YOUR PERFORMANCE RECOGNITION PROGRAM OVERVIEW

Earn recognition and awards! Make your Mark today!

The 2017 Mark of Excellence (MOE) Program provides recognition and awards when you make your mark by meeting or exceeding Program qualifiers, sales objectives and other criteria related to your job role. You can earn awards, prestige and more in the Mark of Excellence 2017 Performance Recognition Program.

A New Way to Find Your Awards. And Follow the Rules.

The official rules for attaining awards in your job role are provided on the next few pages. After that, you’ll find the rules for your participation category (Dealer, Retail, MTE or Fixed Ops), and then the overall MOE Performance Recognition Program rules that apply to everyone.

You can read through this PDF in its entirety, or click on any of the links in the Table of Contents (see next page) to go directly to the information you want to know.

Follow the Blue Bar Code

Everything pertaining to your job role and awards is color-coded across the top of each page:

Dealers: Yellow.
Retail: Red.
MTE: Blue
Fixed Ops: Green.
All: Gray.

As you’re reading through the rules, you can simply click on your bar code color at the top of each page. This will link you back to the Table of Contents for your job role, where you can click on any topic to find more information you want to know.

JUST THE FACTS

Enrollment Period
December 1, 2016 – January 31, 2017

Program Period
January 4, 2017 – January 2, 2018

Website
www.gmprograminfo.com

Program Headquarters
Mark of Excellence Program Headquarters
PO Box 1610
Minneapolis, MN 55440-1610
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MASTER TECHNOLOGY EXPERT
ELIGIBILITY/AWARDS/Criteria

WHO’S ELIGIBLE TO EARN AWARDS?
You are, if you’re a Technology Expert employed at a GM dealership (sales or service; US only) and you meet the MOE 2017 Program criteria.

• Only one Technology Expert per Dealer/BAC can be enrolled for new participants.
• More than one Technology Expert may be enrolled per Dealer/BAC if they are Dedicated Technology Expert(s)/Dedicated Delivery Coordinator(s) (i.e., not a Sales Consultant).
  Contact your Connected Customer Specialist for more details.
• See Enrollment Info below for more details.

Ineligible positions include:
• Dealer Operator of the dealership, as identified in the Dealer Sales and Service Agreement
• Executive Manager of the dealership

WHAT’S MY AWARD?

Mid-year and Year-end Awards
• 750 earnPOWER points possible total (see Recognition Award Payouts below for more information).

RECOGNITION AWARD PAYOUTS

Mid-year Awards Payout Criteria
• The mid-year award payout (for the Program period, January 5 – July 31, 2017) consists of 250 earnPOWER points.
• To earn the mid-year payout, you must:
  – Successfully complete the In-Vehicle, Hands-On Assessment by July 31, 2017; and
  – Lead at least 1 Customer Clinic by July 31, 2017.
Year-end Awards Payout Criteria

- The year-end award payout consists of the balance of the total award equaling 500 earnPOWER points. If you did not meet the qualifiers for mid-year payout, you will earn the entire award of 750 earnPOWER points when you meet the year-end criteria below.
- You must meet the following criteria to receive the year-end award payout:
  - Successful completion of the In-Vehicle, Hands-On Assessment (100% score); and
  - Successful completion of the On-Line Assessment; and
  - Lead 3 Customer Clinics; and
  - Meet the Center of Learning Technology Expert Certification qualifier (includes all Technology Expert courses); and
  - Attain the Owner Mobile App Usage Dealer-level metric of 50%; and
  - Attain the Wi-Fi personalization of SSID or password Dealer-level metric of 80%.

The mid-year award payout will take place during the third quarter of the current Program year and the end-of-year award payout will take place during the first calendar quarter following the end of the Program year. Dealership personnel must be employed at the enrolling dealership at the time of the award distribution (mid-September and/or mid-March) or they forfeit all awards.

HOW DO I EARN MY AWARD?

To become a Master Technology Expert and earn awards, you need to meet or exceed objectives in these key qualifiers:

Enrollment
You must be enrolled by January 31, 2017, and achieve a Dealer-level metric of 40% Owner Mobile App Usage for Q4 of 2016 (3-month average for October, November, December) or a Dealer-level metric of 40% Owner Mobile App Usage for December 2016.

Knowledge Assessments
You need to successfully complete an In-Vehicle, Hands-On Assessment between May 1 and July 31, 2017, and an On-Line Assessment between September 1 and October 15, 2017.

Customer Clinics
You’re required to lead three in-vehicle technology Customer Clinics (the 3 clinics can be completed any time during the Program year ending on December 31, 2017).

Training
You must complete applicable 2017 Center of Learning Technology Expert Certification requirements by December 31, 2017, to earn the MOE 2017 Master Technology Expert Performance Recognition. Enrolled candidates must have “Technology Expert” (sales or service) as a person type within their profile on the Center of Learning web site in order to receive training credit.
**Owner Mobile App Usage**
Your dealership must meet or exceed the Owner Mobile App Usage target of **50%** (including vehicle sales data for October, November and December 2017; 3-month average for Q4 2017).

**Wi-Fi SSID or Password**
Your dealership must meet or exceed the Wi-Fi SSID or Password target of **80%** (including vehicle sales data for October, November and December 2017; 3-month average for Q4 2017).

**ENROLLMENT INFO**

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<th>Enrollment Period</th>
<th>Program</th>
<th>Website</th>
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**Enrollment in the Master Technology Expert Performance Recognition program is completely optional. Dealers not wanting to participate should not enroll any participants on the enrollment roster.**

- It is the Dealer’s responsibility to manage their enrollment roster to ensure that participants enrolled at the beginning of the Program are still eligible to earn mid-year and at the Program’s conclusion.
- Technology Experts (sales and service) will be pre-populated into the MOE enrollment roster for each dealership.
- To be eligible for the MOE Master Technology Expert Performance Recognition Program, Technology Experts must:
  - Have Technology Expert as one of their roles in the Center of Learning; and
  - Have dealership scorecard metrics of 40% Owner Mobile App Usage as measured by the January 15, 2017, file (vehicle sales data for October, November or December 2016) or 40% Owner Mobile App Usage for December 2016.
- Dealers may select “Enrolled” for only one Technology Expert in the MOE Master Technology Expert Performance Recognition Program. More than one Technology Expert may be enrolled per Dealer/BAC if they are Dedicated Technology Expert(s)/Dedicated Delivery Coordinator(s) (i.e., not a Sales Consultant).
- Master Technology Expert candidates are eligible to participate as more than one job type and are eligible to earn awards for both job types if the Program requirements are met. **Note:** This option is only available for the Technology Expert job type. **Example:** Dealership employee has a dual role as a Sales Consultant and Technology Expert; they are eligible to enroll, participate and earn in both roles (provided Program criteria is met at year-end).
- Participants who are enrolled will be informed via email. The email will provide confirmation of enrollment in the MOE Master Technology Expert Performance Recognition Program, as well as additional information on the steps for Certification.
  - Technology Experts who are enrolled, but at the conclusion of the enrollment period do not meet the enrollment qualifiers, will receive a separate email confirming their ineligibility.
- MOE Master Technology Expert Performance Recognition enrollment must be completed by January 31, 2017. **Candidate changes will only be allowed until March 31, 2017.**
RECOGNITION QUALIFIERS

Knowledge Assessment Qualifiers

- The In-Vehicle, Hands-On Assessment will be available for all enrolled Technology Experts in Q2/Q3 2017 and must be completed by July 31, 2017.
- The On-Line Assessment will be available for all enrolled Technology Experts in September of 2017 and must be completed by October 15, 2017.

Master Technology Experts must be familiar with all the in-vehicle technology options available. You must also be able to present and explain in concise and accurate detail to customers, as well as in-dealership colleagues, how to optimize the in-vehicle technology. Additionally, you should be willing and able to present colleagues with best practices for how to show off the new technology features. Finally, you should know how to onboard a new customer with the New Owner Setup Tool and owner app, and troubleshoot common in-vehicle technology issues experienced by customers.

Assessment Preparation

The In-Vehicle, Hands-On Assessment will be conducted by a 3rd-party evaluator from Automotive Insights. The evaluator will contact the enrolled Technology Expert to schedule an assessment at least one week prior to the appointment for the assessment.

The On-Line Assessment will be administered through Center of Learning as a web-based assessment.

To prepare for both assessments, you should:

1. Read the Master Technology Experts Assessment Preparation Guide.
2. Confirm appointment time and Certification proceeding are acceptable to your dealership’s leadership.
3. Review the list of required topic knowledge below.
4. Conduct an in-depth, detailed review of all available resources for the recommended assessment vehicles to prepare for assessment tasks, including, but not limited to:
   a. ProductSource through Center of Learning
   b. Interactive Details Books
   c. Get to Know Guides
   d. Owner’s Manuals
5. Complete all required training on the Technology Expert Training Path.

Expectations on the In-Vehicle, Hands-On Assessment Day

Materials Required: You should come prepared with the following items:

- Bluetooth-enabled phone with the most up-to-date operating system installed
- Phone USB cord
- Apple Lightning cable
- Evaluator’s phone number
- Mobile App access
- Mobile App demo app access information (Username: demo; Password: demo)
- LMS ID number to give the Evaluator (found in the Technology Expert Center of Learning profile)
Description of the Assessment Vehicle

The assessment will take place at a dealership inside a 2017 or 2018 model year vehicle with up-level trim and navigation systems, in an open area while the vehicle is running. A list of recommended vehicles will be provided prior to the assessment.

Description of the In-Vehicle, Hands-On Technology Assessment Process

The actual assessment should take about two hours.

1. You should arrive at the agreed-upon location for the In-Vehicle, Hands-On Assessment 30 minutes early and introduce yourself.
2. Confirm that both parties have the other’s correct phone number loaded into Contacts (required for assessment tasks).
3. Walk through each item on the Assessment Checklist. You will verbally coach your Evaluator through the items.
4. Evaluator selects Successful, Unsuccessful or Incomplete for each task, depending on task completion.
5. At the end of the session, the Evaluator will share results with you.
6. Both parties complete the Terms of Agreement and the Evaluator submits it. If there are questions, the Evaluator has 48 hours to follow up.

You have two chances to successfully explain a task on the checklist and you must score 100% to successfully pass the In-Vehicle, Hands-On Assessment. If unsuccessful, you can reapply for Master Technology Expert in future Program years.

Customer Clinics Qualifier

You are required to lead three in-vehicle technology Customer Clinics (the 3 clinics can be completed any time during the Program year ending on December 31, 2017). To receive credit for the clinics, you must provide the following (the process for submitting images to General Motors will be communicated at a later date):

- Image of Customer Clinic invitation
- Image of Customer Clinic agenda
- Image of Customer Clinic in action

You should take the Quarter 1, 2017 required Technology Expert course, Leading In-Dealership Clinics, prior to leading a clinic:

- Leading In-Dealership Clinics (SCFCC.015-0D): This training equips you with the resources and techniques necessary to confidently lead in-store customer workshops on in-vehicle technology and other topics related to the Master Technology Expert’s role.
Center of Learning Certification Qualifier

You must complete applicable 2017 Center of Learning Technology Expert Certification requirements. There is no training grace path for the Master Technology Expert Program. You must have “Technology Expert” (sales or service) as a person type within your profile on the Center of Learning web site to receive training credit.

Each quarter, Training Paths for Certification will be updated with the required training for that quarter. Center of Learning will provide detailed information to all GM Dealers about these requirements separately.

Please be sure to verify your employee profile at the Center of Learning web site, www.centerlearning.com under MENU / Profiles / Edit Your Profile, for complete and accurate reporting.

For more information about Center of Learning, see your dealership’s on-staff Training Site Coordinator or a member of your Zone Team. You can also visit www.centerlearning.com, use the “Contact Us” feature to send an email or call the Center of Learning Help Desk at 1-888-748-2687.

Owner Mobile App Usage Qualifier

Your dealership must meet or exceed the Owner Mobile App Usage target of 50% (including vehicle sales data for October, November and December 2017; 3-month average for Q4 2017).

- Customers must login and use the Mobile App within a 15-day period from the date the vehicle sale is reported to qualify.

The 3-month rolling score is calculated by dividing the total number of eligible VINs by the total number of eligible deliveries.

Owner Mobile App Description

- Customer downloads the Owner Mobile App:
  - Available on select iOS, and Android™, devices. Services vary by device, vehicle and conditions. Features and capabilities vary by device.

- Once the Owner Mobile App is opened, the customer must login using their Owner Center username and password. If a customer does not have a username and password, they must use the Create Account link and enter their account number (received from Welcome Call) and their zip code under Account Set-up.

- To enable the app after download, the customer will need a four-digit security PIN. Customers can get a PIN from an OnStar Advisor during a Blue Button Welcome Call or via the Owner Center.

- The following functions count as Owner Mobile App Usage:
  - Door Lock/Unlock*
  - Remote Start the Car*
  - Refresh Data*
  - Send Route to Car
  - Change Wi-Fi SSID Password or Name

- The mobile app metric is measuring login and usage within 15 days of the original VIN delivery date.

Wi-Fi SSID or Password Qualifier

This metric is determined when the customer completes the following within 15 days of the original VIN delivery:

- Customer personalizes their hotspot (SSID) or changes their password at Owner Center (e.g. my.Chevrolet.com), through either the OnStar®, RemoteLink or Owner (Chevrolet, Buick, GMC) Mobile App or an OnStar Advisor.

For each eligible Retail VIN, Wi-Fi must be enabled and Owner Center Registration or Owner Mobile App (myChevrolet, myBuick, myGMC) usage must be completed for the VIN to be eligible and included in the calculation.

The Wi-Fi target of 80% (vehicle sales data for October, November and December 2017; 3-month average for Q4 2017) will be determined using eligible VINs where the customer has changed either their password or SSID within 15 days of the original VIN delivery date.

Wi-Fi Description

Customers will personalize their hotspot (SSID) and their password using one of these options:

- Mobile App (Either RemoteLink or Owner Mobile App (myChevrolet, myBuick, myGMC)
- New Owner Setup Process or Owner Center (e.g., my.Chevrolet.com)
- OnStar Advisor

RECOGNITION REPORTS

- Online reports will be updated as follows:
  - On-Line Assessment will be updated once the assessment is completed and data is captured by Center of Learning. Note: once the assessment is completed, it could take up to one month to display on your reports.
  - In-Vehicle, Hands-On Assessment will be updated once the assessment is completed and data is forwarded to Center of Learning. Note: once the assessment is completed, it could take up to one month to display on your reports.
  - Customer Clinic information will be updated once the clinic is completed, verification photos are provided to General Motors and data is forwarded to the Center of Learning. Note: once the clinic is completed, it could take up to one month to display on your reports.
  - Training data is updated nightly.
- Any required training courses not completed in a particular quarter will remain required and must be completed in subsequent quarters to meet the Center of Learning Certification Qualifier for the MTE program. All completed and required courses will be reflected in the training percentage listed on the MTE report on the program web site.

CLICK HERE for Your Job Role (Awards, Rules, etc.)

CLICK HERE for Everything Everyone Needs to Know About MOE 2017 (General Program Information and Rules)
EVERYTHING EVERYONE NEEDS TO KNOW

Available awards and official Program rules for the Mark of Excellence 2017 Performance Recognition Program are presented by job role within these participation categories:

- Dealer
- Retail
- MTE
- Fixed Ops

You can read through this PDF in its entirety, or click on any of the links in the Table of Contents on your job role page and go directly to the information you want to know.

A New Way to Find Your Awards. And Follow the Rules.

Follow the Yellow Bar Code

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All: **Gray**.

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ENROLLMENT INFO

Dealers are responsible for managing the online roster of participating dealership personnel. Changes can be made to the roster each year. The Dealer Operator and/or Executive Manager may elect to enroll the entire dealership in Mark of Excellence. Dealer/Operator and/or Executive Manager must choose to participate in the Fixed Operations and/or Certified Pre-Owned Bonus Programs (if eligible).

- Dealership personnel will be pre-populated/enrolled in the Performance Recognition Programs and Bonus Programs using 2016 enrollment rosters and participants who were not previously enrolled in Mark of Excellence, but who are enrolled with the BAC at Center of Learning.
- Enrolled Managers can enroll any eligible dealership employee(s) in their department in any applicable Mark of Excellence Program. Enrolled Managers can also withdraw any dealership employee(s) in their department from any applicable Mark of Excellence Program.
- New Sales, Service, Parts or Body Shop Managers can be enrolled by the Dealer Operator, Executive Manager, or any other eligible, enrolled Manager in their department.
- To earn credit from January 4, 2017, enrollments must be completed by January 31, 2017.
  - If enrolled after January 31, 2017, credit begins the first day of the GM sales reporting calendar month in which participants were enrolled.
  - Enrollments for these participant types will continue to remain open through December 31, 2016.

Dealership Enrollment Process and Fees

- Due to the program changes, there will be no automatic Program Enrollment for the 2017 Mark of Excellence Performance Recognition Program. Dealers must login to www.gmprograminfo.com and complete the enrollment process for the Performance Recognition Program and Performance Bonus Program (where applicable) to be eligible to participate.
- Dealerships may be enrolled in Performance Recognition and choose to participate in the CPO Performance Bonus component of the Program. However, a dealership may not enroll in the CPO Performance Bonus component unless the dealership is enrolled in Performance Recognition.
- In December 2016, Dealers that are new in 2017 will be sent a letter with a unique Electronic Confirmation Passcode. The Dealer can change this passcode if desired; but, for security purposes, the Electronic Confirmation Passcode cannot be the same as the Dealer Operator’s login passcode.
- Mark of Excellence Enrollment Fees for 2017 are as follows:
  - There is a yearly enrollment fee for a dealership’s participation in Mark of Excellence Performance Recognition for all participant types, except the Service Technician program (see next bullet). By enrolling and confirming their dealership’s enrollment, the Dealer is agreeing to pay the enrollment fee by electing to pay in either one lump sum or through monthly payments from the Dealer’s Open Account.
  - For each Service Technician enrolled in the Mark of Excellence program, there is an additional fee of $25 per month per Service Technician. Service Technician enrollment fees will be billed on a monthly basis.
  - The MOE CPO Performance Bonus Programs require additional Dealer contributions as outlined in the program rules for those Bonus Programs.
• Monthly Dealer fees are dependent on the Dealer’s competitive grouping found on your personal enrollment page. Levels are determined by sales August 1, 2015, through August 1, 2016.

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<th>Annual Enrollment Fee</th>
<th>Monthly Payment</th>
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</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>$3,600</td>
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<tr>
<td>Level 2</td>
<td>$2,700</td>
<td>$225</td>
</tr>
<tr>
<td>Level 3</td>
<td>$1,800</td>
<td>$150</td>
</tr>
<tr>
<td>Level 4</td>
<td>$900</td>
<td>$75</td>
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</tbody>
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• General Motors reserves the right to modify the Annual Enrollment Fee from year to year. Dealers may also move to a different Dealer Group from year to year. Notice of any changes to the Annual Enrollment Fee will be given to each Dealer prior to the opt-out deadline.

• Once the registration has been reviewed, the Dealer Operator and/or Executive Manager must click “I accept” or electronically confirm the dealership enrollment.

• The web site Enrollment Summary page will include a schedule of enrollment fees and will contain the following statement:

By clicking the “I accept” button or entering in my confirmation passcode, I state that I have read, I understand and I agree to the Mark of Excellence 2017 Program rules. I agree to pay the appropriate enrollment fees as shown on the enrollment schedule below. I agree that I will continue to pay enrollment fees from my Dealer Open Account. I understand I have until January 31, 2017 to opt-out of my prior enrollment in the 2017 Mark of Excellence Program. Enrollment fees are non-refundable. If I do not submit notification of an opt out by January 31, 2017, I understand my enrollment and related enrollment fees will continue for the entire year and cannot be withdrawn, cancelled, revoked or refunded. I also understand that once I enroll in the Performance Bonus portion of the Program for the year, that enrollment cannot be withdrawn, cancelled or revoked. I understand GM will notify me as to the fees and applicable rules each year and provide me with timely notice of the opportunity to continue my participation, opt out, or enroll in the Program, depending on the applicable Program rules for that year.

• Enrollment is not effective until:
  – The Enrollment Summary page has been reviewed and the “I accept” button selected for Dealers who have participated previously. OR
  – For new Dealers or Dealers with changes to their enrollment selections, the confirmation code has been entered.

• At the conclusion of enrollment, Dealers and participants will receive an email with a list of the enrollment selections. Upon review of this email, if a Dealer determines that there is an error or that they would like to make enrollment selection changes, the Dealer can log in to the Mark of Excellence 2017 Program at www.gmprograminfo.com and change their enrollment selections.
  – After the enrollment period, Dealers cannot withdraw from the Bonus component; however, Dealers can enroll in Bonus or make participant changes any time during the program year.

• For the 2017 Mark of Excellence Program, dealers may choose to opt out of the Program by the end of the enrollment period, January 31, 2017 by choosing the “Opt Out” button on the Enrollment Summary page and following the opt-out process.

**Your Option: Opt Out of the 2017 Mark of Excellence Performance Recognition Program**

In the past, Dealers have been allowed to enroll automatically if you were enrolled in the previous year’s program. 2017 Mark of Excellence requires a Dealer to manually enroll to participate and give your dealership employees the chance to earn recognition and awards.
If a Dealer chooses not to participate in the 2017 MOE Program, you have two options:

1. **Do Nothing.** At the end of the 2017 MOE enrollment period, a Dealer who did not manually enroll has chosen to not participate. This Dealer will, however, receive reminder information through the open enrollment period until January 31, 2017.

2. **Opt Out of 2017 MOE.** If a Dealer chooses to “Opt Out” of the 2017 MOE program, you will not receive reminder information through the open enrollment period. Dealers who have already enrolled in the 2017 Mark of Excellence Program, but change their mind, may opt out of the Program by choosing the “Opt Out” button on the Enrollment Summary page and following the opt-out process by the end of the enrollment period, January 31, 2017.

**How to Enroll Participants**

• To access the web site, Dealer Operators/Managers will enter their login ID and password at [www.gmprograminfo.com](http://www.gmprograminfo.com) and select “Mark of Excellence 2017/Performance Rewards” from the menu. If you are unable to access the web site, contact Program Headquarters at 1-800-368-1638.

• Each eligible dealership will have access to the online enrollment via [www.gmprograminfo.com](http://www.gmprograminfo.com) beginning December 1, 2016. This enrollment form will be pre-populated with all enrolled personnel from the 2016 Mark of Excellence Program.

• The Dealer Operator/Manager can choose to enroll dealership personnel currently on file for that BAC or can add/modify personnel to include those not on file. Additions or modifications can be made through December 31, 2017.

• The Dealer Operator/Manager may enroll as many dealership personnel as they deem appropriate.

• A person can only receive credit toward the Mark of Excellence awards for one job type for the 2017 calendar year. The job type for which a participant is enrolled in Mark of Excellence 2017 at the end of the Program will determine that participant’s job type for the entire year for Mark of Excellence. If the participant’s job type is changed at any time during the year, that participant will forfeit any and all awards earned but not yet received for their previous job type.
  – Participants must also be profiled in Center of Learning as the same job type as referenced above.
  – Participants must also be profiled in the dealership’s Maintain Personnel at [www.gmprograminfo.com](http://www.gmprograminfo.com) as the same job type as referenced above.

**Participant Types**

• There are two possible levels of enrollment for CPO Sales Consultants:
  – A Dealer Operator, Executive Manager and/or Sales Manager may enroll any number of the dealership personnel in the base Program called the Performance Recognition Program.
  – There is a separate election for the CPO Performance Bonus component of the Program. The Dealer Operator, Executive Manager and/or Sales/Fixed Operations Manager may elect to have all or none of the dealership CPO Sales Consultants, who are enrolled in Performance Recognition, also participate in the CPO Performance Bonus component.

• All Sales Consultants are eligible for the following applicable Programs: Retail, Fleet, Business Elite, Certified Pre-Owned, or Cadillac Certified Pre-Owned Recognition Programs. Program Headquarters will credit the Consultant with all eligible sales in the appropriate category.
  – If eligible, enrollment is automatic for the Fleet and CPO Programs as long as the VIN is recorded as a Fleet or CPO eligible delivery.
• There is an additional enrollment fee of **$25 per month per Service Technician** for the 2017 MOE Service Technician Program.
  – The $25 per month per Service Technician enrollment fee will be billed to the Dealer Open Account on a monthly basis.
  – The amount billed to each Dealer will be based on the number of Service Technicians enrolled in the Mark of Excellence Program. Billing will take place the first week of each month based on the previous month’s enrollment total.
  – Service Technicians must be enrolled a minimum of 6 months in the Mark of Excellence program to be eligible and therefore cannot be enrolled later than July 1, 2017, to be eligible for the 2017 program.
  – Eligibility starts in the month in which a Service Technician is enrolled. (Example: if enrolled in April, eligibility begins April 1.)
  – Late enrollments will not be considered for retroactive reporting/ranking point calculations.

**Changes/Modifications After January 31, 2017**

• Changes may continue to be made via [www.gmprograminfo.com](http://www.gmprograminfo.com) after January 31, 2017. Once the change has been made, the user must click on “Submit” and the registration is updated.

• The updated enrollment will not need to be electronically confirmed by the Dealer Operator and/or Executive Manager.

**Requests To Withdraw From the Bonus Program (Fixed Operations, Certified Pre-Owned and/or Cadillac CPO):**

• Once a Dealer has been electronically confirmed in Performance Bonus, the Dealer can NOT withdraw or terminate its participation.

**GENERAL PROGRAM RULES**

**Reports**

Participants can access their personalized statement at the Mark of Excellence Recognition web site located at [www.gmprograminfo.com](http://www.gmprograminfo.com) > Recognition > Mark of Excellence > 2017 Mark of Excellence – GM Performance Rewards. Reports will not be available until the Dealer Operator and/or Executive Manager has enrolled a participant in the Program.

**Monthly Participant Reports** — Program Participants, Managers and Dealer Operators can view the Program reports, which includes current status on the criteria for their individual program, on the MOE web site.

**Award Eligibility**

Awards are non-transferable; the individual earning the award must accept the award or forfeit. Participants must be employed at the enrolling dealership at the time of the award distribution or they forfeit all awards. Exceptions include:

• **Retirement** - Once a participant’s retirement status has been approved, award will be given according to Program guidelines within 90 days of receipt of an online appeal request from the dealership provided the participant has met or exceeded all criteria to win. Once retired, participants cannot participate in MOE Performance Recognition or Performance Bonus Programs.
• **Death** — Once a request is approved due to the death of a participant, award will be provided to the estate within 90 days of approval (mailed to the address as required by the estate’s executor or mailed to the Dealer’s attention at the dealership address). A copy of the Death Certificate, proof of appointment as the executor of the estate, and copy of the executor’s Driver’s License are required.

• **In all cases, claimants must have met the criteria to qualify to win and receive any awards.**

• All requests for exception based on these events must be completed via the Appeals Process for Dealers located on the MOE web site or Exception System for Field Personnel located under Tools & Resources at [www.gmprograminfo.com](http://www.gmprograminfo.com).

### Employee Terminations/Transfers/Credits

• **Participants must be employed at the enrolling dealership at the time of the award distribution or they forfeit all awards.**

• **Participants will forfeit all awards if they are terminated from, or voluntarily leave a dealership prior to award distribution.**

• If a participant moves from one GM dealership to another, Performance Recognition Program credits will transfer only upon the completion of the Dealership Change Form which can be found online at [www.gmprograminfo.com](http://www.gmprograminfo.com) on the Mark of Excellence web site under Resources/Forms. Program Headquarters will deactivate the participant enrollment at the old dealership. The participant is responsible for contacting the new dealership to complete their enrollment in the Mark of Excellence Program when this request is processed.

### Buy/Sell, Termination or Change in Channel Alignment

#### Buy/Sell

• Provided the new Dealer enrolls them, participants at the new dealership/or Channel (BAC) are eligible to participate.

• Credit for vehicle sales will begin with the first reporting day of the month the new Dealer confirms the new enrollment. Previous sales will follow the Sales Consultant to the new dealership.

• Training follows the participant regardless of their dealership enrollment.

• CSI scores follow the Sales Consultant to the new dealership until a new score is established at the new dealership.

#### Realigning/Adding/Deleting Channels Without a Buy/Sell — Chevrolet, Buick, GMC and Cadillac

• Participants at dealerships that terminate a GM Dealer Sales and Service Agreement or any eligible GM Channel after the Program enrollment period are not eligible to participate in the Program for that Channel.

• Participants at dealerships that experience a realignment of eligible Channels, or add any eligible Channels, can participate in that new Channel so long as the Dealer enrolls the participant.

#### Buy-Sell/Realignment/Adding/Deleting Channels — Exceptions

Dealerships may request an exception in these situations. Upon written request and application from the Field Operations Manager on behalf of the dealership, exceptions to the rules may be considered by GM. GM shall determine, in its sole business discretion, whether any exception will be granted and what sales objectives would apply. The Dealer Operator and an authorized GM representative must both consent to the exception in writing.
Dealership Terminations
If the dealership terminates or goes out of business (BAC terminates without a Buy/Sell) prior to January 3, 2017, the participants will not earn any Performance Recognition or Performance Bonus awards. Awards are made only to participants that are at active dealerships at the time of distribution.

Appeals Process
Mark of Excellence Enrolled Personnel may appeal their individual Program results to GM and Program Headquarters through the online Mark of Excellence Program Appeals Process:

- 2017 Program rules will be strictly adhered to.
- The Mark of Excellence Program Appeals process is accessible only to Dealers and Enrolled Personnel through the Contact Us link on the program web site home page. GM Field Personnel do not have access to the Appeals process.
- Appeals are reviewed, researched and approved or denied within 15 business days of receipt, provided all required documentation is included.
- Enrolled Personnel must establish one GMIN to their SSN in Global Connect, which is used for sales reporting, CSI and Center of Learning.
- No exceptions will be made for:
  - Dealer failing to enroll the Personnel in the MOE Program.
  - Reporting errors such as an incorrect GMIN, deliveries credited to the incorrect salesperson and other reporting errors made by the Dealer.
  - VINs reported under the SSN instead of the GMIN.
  - Enrolled Personnel who continue to use more than 1 GMIN or changes dealerships and establishes a new GMIN.
  - Failure to meet sales, Dealer Parts Sales Loyalty, Center of Learning training requirements, ASE requirements, DMN criteria, or the CSI requirement.
- If an exception still needs consideration, Enrolled Personnel may appeal their results.
- Enrolled Personnel will be required to submit required documentation electronically via the web site no later than June 30, 2018, for the 2017 Mark of Excellence Program.

GM will make the final decision on all appeals, using its sole discretion.

Tax Provisions
- Automatic enrollment does not include the Performance Recognition Bonus Program Liability for federal, state or other taxes imposed upon an award is the sole responsibility of the award winner, not General Motors. Program Headquarters will report all awards to the appropriate taxing authorities if appropriate. If applicable, a Form 1099 from General Motors will be issued to the award winner’s Social Security number at the end of the calendar year reflecting all awards and gifts earned during that tax year.
- **IMPORTANT:** It is the employee’s responsibility to verify the Dealership Employee profile (legal name, address, and SSN) is correct. If you receive notification or a letter from General Motors entitled “Important Tax Notice — Action is required” this means the IRS has notified us that information in your profile is incorrect. Please follow the instructions to provide the requested information and verify your profile is updated. These steps must be complete to earn bonus payout; participants are placing their bonus or payout at risk if these steps are not completed and confirmed within the timeframe outlined in the notification.
Auditing

- General Motors reserves the right to audit all Dealer records supporting any vehicle delivery and to disqualify participants in the event of any irregularity. Sufficient dealership records must be kept to evidence the sale or lease of all vehicle deliveries. GM reserves the right to debit the Dealer’s Open Account for any awards improperly credited to the Dealer or its personnel.
- GM will audit all deliveries of eligible units as reported by the dealership via CDR.

Dealership Performance During Program Period

- The establishment of objectives and Dealer’s performance under the Mark of Excellence Program does not change or modify the Dealer’s obligation to meet its requirements under the GM Dealer Sales and Service Agreement.

Interpretation of Rules

- General Motors reserves the right, utilizing its sole business discretion, to cancel, suspend, amend or revoke this activity, in whole or in part, if General Motors determines that such action is necessary for any reason including, but not limited to, the occurrence of circumstances beyond its control.
- 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.

Address Updates

- It is the sole responsibility of the award winner to update all information, including their mailing address with Program Headquarters. GM Program Headquarters will not be responsible for awards or GM earnPOWER cards that are shipped to an incorrect address.

CLICK HERE for Your Job Role (Awards, Rules, etc.)

CLICK HERE for MOE 2017 MTE Details (Enrollment Info, etc.)