



SWADI 2017 Showroom Car Display Award Program



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

How It Works:

1. Upfit a new Chevrolet car with qualifying GM Accessories. All accessories must be purchased from SWADI and billed on 1 invoice.
2. Provide your TSM with the full 17-digit VIN of the vehicle & the SWADI invoice# to be entered into earnPOWER for tracking.



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

After vehicle is reported sold and approved via earnPOWER, you will receive your award points!

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: _____

SWADI reserves the right to change, amend, cancel, or revoke any promotion at any time.

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