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Use this interactive guide to locate all the information you'll need to make the most of the 2018 GMC Business Choice program. Here, you'll find:

- The Business Choice program quick-reference overview
- Business Choice incentive point scale and rules
- A list of eligible accessories categories
- Video links to selected eligible accessories
- Top-selling accessories and recommended accessories packages
- Enhancements to the Business Choice portal that increase the user's ability to identify eligible accessories with the VIN Lookup Tool





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PROGRAM DATES:

January 3, 2018 - January 2, 2019

PROGRAM NUMBERS:

18-36A Adrian Steel Ship-Through

18-36B Accessories Cash Allowance

18-36C Upfit Cash Allowance

ELIGIBLE DELIVERY TYPES

Use the following delivery codes to ensure your Business Choice claim is processed successfully:

- 018 Retail Business Organization Purchase
- 029 Retail Business Organization Lease
- 014 Fleet Leasing Company
- 035 Fleet Purchase Business Organization
- 036 Fleet Purchase Non-Federal Organization





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AM I ELIGIBLE FOR BUSINESS CHOICE?

Business Choice customers will need to answer "yes" to the following questions:

- 1. Are you a business owner?
- 2. Is the vehicle used in the day-to-day operation of your business and not solely for personal/non-business-related transportation purposes?

Note: Eligible business documents must be used to verify business ownership. Documents must be active or dated within the last 12 months. Examples of eligible documents are listed below:

- GM Fleet Account Number (FAN)
- Sales Tax License
- State Business License of State/Federal Business Tax ID Certificate
- Municipalities (in lieu of Bid Assistance, vehicle must be in the name of the municipality)
- Municipal Business License
- Schedule C (Form 1040) or Schedule F (Form 1040—farmers)

- Crop or Livestock Insurance
- Federal Land Use Restriction and/or Federal Land Grant **Subsidiary Documentation**
- Commercial General Liability Insurance Policy/Public Liability • Farmer's General Liability Insurance Policy and/or Workmen's Compensation — **Insurance Policy**
- State or Federal Authorized **Business Website**

- Pocket List of Railroad Officials Guide (Only eligible when Railroad Operators Incentive is not used)
- Timber Registration Number
- Insurance
- Articles of Incorporation
- Tax Form 1120-S
- Tax Form 1065





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WHICH VEHICLES ARE ELIGIBLE?

2017-18 GMC TRUCKS AND VANS, INCLUDING:

Canyon Sierra 1500 Sierra 2500HD Sierra 3500HD Savana Passenger Vans Savana Cargo Vans*

^{*}Accessory CORE vehicle; business ownership documentation not required.





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WHICH VEHICLES ARE ELIGIBLE?

2018 BUSINESS CHOICE PROGRA	CHOOSE ONE				
VEHICLES ¹	PLUS OPTION		OPTION 2	OPTION 3	
		ACCESSORY	UPFIT CASH ALL		ADRIAN STEEL
		CASH ALLOWANCE ²		W/SNOW PLOW PREP PACKAGE ⁴	SHIP-THRU ⁶
Savana		\$400	\$350		
Savana Passenger Van	+	\$400	\$200		
Savana Cargo Van	+	\$500-\$1,2005	\$500 – \$1,200 ⁵		Bin Package ⁶ (Valued at \$2,327)
Savana Cutaway Van	+		\$500 – \$1,200 ⁵		
Canyon (Excludes 2SA)	+	\$400	\$200		
Canyon w/Box Delete (ZW9) or Box Removal	+		\$200		
Sierra 1500	+	\$400	\$200	\$200	
Sierra 1500 w/Snow Plow ⁷	+		\$200	\$400	
Sierra 1500 w/Box Delete (ZW9) or Box Removal	+		\$750	\$750	
Sierra 2500HD/3500HD	+	\$1,000	\$500	\$500	
Sierra 2500HD/3500HD w/Snow Plow ⁷	+		\$500	\$1,000	
Sierra 2500HD/3500HD w/Box Delete (ZW9) or Box Removal	+		\$750	\$1,000	
Sierra 3500HD Chassis Cab	+		\$750	\$1,000	
Low Cab Forward			\$1,000		

^{1 2018} GM BUSINESS CHOICE PROGRAM REQUIREMENTS: The 2018 GM Business Choice Program is valid from January 3, 2018, through January 2, 2019. Customer must purchase or lease their vehicle during the program period and be prepared to provide proof of business ownership. Vehicle must be used in the day-to-day operations of the business and not solely for transportation purposes. This program may not be compatible with other offers or incentive programs. Consult with your GMC dealer for program compatibility and other restrictions. For complete program requirements, including information regarding offers, vehicles, equipment, options, warranties, and ordering, consult your GMC dealer. 2 Eligible purchases must be equal to or greater than the amount of the cash allowance. Not eligible on Associated Accessories from third-party independent suppliers. Not available with some other offers. Take delivery by 1/2/2019. See dealer for details. 3 To qualify, vehicle must be used in the day-to-day operations of your business and not solely for personal/non-business-related transportation purposes. Must provide proof of business ownership. Not available with some other offers. For complete program requirements, including information regarding offers, vehicles, equipment, options, warranties, and ordering, consult your GMC dealer. Take delivery by 1/2/2019. 4 Requires available Snow Plow Prep Package (VYU). Not available with some other offers. Take delivery by 1/2/2019. See dealer for details. 5 Requires \$500 minimum purchase. Cash Allowance will be equal to the amount spent up to \$1,200. Not eligible on Associated Accessories from third-party independent suppliers. Not available with some other offers. Take delivery by 1/2/2019. See dealer for details. 6 Adrian Steel van equipment is warranted by Adrian Steel to be free from defects in material and workmanship, under normal use and service, for a period of 3 years or 36,000 miles, whichever occurs first, from the date of delivery to the original retail purchaser when installe



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	2017-18 TRUCKS
Sierra 1500 and Canyon	\$400 Cash Allowance on eligible GMC Accessories ^{1,2}
Sierra 2500HD and Sierra 3500HD	\$1,000 Cash Allowance on eligible GMC Accessories ^{1,2}

2017-18 VANS					
Savana (Passenger)	\$400 Cash Allowance on eligible GMC Accessories ^{1,2}				
	\$1,200 Cash Allowance on eligible GMC Accessories ^{1,2} Requires a minimum spend of \$500				
Savana (Cargo)	Cash Allowance on a combination of eligible \$1,200 GMC Accessories and Upfitter Additions ^{1,2} Requires a minimum spend of \$500				

¹ For Canyon, Sierra 2500HD, Sierra 3500HD and Savana Passenger Van: Cash Allowance applies to eligible GMC commercial accessories only. For Savana Cargo Van, (i) Cash Allowance may be applied to eligible GMC commercial accessories, a combination of eligible GMC commercial accessories and eligible commercial upfitter additions including labor and installation associated with upfitter additions only, and (ii) Customers must spend at least \$500 to be eligible for matching Cash Allowance up to \$1,200. Not valid with certain other offers. See your GMC Dealer for complete Program requirements. Program is valid from January 3, 2019. Take delivery by 1/2/2019. 2 Most GMC Parts and Accessories sold and installed on a GMC vehicle by a GMC Dealer or a GMC-approved Accessory Distributor/Installer (ADI) before delivery to the customer are covered under the applicable portion (Bumper-to-Bumper, Powertrain, etc.) of the New Vehicle Limited Warranty. If GMC Accessories are installed after vehicle delivery, or are replaced under the New Vehicle Limited Warranty, they will be covered, parts and labor, for the longer of the following: a) 12 months/12,000 miles (whichever comes first), or b) the balance of the applicable portion of the New Vehicle Limited Warranty. GMC Parts sold over the counter, or those not requiring installation, will continue to receive the standard GM Dealer Parts Warranty of 12 months from the date of purchase, parts only, regardless of miles. Does not apply to Associated Accessories. See your dealer for details.

Some vehicles are shown with equipment from an independent supplier. GM Licensed and Associated Accessories are covered under the accessory-specific manufacturer's warranty and are not warranted by GM or its dealers. GM is not responsible for the safety or quality of independent supplier alterations.

Pictured gear and supplies not included. Please see your dealer for details.



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BUSINESS CHOICE RESOURCES

Additional Reference Material:

COMMERCIAL-GRADE ACCESSORIES BROCHURE

Featuring an extensive lineup of "Ready for Work" accessories, the Commercial-Grade Accessories Brochure offers accessories descriptions, part numbers and MSRPs. A four-page Business Choice insert helps to put the program in front of business-owner customers as they browse available accessories. Access it on: AIC > Home > Sales/Marketing > Programs > Business Choice

BUSINESS CHOICE DESK MAT

Featuring a stay-put adhesive backing, the Business Choice Desk Mat keeps Accessories Cash Allowance Offers at your fingertips for on-the-spot customer presentations.

INCENTIVE POINT SCALE REFERENCE

This at-a-glance-reference to the GM *earn*POWER Incentive Point Scale promotes additional accessory sales by providing the incentive point scale payout based on the total MSRP sold. Access it on: AIC > Home > Sales/Marketing > Programs > Business Choice

ONLINE RESOURCE

Program details are also available online.

Visit: gmfleet.com/gmcbusinesschoice and gmc.com/commercial-vehicles



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In addition to appealing business consumer offers, Business Choice also benefits Sales Consultants and Sales Managers (or other authorized, designated dealership employees). In your function as one of these dealership personnel, you can earn GM *earn*POWER points for each qualifying GMC Accessories claim submitted within the 2018 BUSINESS CHOICE program, based on the MSRP dollar amounts you sell.

2017-18 SALES PERSONNEL SPIFF POINT SCALE

[BASED ON TOTAL PARTS MSRP]

SIERRA 1500/CANYON/SAVANA (PASSENGER)

Total Parts MSRP	Sales Consultant	Sales Manager	
\$850-\$1,099	25	10	
\$1,100-\$1,499	50	25	
\$1,500-\$1,999	125	75	
\$2,000 & Up	175	100	



SIERRA 2500HD/3500HD/SAVANA (CARGO)

Total Parts MSRP	Sales Consultant	Sales Manager	
\$1,350-\$1,599	25	10	
\$1,600-\$1,999	50	25	
\$2,000-\$2,499	125	75	
\$2,500 & Up	175	100	





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ELIGIBLE ACCESSORIES

A wide range of accessories is available for commercial customers to choose from, and you can use this section to help them imagine the possibilities for accessorizing their truck or van.

To print the comprehensive list of Eligible Accessories categories and accessories listings, visit: AIC > Sales/Marketing > Programs > Business Choice > Business Choice Admin Message > 2018 Business Choice List of Eligible Accessories.



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BED PRODUCTS — TOP SELLERS













LEARN MORE ABOUT TONNEAU COVERS ON AIC:

AIC > Sales/Marketing > Dealer Marketing Material > GMC > Canyon Tonneau Covers Sell Sheet.pdf

AIC > Sales/Marketing > Dealer Marketing Material > GMC > Sierra Tonneau Covers Sell Sheet.pdf

OTHER ELIGIBLE BED PRODUCTS

- Bed Extenders
- Bed Lighting
- Bed Nets
- Bed Storage System
- Bed Protection Mats, Liners and Carpet
- Bed Rails

- Bed Rugs
- Cargo Bed Tie-Down Rings and Push-Up Tie-Down
- Cargo Bed Divider
- Sliding Bed Drawer
- Tailgate Liners

Most GMC Parts and Accessories sold and installed on a GMC vehicle by a GMC Dealer or a GMC-approved Accessory Distributor/Installer (ADI) before delivery to the customer are covered under the applicable portion (Bumper-to-Bumper, Powertrain, etc.) of the New Vehicle Limited Warranty. If GMC Accessories are installed after vehicle delivery, or are replaced under the New Vehicle Limited Warranty, they will be covered, parts and labor, for the longer of the following: a) 12 months/12,000 miles (whichever comes first), or b) the balance of the applicable portion of the New Vehicle Limited Warranty. GMC Parts sold over the counter, or those not requiring installation, will continue to receive the standard GM Dealer Parts Warranty of 12 months from the date of purchase, parts only, regardless of miles. Does not apply to Associated Accessories. See your dealer for details.

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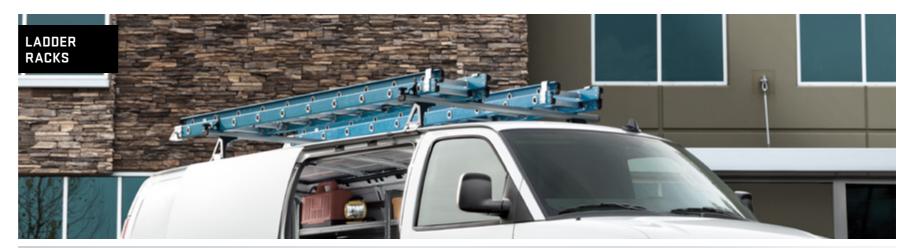
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EXTERIOR CARGO MANAGEMENT — TOP SELLERS







OTHER ELIGIBLE EXTERIOR CARGO MANAGEMENT PRODUCTS

- GearOn[™] Bed Dividers, Tiered Storage Cross Rails and Utility Rack Systems
- Bed Rails
- Bed Nets

- Bed Bags
- Ladder Rack Systems
- Roof Rack Kits and Packages
- Utility Racks

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INTERIOR CARGO MANAGEMENT — TOP SELLERS







OTHER ELIGIBLE INTERIOR CARGO MANAGEMENT PRODUCTS

- Front Center Console Tote Inserts
- Front Center Console Organizer Trays

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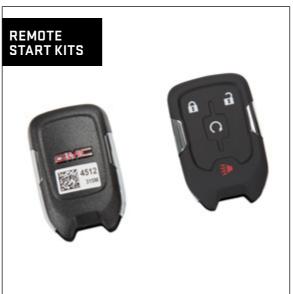
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ELECTRONICS — TOP SELLERS









OTHER ELIGIBLE ELECTRONICS PRODUCTS

- Audio Systems
- Navigation Radio Cables

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EXTERIOR – TOP SELLERS







OTHER ELIGIBLE EXTERIOR PRODUCTS

- Emblems
- Fog Lamps
- Grille and Grille Packages
- Hood and Side Window Weather Deflectors
- License Plate Holders

- Molded Hood Protectors
- Sport Bars and Front Roof-Mounted Off-Road Lamps
- Underbody Shields
- Wheelhouse Liners

LEARN MORE ABOUT ASSIST STEPS ON AIC: AIC > Sales/Marketing > Dealer Marketing Material > GMC > GMC Assist Step One Pager.pdf

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Some vehicles are shown with equipment from an independent supplier. GM Licensed and Associated Accessories are covered under the accessory-specific manufacturer's warranty and are not warranted by GM or its dealers. GM is not responsible for the safety or quality of independent supplier alterations.

1 @ Non-GM warranty. Limited warranty by EGR®, 3 years/36,000 miles. For more information, contact your dealer.

— Associated Accessory. Non-GM part.

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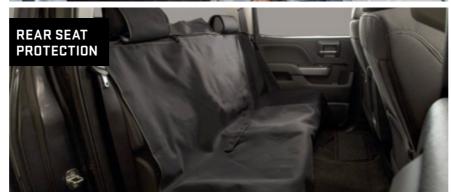
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INTERIOR — TOP SELLERS







SEE MORE ABOUT GMC ACCESSORIES PREMIUM ALL-WEATHER FLOOR LINERS HERE:



OTHER ELIGIBLE INTERIOR PRODUCTS

- Assist Handles
- Door Sill Plates Non-Illuminated
- Premium All-Weather Floor Mats
- Seat Covers
- Smoker's Packages
- Sunshade Packages
- Vinyl Floor Mats

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PERFORMANCE — TOP SELLERS









OTHER ELIGIBLE PERFORMANCE PRODUCTS

• Performance Exhaust Systems, Upgrades and Tips

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SECURITY AND PROTECTION — TOP SELLERS







OTHER ELIGIBLE SECURITY AND PROTECTION PRODUCTS

- Fire Extinguisher Cargo Vans Only
- Highway Safety Kits
- Roadside Assistance Packages

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SEE MORE ABOUT THE TRAILERING CAMERA SYSTEM¹ HERE:



OTHER ELIGIBLE TRAILERING PRODUCTS

- 5th-Wheel Adapter Kits
- 5th-Wheel Hitch Packages
- 7-Way Electrical Extensions
- Ball Mounts

- Brake Controller **Packages**
- Gooseneck Packages
- Hitch Ball Mount Assemblies
- Hitch Covers
- Hitch Trailering Packages Trailer Wiring Adapters
- Locking Hitch Pins
- Pintle Hitches
- Recovery Hooks

- Tow Balls
- Trailering Locks
- Trailering Mirrors

1 @ Non-GM warranty. Limited warranty by EchoMaster \$\,3 years/36,000 miles. For more information, contact your dealer.

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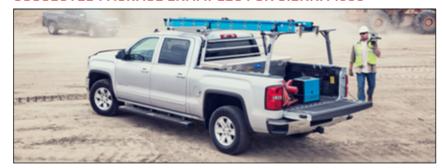
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GMC BUSINESS CHOICE OFFERS RECOMMENDED PACKAGES

To help customers visualize an accessorized work vehicle, present a suggested package, complete with pricing and net cost after the allowance.

SUGGESTED PACKAGE EXAMPLES FOR SIERRA 1500









PART #	ACCESSORY	MSRP ¹
19299117	Deep Well Aluminum Tool Box by UWS ²	\$479
19299115	Complete Rack Ladder Rack System with 2 Cross Bars by Thule® TracRac³	\$749
19299114	Headache Ladder Rack by Thule® TracRac³	\$499
19299113	Cantilever Cab Over Extension by Thule® TracRac³	\$379
	TOTAL	\$2,106
	Less Business Choice GMC Accessories Cash Allowance ^{4,5}	(-\$400)
	Net After Allowance ⁸	\$1,706

SUGGESTED PACKAGE EXAMPLES FOR SIERRA 2500/3500 HD









PART #	ACCESSORY	MSRP ¹
19353504	Trailering Camera System by EchoMaster®6	\$999
19353984	EZr Under-Bed Gooseneck Hitch by CURT™ Group ⁷	\$499
22799284	6-Inch Rectangular Assist Steps in Chrome	\$725

 Net After Allowance ⁸	\$1.223
Less Business Choice GMC Accessories Cash Allowance ^{4,5}	(-\$1000)
 TOTAL	\$2,223

1 Manufacturer's Suggested Retail Price. Tax and installation extra. See dealer for details. 2 Non-GM warranty. Limited warranty by UWS, 3 years/36,000 miles. For more information, contact your dealer. 3 Non-GM warranty. Limited warranty by Thule, 3 years/36,000 miles. For more information, contact your dealer. 4 For Canyon, Sierra 1500, Sierra 2500HD, Sierra 3500HD and Savana Passenger Van: Cash Allowance applies to eligible GMC commercial accessories only. For Savana Cargo Van, (i) Cash Allowance may be applied to eligible GMC commercial accessories, a combination of eligible GMC commercial accessories and eligible commercial upfitter additions, including labor and installation associated with upfitter additions only, and (ii) Customers must spend at least \$500 to be eligible for Cash Allowance. Not valid with certain other offers. See your GMC Dealer for complete Program requirements. Program is valid from January 3, 2018–January 2, 2019. Take delivery by 1/2/2019. 5 Most GMC Parts and Accessories sold and installed on a GMC vehicle by a GMC Dealer or a GMC-approved Accessory Distributor/Installer (ADI) before delivery to the customer are covered under the applicable portion (Bumper-to-Bumper, Powertrain, etc.) of the New Vehicle Limited Warranty, they will be covered, parts and labor, for the longer of the following: a) 12 months/12,000 miles (whichever comes first), or b) the balance of the applicable portion of the New Vehicle Limited Warranty. GMC Parts sold over the counter, or those not requiring installation, will continue to receive the standard GM Dealer Parts Warranty of 12 months from the date of purchase, parts only, regardless of miles. Does not apply to Associated Accessories. See your dealer for details. Some vehicles are shown with equipment from an independent supplier. GM Licensed and Associated Accessories are covered under the accessory-specific manufacturer's warranty and are not warranted by GM or its dealers. GM is not responsible for the safety or quality of independent supplier alter

Pictured gear and supplies not included. Please see your dealer for details.



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GMC BUSINESS CHOICE PORTAL

We know you're busy — so we're making your requests a reality to improve your overall experience on the Business Choice Portal. New Business Choice Portal features include:

- A Part Lookup Tool and Submit Claim tab that recognize the last 8 digits of a VIN
- Expanded Accessory Part Lookup Tool features
- Downloadable PDF estimates on the Part Lookup Tool

You can access and bookmark the Business Choice Portal via Globalconnect at https://dealer.autopartners.net/portal/us/Pages/default.aspx





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VIN LOOKUP ENHANCEMENT

1. Part Lookup Tool and Submit Claim tab now recognize the last 8 digits of a VIN

Entering the last 8 digits of a VIN will generate a search and display the full VIN(s) in a drop-down menu. Select the desired VIN by using the **Tab** and **Enter** keys. A user interface enhancement that allows selecting the menu item with a mouse click is coming soon.



2. The Accessory Part Lookup Tool:

- Now features search by Part Number
- Includes Discontinued and Superseding parts with part search
- Offers a new worksheet for quoting installation costs to customers
- Features a new worksheet function with part information

	t Number: 84106503	Search +		Select parti	(x) before printing.
↑ Assist S	tens			Customer Estimate	Parts Estimat
QTY: 1	Part Number: 8410(503)	Part Status: Available 6-Inch Rectangular Assist Str	MSRP: \$600.00 eps - Chrome, For Regular	Estimated tratal Time 0.3 Hours	
	Discontinued and Supe	erceding Parts			
OLA.	Part Number: 22972925	Part Status: Discontinued	MSRP \$500.00	Estimated Install Time: 0.6 Hours	

Search by VIN: 1GC0KVEYXHZ0003EX	Lookup Parts	
Search by Part Number: 84106503	Search	
Hourly Labor Rate for Installation Estimate: \$	100	Select part(x) before printing
		Customer / Parts Estimate
Assist Steps		
QTY. 1 Part Number: 84106503	Part Status: Available MSRP: 5	600.00 Estimated Install Time: 0.5 Hours

The list of accessories displayed in the tool is now precisely the same as the list displayed on the *Submit Claim* tab. Instead of attempting to submit a claim to view superseded or discontinued parts, use the tool to search and validate parts. The increased functionality now allows to confirm all eligible part numbers, including superseded or discontinued.

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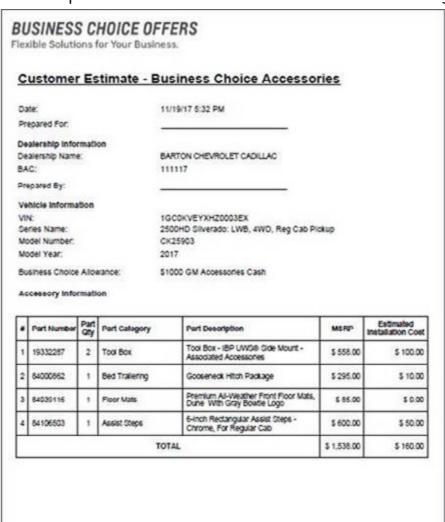


GMC BUSINESS CHOICE PORTAL

SELLING TOOL ENHANCEMENTS

Download PDF estimates for vehicle customers and Parts Department personnel on the Part Lookup Tool

New to this tool is the option to enter an "Hourly Labor Rate for Installation Estimate." This labor rate and the Estimated Install Time are calculated together for reference in the new "Customer Estimate" and "Parts Estimate" buttons. These buttons download PDFs with a list of the selected parts, and can be printed for the dealership's Parts Department or emailed to a customer when deciding on accessories.



Note: All GM Accessories installed at the dealership will carry the same warranty as the vehicle. Any accessories

installed by the oustomer will carry a 12 month / 12,000 mile warranty.



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BUSINESS CHOICE PORTAL

USING THE NEW BUSINESS CHOICE PORTAL TO SUBMIT A CLAIM

GATHER YOUR INFORMATION AND DOCUMENTS

To make your claim submission process easier, please have the following information and documents ready before you begin:

- Customer name and proof of business ownership documentation
- VIN and delivery date
- Business Choice Offer and incentive amount as shown on the Buyer's Order or Incentive Acknowledgement Form
- For Accessory Cash Allowance, a list of accessory part numbers
- For Upfit Cash Allowance, have the upfitter invoice

SUBMITTING THE CLAIM

- To begin, go the Business Choice Portal in GlobalConnect to access the Business Choice Portal app. Follow the steps on each screen to complete the claims submission
- Review the submission for accuracy and click Submit Claim. The system will generate a Confirmation Claim Form that should be printed and then signed by both the Dealer and customer. Retain a copy in the deal jacket for audit purposes

DOCUMENT CHECKLIST FOR THE DEAL JACKET

Use this chart to determine the documents needed to apply for and process Business Choice claims:

Documentation	Accessories	Upfits	Ship Through
Proof of Business Ownership	Х	X (Non-core only)	
Buyer's Form showing incentive deducted from the price of the vehicle	Х	X	
Incentive Acknowledgement Form	X	X	X (New)
Form to Disclose Non-GM Parts		X	X
Repair Order or Upfitter Invoice	X	X	
Submit Claim Form with customer signatures	X	X	
Business Choice Worksheet with customer signatures			X