



Updated 1 / 2020

CHEVROLET | GMC

BUSINESS CHOICE OFFERS

DEALER READINESS GUIDE



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INTRODUCTION

The Business Choice Program gives dealers unmatched flexibility to tailor new Chevrolet and GMC vehicles to meet the exact needs of their business customers. Created with the same focus as our award-winning vehicles, Chevrolet and GMC Business Choice Offers will help you to grow your Commercial business.

Beginning in 2020, Business Choice incentives will transition from a calendar year (CY) program to a model year (MY) program. This move recognizes the dynamic nature of the Commercial market, simplifying incentive messaging and program management.

Be sure to present Business Choice Offers to your customers on every eligible vehicle. For your reference, the chart on the following page provides a comprehensive overview of the Program.



ELIGIBLE CORE/NON-CORE COMMERCIAL VEHICLES

As the name implies, the Business Choice incentive is for business owners who use their vehicles exclusively or primarily for business needs.

- Core Commercial vehicles do not require proof of business ownership
- Non-Core Commercial vehicles do require proof of business documentation

<p>Core Commercial Vehicles are designed and equipped for Commercial use and do not require documentation to be eligible for Business Choice</p>	<ul style="list-style-type: none"> • Express & Savana Cutaway & Cargo Vans (excludes Ambulance, Shuttle Bus, School Bus and RV) • Silverado & Sierra Chassis Cabs & Box Deletes (ZW9) • Work Trucks: Silverado (1WT), Sierra (1SA), Colorado (2WT/4WT) & Canyon (2VL/4VL) • Low Cab Forward • Silverado 4500HD/5500HD/6500HD
<p>Non-Core Commercial Vehicles are not Commercial by nature but are frequently used for business purposes. They will require supporting documentation of business use to be eligible for Business Choice.</p>	<ul style="list-style-type: none"> • Colorado & Canyon (non-Work Truck trim) • Silverado & Sierra 1500, 2500HD and 3500HD Pickups (non-Work Truck trim) • Express & Savana Passenger Vans

ELIGIBLE DELIVERY TYPES

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

- 014 Fleet Lease Business Organization (non-CAP)
- 018 Retail Business Organization Purchase
- 029 Retail Business Organization Lease
- 035 Fleet Purchase Business Organization (non-CAP)
- 036 Fleet Purchase Non-Federal Organization (non-Bid)



CUSTOMER ELIGIBILITY

Determining customer eligibility for Business Choice requires documentation and a few basic questions. As you are qualifying business prospects, be alert for the professions and occupations indicated by the categories below:

- Agricultural Production - Crops
- Agricultural Production - Livestock and Animal Specialties
- Agricultural Services
- Construction
- Construction - General Contractor/ Builder
- Construction - Special Trade Contractor
- Delivery
- Electrical Contractor
- Fishing, Hunting and Trapping
- Forestry
- Home Improvement
- HVAC
- Landscaping Services
- Manufacturing
- Municipality
- Plumbing
- Retail
- Service
- Towing/Recovery
- Transportation/Communication/ Public Utility
- Wholesale/Distributor

Customers who select eligible non-core Commercial vehicles can still receive Business Choice incentives; however; they must be able to answer “yes” to both of the following questions and provide supporting documentation:

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



VERIFYING BUSINESS OWNERSHIP

Customers must present one of the following documents to verify business ownership. Copies must be kept in the deal jacket for audit purposes and must not be more than 12 months old and/or reflect active policies.

- GM Fleet Account Number
- Sales Tax License
- State Business License or State/ Federal Business Tax ID certificate
- Crop or Livestock Insurance
- Federal Land Use Restriction and or Land Grand Subsidiary Information
- Commercial General Liability Insurance Policy, Public Liability Insurance and /or Workmen's Comp Policy
- State or Federal Authorized Business Website
- Pocket List of Railroad Officials Guide
- Business Tax Form
- Timber Registration Number
- Agriculture ID
- Farmer's General Liability Insurance
- Articles of Incorporation
- Schedule C (Form 1040)
- Schedule F (Form 1040 - Farmers Only)
- Tax form 1120-S
- Tax form 1065
- Municipalities (in lieu of bid assistance; vehicle must be in name of municipality)

For non-core Commercial vehicles that are reported sold in the name of the individual, (in lieu of the business name,) the dealership must obtain and retain an eligible document that provides proof the individual is a business owner.



DEALER DOCUMENTATION REQUIREMENTS

Use this chart to determine the documents needed for the deal jacket to document your Business Choice claims:

DOCUMENTATION	ACCESSORIES	UPFIT
Proof of Business Ownership	X (Non-core only)	X (Non-core only)
Buyer's Form showing incentive deducted from the price of the vehicle	X	X
Incentive Acknowledgement Form	X	X
Form to Disclose Non-GM Parts	X	X
Repair Order or Upfitter Invoice	X	X
Downloaded Customer Claim Form from Portal with signatures	X	X

INCENTIVE MESSAGES

INCENTIVE DESCRIPTION	2020 MY MESSAGE	2019 MY MESSAGE	INCENTIVE CODE
Accessories Cash Allowance	20-36B	19-36B	HDA
Upfit Cash Allowance	20-36C	19-36C	HDU



TYPES OF OFFERS

By making it easy to provide terrific value on the vehicles that make their business run, Business Choice Offers is your best tool for building the loyalty of your Commercial customers. This successful Program works by serving up a range of flexible solutions to meet their business needs and rewards them for choosing the work-ready vehicles they need.

For comprehensive printable charts of the Chevrolet and GMC Business Choice Offers, please see the flyers posted in the APPENDIX.

Accessory Cash Allowance

To qualify for Accessory Cash:

- The invoice amount for the selected accessories must meet or exceed the amount of the incentive.
- Use the Customer Estimate PDF on the Part Look-up tool in the Business Choice portal when shopping for eligible accessories with customers.
- Download the Parts Estimate PDF in the Business Choice portal for your parts and service departments to support the installation of the selected Business Choice accessories.
- Sales Consultants and Sales Managers are eligible for spiffs on accessories sold through this Program. For more information, visit the “Spiff” section found under “Program Info” in the Business Choice portal.

Upfit Cash Allowance

To qualify for Upfit Cash:

- The invoice amount for the selected upfits must meet or exceed the amount of the incentive.
- Eligible upfits must be installed by an approved third-party upfitter.
- Refer to the Upfit Cash Administrative Messages in GlobalConnect for a list of eligible upfits.

Upfit Cash PLUS Accessory Cash Allowance (Express and Savana Cargo Vans ONLY)

- Add eligible accessories to your Express or Savana Cargo Van claims.
- To qualify for Upfit Cash, the combined invoice amount for the selected upfits and accessories must meet or exceed the amount of the incentive.



RESOURCES AND REFERENCES

Business Choice Program Webpages

www.gmfleet.com/chevybusinesschoice

www.gmfleet.com/gmcbusinesschoice

www.chevrolet.com/commercial

www.gmc.com/commercial-vehicles

GlobalConnect

- Business Choice App
- Incentive Management App
 - Search by Program Number to access the latest Admin Messages
- Accessory Information Center (AIC)
 - This app provides a highly detailed list of all eligible accessories for all vehicles.
- Business Elite App
 - Find marketing materials and a link to the Business Choice Portal

GM FLEET ACTION CENTER

For assistance with other Business Choice questions, please contact:

GM Fleet Action Center

Email: gmbusinesschoice@gm.com

Phone: 800.353.3867 / 800.FLEETOP

Hours: M-F 8:00 AM to 6:00 PM (EST)



APPENDIX #1: CHEVROLET BUSINESS CHOICE FLYER



BUSINESS CHOICE OFFERS

FLEXIBLE SOLUTIONS FOR YOUR BUSINESS.

TAKE ADVANTAGE WITH BUSINESS CHOICE OFFERS.

BUSINESS CHOICE OFFERS can give you a great value on the vehicles¹ you count on to keep your business moving. With cash allowances on either Chevrolet Accessories or Upfits, you have more ways to get a deal on the purchase of your new Chevrolet truck or van. You can even add the most current retail offers to your deal and discover a value that can benefit your small business.

VEHICLES ¹	CHOOSE ONE			
	OPTION 1	OPTION 2		
	Accessory Cash Allowance ²	Upfit Cash Allowance ^{2,3}		
	Standard	Standard	With a Snow Plow ⁴	Chassis Cab / Box Delete (ZW9) / Box Removal
EXPRESS PASSENGER VAN	\$400	\$200		
EXPRESS CARGO VAN	\$500 TO \$1,200 ⁵	\$500 TO \$1,200 ⁵		
EXPRESS CUTAWAY VAN		\$500 TO \$1,200 ⁵		
COLORADO (EXCLUDES 2SA)	\$400	\$200		
SILVERADO 1500	\$400	\$200	\$200	\$750
– WITH SNOW PLOW PREP PACKAGE ⁴	\$400	\$200	\$400	\$750
SILVERADO 2500HD/3500HD	\$1,000	\$500	\$500	\$750
– WITH SNOW PLOW PREP PACKAGE ⁴	\$1,000	\$500	\$1,000	\$1,000
SILVERADO 4500HD/5500HD/6500HD				\$1,000
LOW CAB FORWARD				\$1,000

AM I ELIGIBLE FOR BUSINESS CHOICE?

If your vehicle requires proof of business ownership, you must be able to answer “yes” to these questions:

- Yes, I am a business owner.
- Yes, the vehicle will be used in the day-to-day operation of my business.

Note: Eligible business documents must be used to verify business ownership. Example documents are below:

- Agricultural ID
- Commercial Liability Insurance Policy
- Crop or Livestock Insurance
- Farmers Liability Insurance
- Fleet Account Number (FAN)
- Municipality or Municipal Business License
- Business Tax Forms, Tax Form 1065, Tax Form 1120-S
- Schedule C or Schedule F (Farmers Only)
- Sales Tax License
- State Business License
- State or Federal Authorized Website
- Timber Registration Number

The following Core Commercial Vehicles do not require proof of business ownership: Express Cargo or Cutaway, Silverado with Box Delete (ZW9), Silverado HD Chassis Cab, Silverado 4500HD/5500HD/6500HD, and Low Cab Forward.



COMMERCIAL VEHICLES

gmfleet.com/chevybusinesschoice

²2020 GM BUSINESS CHOICE PROGRAM REQUIREMENTS: The 2020 GM Business Choice Program is valid from January 3, 2020, through January 4, 2021. 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 Chevrolet dealer for program compatibility and other restrictions. For complete program requirements, including information regarding offers, vehicles, equipment, options, warranties, and ordering, consult your Chevrolet dealer. ³Eligible purchases must be equal to or greater than the amount of the cash allowance. Accessory Cash Allowances requires purchase of eligible accessories from your Chevrolet dealer. ⁴Upfits are provided by independent suppliers. GM is not responsible for the safety or quality of design features, materials or workmanship of any alterations by any such supplier. Not available with some other offers. Take delivery by 1/4/2021. ⁵Requires available Snow Plow Prep Package (VYU). ⁶Requires \$500 minimum purchase. Cash Allowance will be equal to the amount spent up to \$1,200. Accessory Cash Allowances requires purchase of eligible accessories from your Chevrolet dealer. Not available with some other offers. Take delivery by 1/4/2021. See dealer for details. ⁷Snow Plow Upfit cash allowance is valid toward the purchase of a new snow plow or transfer of an existing snow plow. Take delivery by 1/4/2021. ©2019 General Motors, LLC. All rights reserved. The marks appearing in this ad are the trademarks or service marks of GM, its subsidiaries, affiliates, or licensors.

APPENDIX #2: GMC BUSINESS CHOICE FLYER



BUSINESS CHOICE OFFERS FLEXIBLE SOLUTIONS FOR YOUR BUSINESS.

TAKE ADVANTAGE WITH BUSINESS CHOICE OFFERS.

BUSINESS CHOICE OFFERS can give you a great value on the vehicles¹ you count on to keep your business moving. With cash allowances on either GMC Accessories or Upfits, you have more ways to get a deal on the purchase of your new GMC truck or van. You can even add the most current retail offers to your deal and discover a value that can benefit your small business.

VEHICLES ¹	CHOOSE ONE			
	OPTION 1	OPTION 2		
	Accessory Cash Allowance ²	Upfit Cash Allowance ^{2,3}		
	Standard	Standard	With a Snow Plow ⁶	Box Delete (ZW9)/ Box Removal/ Chassis Cab
SAVANA PASSENGER	\$400	\$200		
SAVANA CARGO	\$500 TO \$1,200 ⁵	\$500 TO \$1,200 ⁵		
SAVANA CUTAWAY		\$500 TO \$1,200 ⁵		
CANYON (EXCL. 25A)	\$400	\$200		
SIERRA 1500	\$400	\$200	\$200	\$750
– WITH SNOW PLOW PREP PACKAGE (VYU) ⁴	\$400	\$200	\$400	\$750
SIERRA 2500HD/3500HD	\$1,000	\$500	\$500	\$750
– WITH SNOW PLOW PREP PACKAGE (VYU) ⁴	\$1,000	\$500	\$1,000	\$1,000

AM I ELIGIBLE FOR BUSINESS CHOICE?

IF YOUR VEHICLE REQUIRES PROOF OF BUSINESS OWNERSHIP, YOU MUST BE ABLE TO ANSWER "YES" TO THESE QUESTIONS:

- Yes, I am a business owner. Yes, the vehicle will be used in the day-to-day operation of my business.

Note: Eligible business documents must be used to verify business ownership. Example documents are below:

- Agricultural ID
- Commercial Liability Insurance Policy
- Crop or Livestock Insurance
- Farmers Liability Insurance
- Fleet Account Number (FAN)
- Municipality or Municipal Business License
- Business Tax Forms, Tax Form 1065, Tax Form 1120-S
- Schedule C or Schedule F (Farmers Only)
- Sales Tax License
- State Business License
- State or Federal Authorized Website
- Timber Registration Number

The following Core Commercial Vehicles do not require proof of business ownership: Savana Cargo or Cutaway, Sierra LD or HD with ZW9, and Sierra HD Chassis Cab.



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