT IN THE DEALER FILE. APPLICATION MUST BE MADE IN THE NAME OF THE END USER.
- E. WHEN UNITS ARE SOLD AND DELIVERED TO BODY MANUFACTURERS, SUCH AS WRECKER MANUFACTURERS OR STREET SWEEPER MANUFACTURERS, THE CASH REIMBURSEMENT WILL BE PAID TO THE BODY MANUFACTURER WHO IS CONSIDERED THE END BUSINESS CUSTOMER. IN THESE CIRCUMSTANCES, THE DEALERSHIP SHOULD INFORM THE BODY MANUFACTURER THAT IT IS THEIR RESPONSIBILITY TO ASSURE THAT THE FINAL BUSINESS CUSTOMER RECEIVES THE BENEFIT.
- F. DEALER OWNED COMPANY VEHICLES ARE NOT ELIGIBLE.

**10. GENERAL POLICY GUIDELINES**

- A. THIS ALLOWANCE MUST BE SPELLED OUT ON THE BUYER'S ORDER, AND THE GM CUSTOMER INCENTIVE AND ONSTAR ACKNOWLEDGMENT FORM IS REQUIRED.
- B. ALL GENERAL MOTORS (GM) GENERAL GUIDELINES AND DEFINITIONS OF TERMS RELATIVE TO INCENTIVE PROGRAMS THAT WERE SUPPLIED TO YOUR DEALERSHIP APPLY TO THIS PROGRAM. REFER TO GM DEALER Page 7 of 7 SALES ALLOWANCE AND INCENTIVE MANUAL.
- C. AS STATED IN SECTION 2.20 TAX STATUS OF THE GM DEALER SALES ALLOWANCE AND INCENTIVE MANUAL, "THE LIABILITY FOR ALL TAXES APPLICABLE TO PAYMENTS UNDER ALLOWANCE AND INCENTIVE PROGRAMS ARE THE RESPONSIBILITY OF THE RECIPIENT AND NOT OF THE DIVISION OR GM CORPORATION."
- D. GM RESERVES THE RIGHT TO CANCEL, AMEND, REVISE OR REVOKE ANY PROGRAM AT ANY TIME BASED ON ITS SOLE BUSINESS JUDGMENT. FINAL DECISIONS IN ALL MATTERS RELATIVE TO THE INTERPRETATION OF ANY RULE OR PHASE OF THIS ACTIVITY RESTS SOLELY WITH GM.
- E. GM RESERVES THE RIGHT TO AUDIT DEALER RECORDS AND DISQUALIFY ANY SALES ALLOWANCE IN THE EVENT SUCH SALES DO NOT MEET THE PROGRAM GUIDELINES. ALL MONIES IMPROPERLY PAID WILL BE CHARGED BACK TO THE DEALER.
- F. DEALER MUST RETAIN RECORDS TO SUBSTANTIATE THEIR CLAIM TO AN INCENTIVE OR ALLOWANCE. ALL APPLICATIONS WHICH INDICATE ASSIGNMENT BY THE CUSTOMER TO THE DEALER OF A CUSTOMER INCENTIVE

MUST BE SUPPORTED BY APPROPRIATE DOCUMENTATION RETAINED IN THE DEALER FILE. IF DEALER RECORDS DO NOT SUPPORT DEALER CLAIM, DEALER WILL BE CHARGED THE AMOUNT OF ALLOWANCE OR INCENTIVE PAID.  
G. ANY DISPUTES BETWEEN THE CUSTOMER AND THE DEALER ARISING FROM MISUNDERSTANDING OR AMBIGUITIES REGARDING DISPOSITION OF THE CUSTOMER INCENTIVE PAYMENT, WHICH CANNOT BE RESOLVED BY REFERRING TO THE BUYER'S ORDER AND APPROPRIATE CUSTOMER INCENTIVE ACKNOWLEDGMENT AND/OR ASSIGNMENT FORM (SAMPLE COPY DISPLAYED IN GM DEALER SALES ALLOWANCE AND INCENTIVE MANUAL) WILL BE SETTLED IN FAVOR OF THE CUSTOMER, IN SUCH INSTANCES, THE DEALER WILL INCUR A DEBIT IF THE PAYMENT HAS ALREADY BEEN CREDITED.

**END OF PROGRAM 12-36A1 REVISION NUMBER 000**

**11. APPENDIX**

**AUTHOR:** nzs9vn

**APPROVER:**

**LAST MODIFIED BY:** nzs9vn

**LAST MODIFIED:** 09/22/2011 14:16:40 GMT

**POSTED BY:**

**VISIBILITY DATE & TIME:** 10/03/2011 06:00 US/Eastern

**TIME ZONE RULE:** Absolute

**TOP OF DEAL INDICATOR:** false

**PROGRAM TYPE:** Product and Service (P/S)

**PROGRAM ABBR. CODE:** HUI

**STANDARD INCENTIVE TYPE:** Text

**PURCHASE TYPE:** Lease, Cash, Finance

**ORDER TYPE:** FLEET, FLEET LEASE, RETAIL - SOLD, RETAIL - STOCK

**CUSTOMER TYPE:** Fleet

**CONSUMER VISIBILITY:** General Consumer

**VIN EXCEPTION:** Yes

**CAMPAIGN ID:**

**VIN:**

**TIERED RATE:**