



GMC

Buick and GMC Incentive Summary - National*

Incentives Effective 01/03/14 through 01/31/14



GMC

Models	2013 Model Year thru 01/31/14 Unless Otherwise Noted!					2014 Model Year thru 01/31/14 Unless Otherwise Noted!						2015 Model Year thru 01/31/14 Unless Otherwise Noted!	
	Cust Cash (14-40ACA)	Bonus Cash (14-40AD)	Open Owner Loyalty (14-40CS)	Trade In Bonus Cash (14-40AO)	Baseline APR 36/48/60/72	Cust Cash (14-40ACA)	Open Owner Loyalty (14-40CS)	V6 Customer Cash (14-40AN)	OPD Incrim. Cash (14-40AF)	Trade In Bonus Cash (14-40AO)	Baseline APR 36/48/60/72	Cust Cash (14-40ACA)	Baseline APR 36/48/60/72
Verano	\$1,000	\$500	\$500		0.0/0.0/0.0/1.9	\$500	\$500				1.9/1.9/1.9/3.9		
Enclave	\$2,000		\$500		0.0/0.0/0.0/1.9	\$1,000	\$500				0.0/0.0/0.0/1.9		
LaCrosse	\$1,500	\$500	\$500		0.0/0.0/0.0/1.9	\$0	\$500				1.9/1.9/1.9/2.9		
Encore	\$750		\$500		1.9/1.9/1.9/3.9	\$0	\$500				2.9/2.9/2.9/4.9		
Regal (All)	\$1,500	\$1,500	\$500		0.0/0.0/0.0/1.9	\$0	\$500				2.9/2.9/2.9/4.9		
Acadia	\$2,000		\$500		0.0/0.0/0.0/1.9	\$1,000	\$500				0.0/0.0/0.0/1.9		
Savana (All)	\$2,000		\$750		0.0/0.0/1.9/1.9	\$500	\$750				2.9/2.9/2.9/4.9		
Sierra LD Reg Cab						\$750	\$500/\$1,750	\$500		\$1,000	3.9/3.9/3.9/4.9		
Sierra LD Ext or Double Cab						\$750	\$500/\$1,750	\$500	\$500	\$1,000	3.9/3.9/3.9/4.9		
Sierra LD Crew						\$750	\$500/\$1,750	\$500	\$500	\$1,000	3.9/3.9/3.9/4.9		
Sierra HD Reg Cab - Gas	\$4,000		\$1,000	\$2,000	0.0/0.0/0.0/0.0	\$3,000	\$1,000			\$750	0.0/0.0/0.0/0.9	\$0	STD
Sierra HD Reg Cab - Diesel	\$4,000		\$1,000	\$2,000	0.0/0.0/0.0/0.0	\$3,000	\$1,000			\$750	0.0/0.0/0.0/0.9	\$0	STD
Sierra HD Ext Cab - Gas												\$0	STD
Sierra HD Ext Cab - Diesel												\$0	STD
Sierra HD Crew Cab - Gas						\$3,000	\$1,000			\$750	0.0/0.0/0.0/0.9	\$0	STD
Sierra HD Crew Cab - Diesel						\$3,000	\$1,000			\$750	0.0/0.0/0.0/0.9	\$0	STD
Terrain (All)	\$1,000		\$500		0.0/0.0/0.0/1.9	\$500	\$500				2.9/2.9/2.9/4.9		
Yukon						\$1,000	\$2,000				0.0/0.0/0.0/1.9	\$0	3.9/3.9/3.9/5.9
Yukon Denali						\$2,000	\$2,000				0.0/0.0/0.0/1.9	\$0	3.9/3.9/3.9/5.9
Yukon XL						\$1,000	\$2,000				0.0/0.0/0.0/1.9	\$0	3.9/3.9/3.9/5.9
Yukon XL Denali						\$2,000	\$2,000				0.0/0.0/0.0/1.9	\$0	3.9/3.9/3.9/5.9

*Guide Only - Refer to GM Administrative Message for Official Program Parameters

(01/03/14 - 01/31/14; 14-40AD-7, code: LHT) '13MY Buick: \$1,500 Regal & \$500 Verano/LaCrosse

(01/03/14 - 02/28/14) GM Card Plus Up Program: C/P/B/G/Flex Top Off - \$2,000/\$3,000/\$1,000 EFC - +\$1,000 for Conquest

Buick Objective Program thru January 31, 2014

(01/03/14 - 02/28/14; 14-40CS, code LNL) Open Owner Loyalty on '13MY/'14MY: \$500 towards Buick LaCrosse, Regal, & Verano; \$500 towards Buick Enclave & Encore \$500 towards GMC Acadia & Terrain; \$750 towards GMC Savanna; \$500 towards GMC Sierra SLT & Denali; \$1,750 towards GMC Sierra SLE; \$1,000 towards GMC Sierra HD; \$2,000 GMC Yukon/XL

(01/03/14 - 01/31/14; 14-40AO-1; code BEK) Trade In Program - \$1,000 on '14MY GMC Sierra LD and \$2,000 on '13MY GMC Sierra HD Reg

(01/03/14 - 01/31/14; 14-40AF-3, 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, PDU, PCK & PCL

(01/03/14 - 01/31/14) - Customer Cash (14-40AN; code LKE) - CCR (14-40BF-4; code LKD) - \$500 on '14 MY Sierra LD equipped with V6 engine

(01/03/14 - 02/28/14; 14-40CG-3, code IJU) - Competitive Lease Conquest Program Targeted Private Offer ('14MY GMC vehicles)

(01/03/14 - 02/28/14; 14-40CJ-4, code IJV) - Competitive Lease Conquest Program Targeted Private Offer on '14MY Buick (\$500 on Verano and Encore, \$1,000 on Regal and Enclave, and \$1,500 on LaCrosse)

(01/03/14 - 01/31/14) \$750 'MY14 HD Trade Assist & additional \$1,500 Diesel Cash in N. Central, S. Central and West Regions (14-40AP-1; code IJX)

GMDRAC enhancement effective 11/1/13 - \$3,000 on '13MY Regal; Retention requirements will be 90 days and 2,000 miles, OR 3,000 miles (regardless of days) (whichever occurs earliest)

Final Pay on '13MY FSPU & FSU in Jan. '14 - Snapshot of inventory as of 1/3/14 and Dealers will receive payments by end of Jan. '14



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GM Retail Incentive Compatibility Matrix*

Revised: January 03, 2014

	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.