



Incentives Effective 10/11/13 through 10/31/13



Revised: October 11, 2013		2013 Models through 10/31/2013 unless otherwise noted								2014 Models through 10/31/2013						
Models	Cust Cash (13-40ACA)	Bonus Cash 9/4 - 10/31	Bonus Cash 10/1 - 10/31	Bonus Cash 10/11 - 10/31	Dealer Cash	Owner Loyalty	Trade Allowance Bonus Cash	Incram. Customer Cash	Baseline APR 36/48/60/72		Cust Cash (13- 40ACA)	Owner Loyalty	Bonus Cash	OPD Incram. Cash	Trade Allowance Bonus Cash	Baseline APR 36/48/60/72
Verano	\$1,000			\$1,000					0.0/0.0/0.0/1.9		\$500					2.9/2.9/2.9/4.9
Enclave	\$2,000			\$1,000		¢ \$1,000			0.0/0.0/0.0/1.9		\$1,500	¢ \$750	\$600			0.0/0.0/0.0/2.9
LaCrosse	\$1,500		\$1,000			¢ \$1,000			0.0/0.0/0.0/1.9		\$0	¢ \$750				2.9/2.9/2.9/4.9
Encore	\$500								1.9/1.9/1.9/3.9		\$0					3.9/3.9/3.9/5.9
Regal (All)	\$1,000	\$500	\$2,000						0.0/0.0/0.0/1.9		\$0					3.9/3.9/3.9/5.9
Acadia	\$2,000			\$1,000					0.0/0.0/0.0/1.9		\$1,500		\$600			0.0/0.0/0.0/2.9
Savana (All)	\$2,000			\$1,000	\$500				0.0/0.0/1.9/4.9		\$500					STD
Sierra LD Reg Cab	\$4,500			\$1,500		*\$1,500			0.0/0.0/0.0/1.9		\$1,000				\$1,000	2.9/2.9/2.9/4.9
Sierra LD Ext or Double Cab	\$4,000			\$1,500		*\$1,500			0.0/0.0/0.0/1.9		\$1,000			Σ\$500	\$1,000	2.9/2.9/2.9/4.9
Sierra LD Crew	\$3,500			\$1,500		*\$1,500			0.0/0.0/0.0/1.9		\$1,000			Σ\$500	\$1,000	2.9/2.9/2.9/4.9
Sierra HD Reg Cab - Gas	\$3,500			\$1,500		*\$1,000	**\$2,000		0.0/0.0/0.0/0.9		\$2,500					0.0/0.0/0.9/1.9
Sierra HD Reg Cab - Diesel	\$3,500			\$1,500		*\$1,000	**\$2,000	****\$1500	0.0/0.0/0.0/0.9		\$2,500					0.0/0.0/0.9/1.9
Sierra HD Ext Cab - Gas	\$2,000			\$1,500		*\$1,000	**\$1,500		0.0/0.0/0.0/0.9		\$0					STD
Sierra HD Ext Cab - Diesel	\$2,000			\$1,500		*\$1,000	**\$1,500	****\$1500	0.0/0.0/0.0/0.9		\$0					STD
Sierra HD Crew Cab - Gas	\$3,000			\$1,500		*\$1,000	**\$1,500		0.0/0.0/0.0/0.9		\$2,500					0.0/0.0/0.9/1.9
Sierra HD Crew Cab - Diesel	\$3,000			\$1,500		*\$1,000	**\$1,500	****\$1500	0.0/0.0/0.0/0.9		\$2,500					0.0/0.0/0.9/1.9
Terrain (All)	\$1,000			\$1,000					0.0/0.0/0.0/1.9		\$0					2.9/2.9/2.9/4.9
Yukon	\$2,500			\$2,000					0.0/0.0/0.0/1.9		\$1,000					0.0/0.0/0.9/2.9
Yukon Denali	\$3,500			\$2,000					0.0/0.0/0.0/1.9		\$2,000					0.0/0.0/0.9/2.9
Yukon XL	\$2,000			\$2,000					0.0/0.0/0.0/1.9		\$1,000					0.0/0.0/0.9/2.9
Yukon XL Denali	\$3,000			\$2,000					0.0/0.0/0.0/1.9		\$2,000					0.0/0.0/0.9/2.9
*Guide Only - Refer to GM Administrative Message for Official Program Parameters																
Bonus Cash on 13 and select 14MY Buicks and GMCs. Program # 14-40AG; Incentive Code LJS (10/1/13 - 10/31/13; 14-40CA, code LGR) - Open Lease Loyalty Program - \$1,000 toward Purchase or Lease of select '13/14MY Buicks and GMC For current GM Lessees; Lease maturity 10/1/13 - 10/31/14 (any bank); transferable within same household Σ (10/1/13 - 10/31/13; 14-40AF, code LJR) - '14MY Sierra OPD Incremental Customer Cash - Cash Purchase only; NOT STACKABLE with Lease or Supported rates. \$500 on '14MY Sierra Double / Crew cabs with PDA, PDB, PDC or PDU 10/1/13 All-New GM / Dealership Employee / Executive Referral / Supplier Discount Program (10/1/13 - 10/31/13) GM / Dealership Employee / Executive Referral / Supplier \$1,000 BONUS CASH and CCR on '14MY Sierra LD (All Cabs) - Purchase or Lease (10/15/13 - 1/2/14) Q4 Year End Costco Supplier and Friends Pricing Promotion. Enrollment starts Oct. 1 in GMPI. Dealers must opt in to participate. ¢ (9/4/13 - 10/31/13; 13-40CAR; code LHN) Owner Loyalty on '13/'14																



Buick and GMC Incentive Summary - National*

GM Retail Incentive Compatibility Matrix*



Revised: October 11, 2013

	Customer Cash	Dealer Cash	Supported Lease	Stand Alone APR	Bonus Cash	Auto Show Cash	TIMP	Owner Loyalty	Employee Vehicle Allowance	GM Financial DPA	Direct Mail / Private Offers
Customer Cash	X	X			X	X	X	X	X	X	X
Dealer Cash	X	X		X	X	X	X	X	X	X	X
Incremental Customer Cash	X	X			X	X	X	X	X	X	X
APR		X			X	X	X	X	X	X	X
Supported Lease							X	X	X		X
Stand Alone APR		X				X	X	X	X	X	
Bonus Cash	X	X		X	X	X	X	X	X	X	X
Auto Show Cash	X	X		X	X	X	X	X	X	X	X
Employee Vehicle Allowance	X	X	X	X	X	X		X	X	X	X
Owner Loyalty Private Offer	X	X	X	X	X	X	X	X	X	X	
Competitive Lease Private Offer	X	X	X		X	X					
Trade Allowance Bonus Cash 13-40AB	X	X		X	X	X	X	X	X		X

X = Compatible

*Guide only. Not applicable for all transactions. Please refer to the GM Administrative Messages for Official Program Compatibility Rules.