
Date: 12/15/2009

Ref. number: Parts / Program and Promotion / G_0000045058

Subject: **SPO Bulletin GMP09-255 - 2010 GM Tire Program Price Match Guarantee**

To: Buick, Cadillac, Chevrolet, GMC, HUMMER, Pontiac and Saturn (including MD)

DESCRIPTION:

The GM Tire Program (Goodwrench and Saturn) is pleased to announce the continuation of the GM Tire Program Price Match Guarantee. That's right, your dealership has the opportunity to price match the competition! This exciting program is another tool that will assist in growing around the wheel parts and service sales while increasing customer retention.

INCENTIVE:

Following are the complete program details:

1. **Program Period:** January 1-December 31, 2010
2. **Eligible Tires:** The tires on the claim must have been purchased through the GM Tire Program. The tires must be an **exact** match (brand, tire line, size, load rating and speed rating). The Price Match Guarantee does **not** include: labor for mounting and balancing, wheel weights, or any other charges.
3. **Eligible Customers:** Customers who reside in the United States.
4. **Eligible Competitors:** Competitors that have a local place of business where they sell and install tires. Internet quotes must also include applicable freight charges. Competitors "Buy 3 Get One Free" programs are not eligible for price match.
5. **Program Description:** During the Program Period, dealers who match an Eligible Competitor's price on eligible tires can receive a credit for the difference between the GM Tire Program's Suggested List Price and the lower, matched price they give their Eligible Customer. The Eligible Competitor's price, supplied to the dealer by the customer, must be substantiated by either a printed advertisement with a description of the tire (including tire brand, tire line, tire size), the retail price per tire, and the date, or a written price quote showing the quote date, tire description and offered price. Freight charges must be added to ALL internet quotes. Internal Dealer repair orders are excluded from this offer. The matched price must be given to the Eligible Customer at the time of the original sale or the dealer may refund the difference between his price at the original time of sale and the Eligible Competitor's lower price, documented by an ad or quote as described above, within **30 days** of the date of the original sale. The printed advertisement or written quote matched must be dated within **30 days** of the original sale.

To receive a credit, Dealers must:

1. Close the sale with your customer by matching the Eligible Competitor's advertised retail tire price / quote, or refund the difference between your price and an Eligible Competitor's price as documented in a qualifying written quote or ad within **30 days** of the date of the original sale.
2. Complete the Tire Price Match Guarantee claim form (see the attachment).
3. Mail or fax in a completed copy of the claim form, a legible copy of the Eligible Competitor's qualifying advertisement / quote as described above, and a legible copy of the customer pay repair order (R.O.) showing a description of the tires, the price charged, and the date, or the amount of the refunded difference in price.

The fax # at the GM Tire Program Information Center is 313-937-2307

Mailing Address:

GM Tire Program
P.O. Box 39799
Redford, MI 48239

Claims must be postmarked within **30 days** of the date on the competitor's retail advertisement / quote. Once the claim has been approved, a credit will be issued to the Dealer's open parts account. Credit will be

issued for the difference between the GM Tire Program's Suggested List price and the Eligible Competitor's advertised price charged your Eligible Customer. The claim review process will take approximately seven business days once it is received at the GM Tire Program Information Center.

Example:

Your competition, Bob's Tire, is advertising a retail price of \$95.00 for Goodyear Eagle LS P225/60R16 97S blackwall tires for the month of January 2010.

During this same period the GM Tire Program Suggested List price, on the same tire, is \$98.05 per tire (GM# 31013880 = the Goodyear 706346034).

Customer brings in the advertisement from Bob's Tire. Next, you complete the sale of four Eligible Tires with your Eligible Customer at the \$95.00 per tire price. Then you file a claim using the process outlined above. Once the claim has been approved, a credit is issued to the Dealer's Open Parts Account for a total of \$12.20 (4 x \$3.05 per tire).

EFFECTIVE DATE:

January 1, 2010 through December 31, 2010

QUALIFICATIONS:

Tires must be invoiced through the GM Tire Program to qualify.

ORDER INPUT:

Tires are ordered and delivered through your local tire distributor.

GENERAL INFORMATION:

If you have questions regarding the GM Tire Program, contact the GM Tire Program Information Center at 1-877-728-4737 or email gmtirehelp@automed5.com.

Message Attachment(s):

 [GM Tire Program Price Match Guarantee Claim Form.xls](#) Microsoft Office Excel Worksheet 8.0-2003 (Windows) (24KB)

Claim Form

 [GMP09-255.pdf](#) Acrobat PDF (25.39KB)
pdf copy of this bulletin

Contact name: Dave Campbell

E-Mail: david.j.campbell@gm.com

Department: Parts - SPO WHQ

Phone: 810-606-2285

Intended roles: Parts Manager, Service Manager, Dealer

Archives: 01/15/2010

Expires: 12/15/2015