

INCENTIVE PROGRAM

DEPARTMENT: US Sales Operations - Check to Applicant Incentive
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FILE ATTACHMENT: -GM 2019 RV/Motorhome Dealer Rental Fleet Tiered Volume Agreement (**"Agreement"**)
-Instructions & Claim Form - GM 2019 MY RV/Motorhome Dealer Rental Fleet Tiered Volume Incentive Program (**"Form"**)

1. PROGRAM NAME AND NUMBER

PROGRAM STATUS: Active
PROGRAM NUMBER: 19-36FMT **REVISION NUMBER:** 000
PROGRAM NAME: GM 2019 MY RV/MOTORHOME DEALER RENTAL FLEET TIERED VOLUME INCENTIVE (**"PROGRAM"**)
PROGRAM GROUP: Light Duty
AUDIENCE: Business use
COUNTRY: US
LANGUAGE: English
PROGRAM REGION: National
FINANCIAL PROVIDER:
RECIPIENT: RV/MOTORHOME DEALERS
ELIGIBILITY INCENTIVE PAYMENT CODE: FMS - INITIAL \$250 PAYMENT PER VIN WHEN CUSTOMER ENROLLS IN AND VEHICLE QUALIFIES FOR THE PROGRAM
TIERED INCENTIVE PAYMENT CODE: _FMT - TIERED PAYMENT FOR VEHICLES MEETING THE REQUIREMENTS AT THE END OF THE PROGRAM

2. PROGRAM DESCRIPTION/REQUIREMENTS

THIS IS THE GENERAL MOTORS LLC ("GM") 2019 MODEL YEAR RV/MOTORHOME DEALER RENTAL FLEET TIERED VOLUME INCENTIVE PROGRAM FOR EXPRESS CUTAWAYS ("PROGRAM"). CUTAWAY VANS ARE ORDERED BY GM DEALERS ON BEHALF OF RV/MOTORHOME MANUFACTURERS WHO HAVE A CURRENT MOTOR HOME MANUFACTURER INCENTIVE AGREEMENT (**"MH AGREEMENT"**) WITH GM. RV/MOTORHOME MANUFACTURERS SELL THESE COMPLETED RV/MOTORHOMES TO RV/MOTORHOME DEALERS. RV/MOTORHOME DEALERS MAY CLAIM THE PROGRAM INCENTIVE IF THESE RV/MOTORHOMES ARE REGISTERED AND TITLED AS RENTAL UNITS AND IF VEHICLES MEET THE MILEAGE REQUIREMENT FOR THIS PROGRAM. TOTAL INCENTIVES PAID WILL VARY DEPENDING ON THE NUMBER OF RV/MOTORHOMES MEETING THE REQUIREMENTS OF THE PROGRAM.

REQUIREMENTS:

- RV/MOTORHOMES THAT ARE PRUCHASED FROM AND MANUFACTURED BY COMPANIES HAVING A CURRENT MH AGREEMENT WITH GM
- THE RV/MOTORHOMES ARE TITLED AND REGISTERED WITH THE STATE AS RENTAL UNITS
- THE RV/MOTORHOMES ATTAIN AT LEAST 5,000 MILES AS EVIDENCED BY A FINAL RV RENTAL AGREEMENT

3. PROGRAM TIME PERIOD

Date Type From To Must be met?

Delivery date	01/1/2019	11/30/2019	Y
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ENROLLMENT PERIOD: 01/01/18 THROUGH 11/30/19

RENTAL PERIOD: DATE OF VEHICLE ENROLLMENT UP TO 12/1/2019

INCENTIVE CLAIM PERIOD: 01/01/2018 THORUGH 12/31/19

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

ENROLLMENT/ELIGIBILITY

THE FOLLOWING NEW AND UNUSED GM MODELS: MY 2019 EXPRESS CUTAWAY MODEL 33803 W/ YF1 MY 2019 SILVERADO 4500/5500/6500 WITH PCH ORDER TYPE TSD (BARS ORDER TYPE 070)	INCENTIVE AMOUNT \$250
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TIERED INCENTIVES

THE FOLLOWING NEW AND UNUSED GM MODELS: MY 2019 EXPRESS CUTAWAY MODEL 33803 W/ YF1, MY 2019 SILVERADO 4500/5500/6500 WITH PCH ORDER TYPE TSD (BARS ORDER TYPE 070)	INCENTIVE AMOUNT
VOLUME 1-24	\$ 0
VOLUME 25-50	\$ 250
VOLUME 51-100	\$ 500
VOLUME 101-150	\$ 750
VOLUME 151-200	\$1,000
VOLUME 201-250	\$1,250
VOLUME + 250	\$1,500

5. METHOD OF APPLICATION

- THE RV/MOTORHOME DEALER CONTACTS GM TO INITIATE AGREEMENT TO PARTICIPATE IN PROGRAM. GMFLEET.COM/RVRENTALPROGRAM
- GM AND RV/MOTORHOME DEALER EXECUTE PROGRAM AGREEMENT.
- THE RV/MOTORHOME DEALER SUBMITS REQUIRED INFORMATION AND DOCUMENTS TO GM AT RVRENTALPROGRAM@GM.COM
- All OF THE REQUIREMENTS FOR ELIGIBILITY MUST BE MET NO LATER THAN DECEMBER 1, 2019.

CHARGEBACK CRITERIA: ALL MONIES PAID THAT DO NOT MEET THE PROGRAM REQUIREMENTS WILL BE CHARGED BACK.

6. METHOD OF PAYMENT - CHECK TO APPLICANT

- AGREEMENT IS EXECUTED
- FIRST PAYMENT FMS IS MADE ONCE RV/MOTORHOME VIN IS ENROLLED IN THE PROGRAM AS EVIDENCED BY STATE TITLING PAPERWORK CONFIRMING THE RV/MOTORHOME IS A RENTAL UNIT AND SUBMISSION OF RENTAL AGREEMENT EVIDENCING 5,000 MILES HAVE BEEN ATTAINED.
- SECOND PAYMENT FMT(IF ELIGIBLE) WILL BE MADE AFTER INCENTIVE CLAIM PERIOD ENDS, ALL REQUIED DOCUMENTS HAVE BEEN SUBMITTED TO GM, AND ONCE THE TOTAL FLEET SIZE IS DETERMINED. FINAL TIERIED INCENTIVE PAYMENTS TO COMPANIES WITH RV/MOTORHOME RENTAL FLEETS IN EXCESS OF 24 WILL BE MADE NO LATER THAN MARCH 31, 2020
- FMS PAYMENT MUST BE MADE TO BE ELIGIBLE FOR FMT PAYMENT

- ILLIGIBLE AND INELIGIBLE CLAIMS WILL NOT BE PAID
- INCENTIVE CLAIMS SUBMITTED AFTER 12/31/19 WILL NOT BE PROCESSED OR PAID - NO EXCEPTIONS.
- FCO will transmit to BARS E045 CA applications with dollars for both incentive codes FMS and FMT.

INCENTIVE CODE: 19-FMS
MEMO DESCRIPTION: FMS - 19-36FMT RV/MH DLR RNTL ENROLL
INCENTIVE CODE: 19-FMT
MEMO DESCRIPTION: FMT - 19-36FMT RV/MH DLR RNTL TIERED

7. COMPATIBILITY RULES

VEHICLES DELIVERED UNDER THIS PROGRAM MAY ALSO BE ELIGIBLE FOR OTHER PROGRAMS. SINCE NOT ALL PROGRAMS LISTED BELOW MAY BE COMBINED WITH EACH OTHER, CONSULT THE GUIDELINES OF EACH PROGRAM IN QUESTION.

Program	Yes/No	Footnotes
GM Card Programs	N	
GM Discounted Sale Programs	N	
GM Driver Education Programs	N	
GM Mobility Program	N	
GM Goodwill / Customer Appreciation Certificates	N	
GM Retiree Voucher Program	N	
GM In-transit Credit Program	Y	
GM Price Protection	Y	
Consumer Cash	N	
Rate Support	N	
Alternate Rate Support	N	
Dealer Cash	N	
Bonus Cash	N	
Dealer Bonus Certificates	N	
Instant Value Certificates	N	
Supported Lease	N	
Salesperson/Manager Pull boards	N	
Targeted/Private Offers	N	
3 Month GMDRAC/CTA (w/<7500 miles)	N	
12 Month GMDRAC/CTA Program	N	
National Fleet Purchase Program	N	
Fleet Ordering Assistance Program	N	
Bid Assistance for Political Subdivisions-PSA	N	
GM Business Choice Programs	N	
Cadillac Professional Vehicles Program	N	
Light Duty Demo Programs	N	
Light Duty Demo for Units Upfitted by SVMs	N	
Sierra Fleet Group	N	
Competitive Assistance/Daily Rental Programs	N	
Bus/Ambulance/Vocational Upfitter Programs (R6H)	N	
Motorhome/RV Class B&C Programs (R6J)	Y	
SVM Tiered Volume Incentive (CJU)	N	
GM RV Program Ordering Dealer Stipend	Y	
Final Pay	N	

8. DELIVERY TYPE AND INVENTORY STATUS RULES

Delivery Type	Description	Yes/No	Footnotes
RETAIL SALE			
010	INDIVIDUAL	N	
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	N	
029	RETAIL LEASE - BUSINESS ORGANIZATION	N	
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	N	
020	RENTAL FLEET PURCHASE	N	
035	BUSINESS/ORG FLEET PURCHASE	N	
036	NON- FEDERAL GOVT. FLEET PURCHASE	N	
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 GM Conversion Company	Y	
	New	Y	
	3 Mth GMDRAC/CTA Units < 7500 Miles	N	

Footnotes:

8. ORDER TYPE, DELIVERY STATUS, AND RULES

	Yes/No	Footnotes
ORDER TYPE TSD (BARS TYPE 070)	Y	
ALL ORDER TYPES OTHER THAN TSD (BARS TYPE 070)	N	
Static Display Program for Bus/Ambulance/RV Vehicles upfit by GM Special Vehicle Manufacturers	Y	
Motorhome/RV Class B&C Programs (R6J)	Y	
CASH IN LEIU OF FLOORPLAN (R7Y)	Y	

Delivery Type	Description	Yes/No	Footnotes
RETAIL SALE			
010	INDIVIDUAL	N	
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	

Footnotes:

9. OTHER PROGRAM GUIDELINES

DELIVERY TYPE 018 THROUGH GM DEALER SECONDARY DEALER CODES REQUIRED.

10. GENERAL POLICY GUIDELINES

A. ALL GM GENERAL GUIDELINES AND DEFINITION OF TERMS RELATIVE TO THIS INCENTIVE PROGRAM ARE CONTAINED HEREIN.

B. 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 PROGRAM RESTS SOLELY WITH GM.

C. GM RESERVES THE RIGHT TO AUDIT RV/MOTORHOME DEALER RECORDS AND DISQUALIFY ANY INCENTIVE. IN THE EVENT SUCH SALES DO NOT MEET THE PROGRAM GUIDELINES, ALL MONIES IMPROPERLY PAID WILL BE CHARGED BACK BY EFT TO THE RV/MOTORHOME DEALER.

D. VEHICLES WITH RECALLS THAT HAVE NOT BEEN REPAIRED ARE NOT ELIGIBLE TO BE DELIVERED TO A CUSTOMER AND THEREFORE NO INCENTIVES CAN BE CLAIMED ON THE VEHICLES. IF THE RV/MOTORHOME DEALER APPLIES FOR INCENTIVES ON A VEHICLE WITH A RECALL THAT HAS NOT BEEN REPAIRED, ALL PAYMENTS WILL BE SUBJECT TO CHARGE BACK.

E. LIABILITY FOR FEDERAL, STATE OR OTHER TAXES IMPOSED AS A RESULT OF THIS PROGRAM IS THE SOLE RESPONSIBILITY OF RECIPIENT OF THE INCENTIVE PAYMENTS, NOT GM.

END OF PROGRAM 19-36FMT REVISION NUMBER 000