

SOUTHWEST ADI

# 2017 SHOWROOM DISPLAY VEHICLE AWARD PROGRAM



ACCESSORIES



The largest obstacle that new car dealers face with respect to capturing accessory sales is consumer awareness. Every Customer – Every Time. Our SWADI Showroom Vehicle award program is designed to help increase accessory awareness with your guests and sales consultants.

- Upfit a new Escalade, XT5, SRX, CTS, CT6 or ATS with qualifying GM Accessories. All accessories must be purchased from SWADI and billed on 1 invoice.
- Provide your TSM with the full 17-digit VIN of the truck & the SWADI invoice# to be entered into earnPOWER for tracking.
- After vehicle is reported sold and approved via earnPOWER, you will receive the following award points:



Package Value Dealer Cost excluding labor	Salesperson Incentive	Sales Manager Incentive*
\$1,000 - \$1,499	\$50	\$50
\$1,500 - \$1,999	\$100	\$100
\$2,000+	\$150	\$150

### Program Details:

- Promotion ends December 31, 2017.
- LPOs do not qualify.
- Payout is earnPOWER only. Must have valid GMIN to participate.
- Only accessories listed on the initial SWADI invoice count towards incentive payout levels.
- Showroom vehicle's parts must be purchased on one invoice.
- Tires do not count towards the Accessories tier.
- Completed flyer including RO# and VIN# of Showroom Vehicle must be faxed to SWADI.
- SWADI reserves the right to cancel or modify this promotion at any time without notice.



ACCESSORIES

RO# \_\_\_\_\_ GMIN \_\_\_\_\_

VIN \_\_\_\_\_ GMIN \_\_\_\_\_

Manager Information: \_\_\_\_\_



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