



# 2021 TRAILBLAZER

ADI Launch Kit

April 2020

# TRAILBLAZER ACCESSORIES PORTFOLIO

## Electronics

RPO	Description	
RDI	Keyless Entry Pad	
RWP	Cable - Portable Music Player	
<b>S6P</b>	<b>Remote Start Kit</b>	*Late Availability
<b>SOM</b>	<b>Illuminated Door Sills</b>	*Late Availability

## Cargo Management

RPO	Description	
RWU	Cargo Organizer	
W2D	Cargo Net	
WH6	Cargo Net - Floor Mounted	
VRS	Cargo Shade	

## Interior

RPO	Description	
CAV	Integrated Cargo Liner	
SBZ	Sport Pedal Covers	
RIA	Floor Liners	
RWS	Floor Mats - Replacements	
VAV	All Weather Floor Mats	
VYW	Premium Carpet Floor Mats	
VLI	All Weather Cargo Mat	
<b>S03</b>	<b>Headrests w/Logo</b>	*Late Availability

## Security & Protection

RPO	Description	
RYT	First Aid Kit	
S08	Highway Safety Kit	

# TRAILBLAZER ACCESSORIES PORTFOLIO

## Exterior

RPO	Description	
5JR	Mirror Covers (Black, Grey & White)	*Late Availability
RIK	Nameplate - Black	*Late Availability
RWI	Bodyside Moldings - Chrome	*Late Availability
RWK	Bodyside Moldings - Painted	*Late Availability
RZ9	Grille - Black Crossbar	
S5R	Front Bumper Protector	*Late Availability
SB7	Decal	*Late Availability
SFZ	Black Bowties	
VLL	Cross Rails	*Late Availability
VQK	Splash Guards - Molded	*Late Availability
SGL	Sill Plates - Stainless	

## Wheel Components

RPO	Description	
S47	Lug Nuts	
SFE	Wheel Locks	

## Trailer

RPO	Description	
SDE	Trailer Hitch w/Bezel & Harness	*Late Availability

## Associated Accessories (IBP)

Description
Thule® Hitch and Roof Carriers
Kicker® Audio Accessories
NOCO® Battery Jump Starters
Adam's Polishes® Vehicle Care Kits

# LPO'S

## Single Line LPO's

RWU	CARGO AREA ORGANIZER - COLLAPSIBLE
S5R	NUDGE BAR
SGI	ACCESSORY-SILL PLATES - ALUMINIUM
RIK	BLACK NAMEPLATE
SFZ	BLACK BOWTIE
REDI	ACCESSORY-KEYLESS ENTRY
SOM	ILLUMINATED DOOR SILLS
S03	HEADRESTS (with embroidered logos)
W2D	ACCESSORY-CARGO NET
CAV	CARGO LINER
VYW	FLOOR MATS - PREMIUM CARPET
VAV	ALL WEATHER FLOOR MATS
RIA	FLOOR LINERS - Front & Rear
SFE	WHEEL LOCKS
VQK	SPLASH GUARDS
VLL	CROSS RAILS - ROOF RACK
RWK	BODY SIDE MOLDINGS - PAINTED (WHITE, BLACK, GREY,RED)
RZ9	GRILLE BAR, BLACK
RWI	BODY SIDE MOLDINGS - CHROME
SBZ	SPORT PEDAL KIT

 = in VOG as of 4/6/2020

## Planned LPO Packages

### Adventure Package

VQK – Splash Guards  
VLL – Roof Rack  
S5R – Nudge Bar

### Road Trip Package

RIA – Floor Liner  
VLL – Roof Rack

### Interior Premium

SBZ – Pedal Covers  
S03 – Headrests  
SOM – Illuminated Sill Plates

### Blackout Package

SFZ – Black Bowtie  
RIK – Black Nameplate  
RZ9 – Black Grille

### Trailer Package

SDE – Hitch  
RZW – Harness  
5KE – Hitch Bezel

### Winter/Summer Mats

RIA – Floor Liners  
VYW – Premium Carpet

# TRAILBLAZER PEN RATES

RPO	Description	Est Pen Rate
RDI	Keyless Entry Pad	1.0%
RW P	Cable - Portable Music Player	0.1%
S6P	Remote Start Kit	2.0%
S0M	Illuminated Door Sills	1.5%

RPO	Description	Est Pen Rate
CAV	Integrated Cargo Liner	10.0%
RIA	Floor Liners	15.0%
RW S	Floor Mats – Replacements	2.0%
VAV	All Weather Floor Mats	11.0%
VY W	Premium Carpet Floor Mats	3.0%
VLI	All Weather Cargo Mat	8.0%

RPO	Description	Est Pen Rate
RWU	Cargo Organizer	1.0%
RYT	First Aid Kit	0.5%
S08	Highway Safety Kit	0.5%
W2D	Cargo Net	15.0%
WH6	Cargo Net – Floor Mounted	0.5%
S03	Headrests w/Logo	1.5%
VRS	Cargo Shade	1.0%



# TRAILBLAZER PEN RATES (CONT.)

RPO	Description	Est Pen Rate
5JR	Mirror Covers (Black, Grey & White)	2.0%
RIK	Nameplate - Black	5.0%
RWI	Bodyside Moldings - Chrome	2.0%
RW K	Bodyside Moldings - Painted	1.0%
RZ9	Grille - Black Crossbar	3.0%
S5R	Front Bumper Protector	3.0%
SB7	Decal - Hood	1.3%
SFZ	Black Bowties	9.0%
VLL	Cross Rails	5.0%
VQK	Splash Guards - Molded	15.0%
SGI	Sill Plates - Stainless	1.0%

RPO	Description	Est Pen Rate
S47	Lug Nuts	0.2%
SBZ	Sport Pedal Covers	1.0%
SDE	Trailer Hitch w/Bezel & Harness	3.0%
SFE	Wheel Locks	8.5%

# MARKETING TIMING



## Launch Timeline

January	February	March	April
Accessories Portfolio available on AIC	ADS B2B Live	ADS B2C Live	Hero Card Available on AIC
		Vehicle Start Arriving at Dealerships	

# INTERIOR ACCESSORIES



ALL-WEATHER FLOOR LINERS



ALL-WEATHER FLOOR MATS



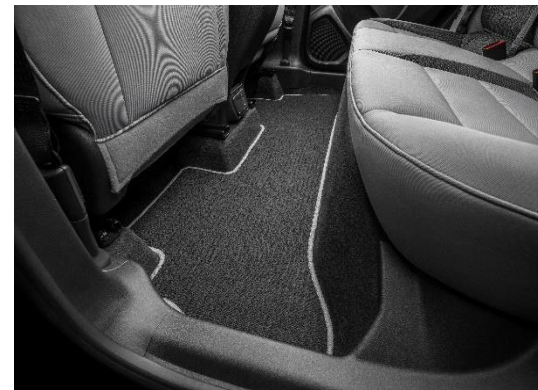
SILL PLATES



INTEGRATED CARGO LINER



PREMIUM CARPET MATS



PEDAL COVERS





# CARGO MANAGEMENT ACCESSORIES



HORIZONTAL CARGO NET



VERTICAL CARGO NET



CARGO SECURITY SHADE



HITCH TRAILERING



ROOF RACK CROSS RAILS

# EXTERIOR ACCESSORIES



REAR TRAILBLAZER EMBLEM



BLACK BOWTIE



SPLASHGUARDS



BLACK GRILLE



MIRROR COVERS



SPLASH GUARDS



DECAL PACKAGE



NUDGE BAR



# HEADRESTS





# RETAIL SHOTS





# HERO SHOTS

LT



- Black bowtie
- Black grille
- Black Mirror Cover
- Splash Guards

ACTIV



- Cross rails
- Nudge Bar
- Thule Cargo Basket
- Thule Cargo Basket Net
- Splash Guards



