



my GM
partnerperks

DARE TO VENTURE

Independent Body Shop Guide

 GENUINE PARTS

ACDelco


CHEVROLET

PERFORMANCE

  
ACCESSORIES

WE PUT STOCK IN YOUR TRADE

Start Earning Immediately.
Any GM Part. Any GM Brand.

Introducing my GM Partner Perks, the convenient, streamlined parts loyalty program specifically designed with your business in mind. Your Independent Body Shop is primed to take advantage of rewards and benefits that extend beyond redeemable points to include national marketing support, training resources and business tools that can help drive profitability, productivity and, most importantly, your bottom line.

Plus, you'll start earning rewards from your first GM parts purchase. How simple is that?

Let's dare to venture together. Learn more at mygmpartnerperks.com.

GM reserves the right to audit, modify or cancel the program at any time.



Rewards &
Incentives



Marketing
Support



Repair
Resources



Profitability &
Productivity



BENEFIT PACKAGE		PERKS	PRO PERKS++	
PROGRAM PILLARS			GM Collision Repair Network Only	
REWARDS & INCENTIVES 	Annual Fee	\$100	\$0	
	Average Monthly Purchases Required During Program Period	\$0	\$9,167	
	Rewards 	<\$3K	1%	1%
		\$3K-\$4K	1%	2%
		\$4K-\$5K	1%	3%
		>\$5K	1%	4%
		Collision	1%	2.5%
	Powertrain/Propulsion	30 Points/Assembly 15 Points/Transfer Case	30 Points/Assembly 15 Points/Transfer Case	30 Points/Assembly 15 Points/Transfer Case
Growth Bonus*	Y	Y		
Trade Offers	Y	Y		
Access to Consumer Offers	N	Y		

*20% additional rewards for 10% year-over-year growth in purchasing.

BENEFIT PACKAGE		PERKS	PRO PERKS++
PROGRAM PILLARS			GM Collision Repair Network Only
MARKETING SUPPORT 	Promotional Kits	N	Y
	Point-of-Sale Materials and Merchandise	Y	Y
	Digital Support	Y-Discount	Y-Premium Discount
	National Website Locator Listing	N	Y

BENEFIT PACKAGE		PERKS	PRO PERKS++
PROGRAM PILLARS			GM Collision Repair Network Only
REPAIR RESOURCES 	GMSi Annual Subscription**	\$1,200 Annual Subscription	\$900 Annual Subscription
	TIS2Web Annual Subscription	N	\$995 Annual Subscription
	Annual Training Fee	\$400	\$0
	Technical Assistance	Y-Discount	Y-Premium Discount
	Collision Estimating Subsidy Credit	N	\$50 Monthly Based on Certification

**GMSi discounts and promotions are not available to subscribers in Massachusetts.

BENEFIT PACKAGE		PERKS	PRO PERKS++
PROGRAM PILLARS			GM Collision Repair Network Only
PROFITABILITY & PRODUCTIVITY 	Consumer Assurance	\$50/Hr., 2-Hour Cap. Other Labor Hours = None.	Door Rate Capped at \$100/Hr. Other Labor Hours = Based on MAPS Evaluation.
	Roadside Assistance [†]	Y	Y
	Business Discounts	Y	Y

[†]Roadside Assistance provided by Allstate.

Program Period

My GM Partner Perks is a 12-month program that always begins the month after enrollment is submitted and runs through the end of the 12th month (e.g., April 1 through March 31 of the following year, where April is month one of the program period and March is month 12 of the program period).

Annual Review Process

At the time of re-enrollment, your purchase levels will be used as a qualifier in the re-enrollment process (i.e., available options will be based on your program-to-date purchase levels). For example, to enroll in the Pro Perks++ GM Collision Repair Network benefit package, you will need to be on track to have purchased the amount required by the program (i.e., \$9,167 monthly).

GM COLLISION REPAIR NETWORK

We've developed the GM Collision Repair Network to provide tools and information that help promote proper, safe repairs of GM vehicles and to assist in the delivery of a positive experience for those GM vehicle owners who require collision repair services. This exclusive program will measure collision repair practices such as performing pre- and post-repair scans, calibrating safety systems, using OEM repair procedures, making necessary recalibrations and conducting quality-control checks. Participation in the program will help enhance repair procedures, resulting in many business benefits.

If you are currently enrolled in the GM Collision Repair Network

Joining my GM Partner Perks is an added benefit for GM Collision Repair Network participants, and there is no cost to your shop.



If you are not currently enrolled in the GM Collision Repair Network

As part of the GM Collision Repair Network, you have the opportunity to close more work and improve business results

- You will now have a powerful way to communicate to every GM vehicle owner you speak with that you are uniquely qualified to repair their vehicle.
- You will be recognized by General Motors for having best-in-class facilities, equipment and training.
- Your shop will benefit from referrals from the General Motors Collision Repair Network Repair Facility Locator.

Gain access to the tools and information that help promote proper and safe repairs for your customers

- Cut research time and put appropriate repair procedures at your fingertips with the assistance of Mitchell International.
- Repair procedures can be easily accessed and electronically stored with the repair file.
- Documentation is now readily available to all stakeholders.

As a GM Collision Repair Network member, you receive complimentary top-level eligibility into my GM Partner Perks

- Earn rewards through the purchase of GM parts.
- There's no paperwork; the redemption of rewards is on your terms, and you get 24/7 access to your account.
- Points are earned based on a percentage of the list price, and they are redeemable for rewards such as debit cards, electronics, travel and even GM vehicles.

For more on the GM Collision Repair Network and to enroll today, visit **genuinegmparts.com/for-professionals/general-motors-collision-repair-network**.


For questions about enrollment, call Mitchell International: 800.238.9111, prompt 2.





REWARDS & INCENTIVES

As an Independent Body Shop, the more GM parts you purchase, the more rewards and perks you'll receive. Earn on all GM Genuine Parts, ACDelco and Chevrolet Performance parts and Chevrolet, Buick, GMC and Cadillac Accessories purchases. For easy access and maximum spending power, your my GM Partner Perk points will accumulate in your online portal wallet.

BENEFIT PACKAGE			PERKS	PRO PERKS++	
PROGRAM PILLARS				GM Collision Repair Network Only	
REWARDS & INCENTIVES 	Annual Fee		\$100	\$0	
	Average Monthly Purchases Required During Program Period		\$0	\$9,167	
	Rewards	Maint. & Repair	<\$3K	1%	1%
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		Collision	1%	2.5%	
		Powertrain/Propulsion	30 Points/Assembly 15 Points/Transfer Case	30 Points/Assembly 15 Points/Transfer Case	
		Growth Bonus*	Y	Y	
		Trade Offers	Y	Y	
	Access to Consumer Offers	N	Y		

*20% additional rewards for 10% year-over-year growth in purchasing.

Exclusively Yours® Rewards Card

Earn points on the purchase of any GM part from any GM brand. Redeem points for thousands of items, such as vehicle purchases, event tickets, personal travel or rewards at retailers.



Trade Rebate Program

The Professional Trade Rebate Program pays you back on GM Genuine Parts and ACDelco parts. As our Partner, you can earn rewards on top of rebates, with new parts and rebate amounts every quarter. It's that simple and rewarding.

Consumer Rebates

Perks and Pro Perks++ Partners can offer nationally funded consumer rebates to their customers, with related marketing and point-of-sale materials.



MARKETING SUPPORT

On top of earning rewards, gain access to promotional kits, point-of-sale materials, merchandise and digital support, including website, search and social media. In addition, you will have access to national site locator listings designed to help get your shop in front of more customers and maximize your bottom line.

Promotional Kits

You have the opportunity to offer your customers national rebates. In support of each promotional kit, we will offer you the tools to succeed, including retail point-of-sale materials that will be updated with the latest deals throughout the year. These high-impact tools will be delivered straight to your doorstep.

ACDelco | 1Store

ACDelco 1Store

Enjoy one-stop shopping for all of your point-of-sale and merchandising needs with the ACDelco 1Store. The 1Store is full of point-of-sale materials to help keep you and your customers informed.



Digital Turnkey Solutions

Ramp up your digital presence with access to expert website services and online advertising tools, including Facebook ads, Google AdWords, social media and CRM.

The importance of equipping your business with digital support is more crucial than ever, and as a my GM Partner Perks Partner you can take advantage of untapped potential. We'll provide your business with support that will drive traffic from the digital space and into your service center. With website assistance, search engine optimization, social media support and much more, you'll bring your business to the forefront.



Mitchell 1 – SocialCRM™

Mitchell 1's SocialCRM marketing service, now with LocalSearch, helps you bring your existing customers back sooner and more often, while also attracting new customers who are searching the web for auto repair services.

GENUINE PARTS

genuinegmparts.com Service Center Locator

As a Pro Perks++ and Collision Repair Network shop, you will be listed on the GM Genuine Parts and ACDelco site locators.



MechanicNet Customer Retention

Sell more while solidifying customer relationships. Our automated marketing solution targets existing customers and keeps them coming back.





REPAIR RESOURCES

Partners receive access to Techline Information Systems, diagnostic support and GM Service information to keep shops and employees up to date, in addition to subscription discounts to help lower labor costs.



GM Service Information (GMSi)*

A comprehensive collection of vehicle diagnostic and service repair manuals for GM vehicles, the web-based GMSi subscription service helps efficiency, productivity and growth.



ACDelco's Techline Information System (TIS2Web)

This web-based subscription service for GM vehicle calibrations, Global Diagnostic System software and scan tool hardware updates provides pivotal insight in a fast-changing industry.



Learning Management System (LMS)

ACDelco's traditional instructor-led and online trainings offer maximum learning potential for service professionals at their own pace and on their own schedule.

Service Seminars

ACDelco's training seminars are designed to help keep technicians up to date on the rapidly changing technology built into today's vehicles.



Diagnostic Hotline

Your technicians have live access to the latest factory information for difficult repairs and master technician specialists for every make and model, foreign and domestic.



Mitchell 1 – Software

Since 1918, Mitchell 1 has provided shop management information and solutions that help make automotive professionals' jobs easier.



Identifix/Direct-Hit

Direct-Hit by Identifix is an online repair information service currently used by almost 60,000 shops across the U.S. and Canada.



GM Dealer Equipment

GM Dealer Equipment offers you the opportunity to purchase quality equipment and a wide variety of shop tools at a discounted rate equivalent to dealer pricing.

CONNECTION

CONNECTION

CONNECTION features parts for virtually all makes and all models (based on your ACDelco parts supplier's inventory) and allows you to check inventory and pricing and place an order.

*GMSi discounts and promotions are not available to subscribers in Massachusetts.



Drew Technologies

For more than 20 years, Drew Technologies has set its products apart from any other J2534 diagnostic and reprogramming devices available on the market. As a Partner, you'll receive a program discount.



GM Automotive Service Educational Program (GM ASEP)

While many other colleges provide a generic auto technician program, GM ASEP provides the in-depth training needed in today's high-tech automotive world.



Education Foundation

ASE Education Foundation

Formerly known as National Automotive Technicians Education Foundation (NATEF), this program works to improve the quality of auto tech training nationwide at secondary, postsecondary, public and proprietary schools.



PROFITABILITY & PRODUCTIVITY

Help drive your business' profitability potential with programs such as Consumer Assurance and Roadside Assistance.* Giving your customers peace of mind will help strengthen your own bottom line, as you receive program incentives, which can assist in lowering your business costs so that you can increase your profitability.



Consumer Assurance

The Consumer Assurance Program offers customers a 24-month limited warranty for labor on GM Genuine Parts and ACDelco parts installed by my GM Partner Perks Program members.



Roadside Assistance

Roadside Assistance* can be provided to all customers of a my GM Partner Perks Program member, regardless of the brand of part installed or service performed.

PROTECTION PLAN

ACDelco Protection Plan

Offer your customers an attractive coverage term including available \$250 or \$100 deductibles for 24 months or 24,000 miles (whichever comes first) with wear-and-use coverage included and more.

PRE-PAID MAINTENANCE

ACDelco Pre-Paid Maintenance Plan

The simple, easy and convenient option for your customers' maintenance needs and an ideal program to better serve your business.



BuyPower Card®

Help your customers finance their vehicle maintenance while earning toward a new GM vehicle with the BuyPower Card. As a business owner, you too can earn toward a new GM vehicle with the BuyPower Business Card™



GM Vehicle Supplier Discount

Eligible my GM Partner Perks Program member employees qualify for the GM Supplier Discount Program, which allows you to take advantage of savings on a wide range of eligible new GM vehicles.

*Roadside Assistance provided by Allstate.



Blue Seal Program Discount

Get all the attention you deserve for your commitment to excellence through the ASE Blue Seal of Excellence® Recognition Program.



Document Services

Reynolds & Reynolds® Business Form Discount

Reynolds & Reynolds offers a complete line of printed products created especially for my GM Partner Perks Partners.



E-Inspect – Digital Multi-Point Vehicle Inspection

E-Inspect has been creating custom tools and software for the automotive industry out of Southern California since 2000.





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