

INCENTIVE PROGRAM

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FILE ATTACHMENT:

1. PROGRAM NAME AND NUMBER

PROGRAM STATUS: Active
PROGRAM NUMBER: 16-40CBG
PROGRAM NAME: GM American Farm Bureau Private Offer
PROGRAM GROUP: GM Goodwill / Customer Appreciation Certificates
AUDIENCE: Personal use
COUNTRY: US
LANGUAGE: English
DISPLAY REGION: National
FINANCIAL PROVIDER:
RECIPIENT: Customer
INCENTIVE CODES: FKK

2. PROGRAM DESCRIPTION

GENERAL MOTORS IS ANNOUNCING A PRIVATE OFFER TO CUSTOMERS WHO ARE MEMBERS OF ONE OF THE SELECT FARM BUREAUS LISTED BELOW. ELIGIBLE CUSTOMERS WILL BE ABLE TO USE THIS OFFER TOWARDS THE PURCHASE OR LEASE OF ONE OF THE MODELS LISTED IN GUIDELINE NUMBER 4 BELOW.

ELIGIBLE FARM BUREAUS:

ALABAMA FARMERS FEDERATION
ALASKA FARM BUREAU FEDERATION
ARKANSAS FARM BUREAU, INC.
CALIFORNIA FARM BUREAU FEDERATION
COLORADO FARM BUREAU
CONNECTICUT FARM BUREAU ASSOCIATION
DELAWARE FARM BUREAU
FLORIDA FARM BUREAU FEDERATION
HAWAII FARM & LIVESTOCK BUREAU
IDAHO FARM BUREAU FEDERATION
INDIANA FARM BUREAU INC.
KENTUCKY FARM BUREAU
LOUISIANA FARM BUREAU FEDERATION
MAINE FARM BUREAU ASSOCIATION
MARYLAND FARM BUREAU
MASSACHUSETTS FARM BUREAU FEDERATION
MINNESOTA FARM BUREAU FEDERATION
MONTANA FARM BUREAU FEDERATION
NEBRASKA FARM BUREAU FEDERATION
NEVADA FARM BUREAU FEDERATION
NEW HAMPSHIRE FARM BUREAU
NEW JERSEY FARM BUREAU
NEW MEXICO FARM AND LIVESTOCK BUREAU
NEW YORK FARM BUREAU
NORTH CAROLINA FARM BUREAU FEDERATION
NORTH DAKOTA FARM BUREAU
OHIO FARM BUREAU FEDERATION
OKLAHOMA FARM BUREAU
OREGON FARM BUREAU FEDERATION
PENNSYLVANIA FARM BUREAU FEDERATION
RHODE ISLAND FARM BUREAU
SOUTH CAROLINA FARM BUREAU FEDERATION
SOUTH DAKOTA FARM BUREAU
TEXAS FARM BUREAU
UTAH FARM BUREAU FEDERATION
VERMONT FARM BUREAU
VIRGINIA BUREAU, INC.
WASHINGTON FARM BUREAU
WEST VIRGINIA FARM BUREAU
WISCONSIN FARM BUREAU
WYOMING FARM BUREAU FEDERATION

IMPORTANT PROGRAM NOTES:

- ONLY CUSTOMERS WHO HAVE BEEN AN ACTIVE MEMBER OF AN ELIGIBLE FARM BUREAU FOR A MINIMUM OF 30 DAYS WILL BE ELIGIBLE TO RECEIVE A CERTIFICATE.

- CUSTOMERS CAN OBTAIN CERTIFICATES AT WWW.FBVERIFY.COM/GM
- ALL CERTIFICATE/VERIFICATION OF MEMBERSHIP QUESTIONS SHOULD BE DIRECTED TO THE FARM BUREAU STATE OFFICE.

- NAME AND ADDRESS ON THE CERTIFICATE MUST MATCH THE MEMBER'S VALID DRIVER'S LICENSE.
- FOR CORPORATE MEMBERSHIP, THE ADDRESS ON THE CERTIFICATE MUST MATCH THE ADDRESS ON:
 - SALES TAX LICENSE
 - STATE BUSINESS LICENSE OR STATE/FEDERAL BUSINESS TAX ID CERTIFICATE
 - STATE OCCUPATIONAL LICENSE FOR TRADE (FOR EXAMPLE: PLUMBERS, ELECTRICIANS, CONTRACTORS, ETC.)
 - MUNICIPAL BUSINESS LICENSE
 - PRIOR YEAR SCHEDULE C (FORM 1040) OR SCHEDULE F (FORM 1040 - FARMERS ONLY)
 - STATE REAL ESTATE LICENSE
 - STATE OR FEDERAL AUTHORIZED BUSINESS WEBSITE (MUST HAVE .GOV WEBSITE ADDRESS)
 - POCKET LIST OF RAILROAD OFFICIALS GUIDE (ONLY ELIGIBLE WHEN RAILROAD OPERATORS INCENTIVE IS NOT USED).

- INELIGIBLE DOCUMENTS INCLUDE:
 - BUSINESS CARDS
 - LETTERHEAD
 - INVOICES
 - YELLOW PAGE LISTINGS OR DISPLAY ADS

- THIS OFFER CAN BE TRANSFERRED TO INDIVIDUALS RESIDING IN THE SAME HOUSEHOLD. BOTH THE TRANSFEROR'S (ORIGINAL INTENDED CUSTOMER) AND TRANSFEREE'S RESIDENCY MUST BE VERIFIED WITH CURRENT DRIVER'S LICENSE OR STATE IDENTIFICATION.
- ONLY ONE SET OF QUALIFYING DOCUMENTS MAY BE USED FOR REDEMPTION PER PURCHASE/LEASE PER ELIGIBLE CUSTOMER.

FOR REPLACEMENT CERTIFICATES:

- CUSTOMER SHOULD CONTACT THEIR LOCAL FARM BUREAU STATE OFFICE FOR REPLACEMENT CERTIFICATE.

DOCUMENTATION REQUIREMENTS FOR AUDIT PURPOSES:

- A COPY OF THE CUSTOMER'S DRIVER'S LICENSE OR ELIGIBLE BUSINESS ADDRESS DOCUMENT (AS NOTED ABOVE) AND ORIGINAL CERTIFICATE MUST BE RETAINED IN THE DEAL JACKET FOR AUDIT PURPOSES.
- IF TRANSFERRED TO AN INDIVIDUAL RESIDING IN THE SAME HOUSEHOLD, PROOF OF ELIGIBILITY ALONG WITH PROOF OF RESIDENCY (DRIVER'S LICENSE OR STATE IDENTIFICATION) FOR THE TRANSFEROR (ORIGINAL INTENDED CUSTOMER) AND TRANSFEREE MUST BE RETAINED IN THE DEAL JACKET.

GEOGRAPHY:

	Regions
Including:	NATIONAL

3. PROGRAM TIME PERIOD

NOTE: CERTIFICATE EXPIRATION DATES WILL VARY. EXPIRATION DATES WILL BE PRINTED ON THE CERTIFICATE RECEIVED BY THE CUSTOMER.

Date Type	From	To	Must be met?
Delivery date	2016-06-01	2017-05-31	Y

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

ELIGIBLE MODELS: THE FOLLOWING NEW AND UNUSED MODELS LISTED BELOW:

2017 Model(s)	ALLOWANCES	FOOTNOTES
BUICK		

Enclave	\$500	
Encore	\$500	
Envision	\$500	
LaCrosse excludes 1SV	\$500	
Regal excludes 1SV	\$500	
CHEVROLET		
Camaro	\$500	
City Express	\$500	
Cruze excludes 1SM	\$500	
Equinox excludes 1SM	\$500	
Express	\$500	
Impala	\$500	
Silverado	\$500	
Sonic	\$500	
Spark	\$500	
Traverse	\$500	
Volt	\$500	
GMC		
Acadia (excluding Limited) excludes 1SV	\$500	
Acadia Limited	\$500	
Savana	\$500	
Sierra	\$500	
Terrain excludes 1SL	\$500	
2016 Model(s)	ALLOWANCES	FOOTNOTES
BUICK		
Cascada excludes 1SV	\$500	
Enclave	\$500	
Encore	\$500	
Envision	\$500	
LaCrosse excludes 1SV	\$500	
Regal excludes 1SV	\$500	
Verano excludes 1SV	\$500	
CHEVROLET		
Camaro	\$500	
City Express	\$500	
Colorado excludes 2SA	\$500	
Corvette	\$500	
Cruze (excluding Limited) excludes 1SM	\$500	
Cruze Limited excludes 1SM	\$500	
Equinox excludes 1SM	\$500	
Express	\$500	
Impala (excluding Limited)	\$500	
Malibu (excluding Limited) excludes 1VL	\$500	
Malibu Limited	\$500	

SS	\$500	
Silverado	\$500	
Sonic	\$500	
Spark	\$500	
Suburban	\$500	
Tahoe	\$500	
Traverse	\$500	
Trax	\$500	
Volt	\$500	
GMC		
Acadia excludes 1SV	\$500	
Canyon excludes 2SA	\$500	
Savana	\$500	
Sierra	\$500	
Terrain excludes 1SL	\$500	
Yukon	\$500	
Yukon XL	\$500	

Footnotes:

5. METHOD OF APPLICATION

	INCENTIVE CODE	ADDITIONAL REQUIREMENTS
ORDER WORKBENCH - DELIVER VEH:	FKK	NOTE 1

NOTE 1: WHEN APPLYING FOR THE INCENTIVE VIA ORDER WORKBENCH, THE CERTIFICATE NUMBER MUST BE ENTERED IN THE CERTIFICATE NUMBER FIELD.

INACCURATE OR MISSING CERTIFICATE NUMBER FROM THE DELIVERY RECORD WILL RESULT IN REJECTION OF INCENTIVE APPLICATION.

FINAL DATE FOR SUBMISSION OF APPLICATIONS AND RESOLUTION OF ALL APPLICABLE REJECTS IS THREE MONTHS FROM THE PROGRAM END DATE.

6. METHOD OF PAYMENT

EFT - OPEN ACCOUNT WITHIN 30 DAYS
 INCENTIVE CODE: FKK
 MEMO DESCRIPTION: 16-40CBG FARM BUREAU PRIV OFFER

7. COMPATIBILITY RULES

GM INCENTIVE PROGRAM GROUPS	Yes/No	Footnotes
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GM Card Programs	Y	
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GM Discounted Sale Programs	N	
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Exceptions		
Program Number	Program Name	
	General Motors Costco Silverado	

16-40CAL	Order Promotion	Y	
16-40AV	GM Supplier Pricing For Everyone Program	Y	
16-32AK	GM Supplier Pricing For Everyone Program	Y	
GM Driver Education Programs		N	
GM Mobility Program		Y	
GM Goodwill / Customer Appreciation 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	
Lease Support		Y	
Supported Lease		N	
Salesperson/Manager Pullboards		Y	
Targeted/Private Offers		Y	
GMDRAC/CTA Short Term (w/<7500 miles)		Y	
GMDRAC/CTA Long Term		N	
National Fleet Purchase Program		Y	
Fleet Ordering Assistance Program		Y	
Bid Assistance for Political Subdivisions-PSA		N	

GM Business Choice Programs	Y	
Cadillac Professional Vehicles Program	N	
Light Duty Demo Programs	Y	
Railroad & Utility Industry Program	N	
Miscellaneous	N	
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 DRIVER EDUCATION LOANER	N	
025	GMDRAC/CTA	N	
RETAIL LEASE			
015	RETAIL LEASE - INDIVIDUAL	Y	
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	Y	
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	Y	*
	Special Event Units Purchased From GM	Y	
	Units Previously Used in Driver Education-Loaner Program	Y	
	Dealer Demo (With 7,500 Miles or Less)	Y	
	Units Upfitted by an Approved Conversion Company	Y	
	New	Y	
	GMDRAC/CTA Short Term (w/<7500 miles)	Y	

Footnotes:

*REQUIRES A SIGNED AUTHORIZED APPROVAL PER VSSM 99-01 AND VSSM 99-02.

9. OTHER PROGRAM GUIDELINES

- A. DELIVERY DATA MUST BE RECEIVED PRIOR TO PAYMENT.
- B. DELIVERIES THROUGH FLEET SECONDARY DEALER CODES ARE 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. UPFITTED VEHICLES ARE ELIGIBLE PROVIDED THE VEHICLE WAS PURCHASED DIRECTLY FROM A GM DIVISION OR FROM ANOTHER SAME LINE GM DEALER IN THE UNITED STATES, AND PROVIDED TITLE TO THE VEHICLE WAS RETAINED BY A GM FRANCHISED DEALER THROUGH THE POINT OF SALE AND DELIVERY TO THE ULTIMATE CUSTOMER (EXCLUDING CADILLAC COACH BUILDERS).
- C. CUSTOMER'S AREA OF PERMANENT RESIDENCY MUST BE SUPPORTED BY A COPY OF THE STATE REGISTRATION APPLICATION.
- D. ALL GENERAL MOTORS GENERAL GUIDELINES AND DEFINITIONS OF TERMS RELATIVE TO INCENTIVE PROGRAMS THAT WERE SUPPLIED TO YOUR DEALERSHIP APPLY TO THIS PROGRAM. REFER TO THE GM DEALER SALES ALLOWANCE AND INCENTIVE MANUAL.
- E. 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.
- F. 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 MONEYS IMPROPERLY PAID WILL BE CHARGED BACK TO THE DEALER.
- G. 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.
- H. 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.
- I. VEHICLES WITH A RECALL THAT HAS NOT BEEN REPAIRED ARE NOT ELIGIBLE TO BE DELIVERED TO A CUSTOMER AND THEREFORE NO INCENTIVES CAN BE CLAIMED ON THE VEHICLE. IF THE DEALER APPLIES FOR INCENTIVES ON A VEHICLE WITH A RECALL THAT HAS NOT BEEN REPAIRED, ALL PAYMENTS WILL BE SUBJECT TO CHARGEBACK.

END OF PROGRAM 16-40CBG REVISION NUMBER 000