

# General Motors Executive Conquest Referral Program Rules and Guidelines

## Overview

The General Motors Executive Conquest Referral Program (The Program) provides eligible GM executives and eligible retired GM executives (The Participant) with the opportunity to sponsor eligible purchasers to purchase/lease new and unused vehicles at The Program's prices at a participating dealer.

By purchasing or leasing an Eligible Vehicle through the Program, both the Participant and the Sponsored Purchaser acknowledge and agree to be bound by these Rules and Guidelines. Participants are responsible for the use of their Authorization Numbers (also called "GEX codes") and must abide by the following principles at all times:

- You must personally know the Sponsored Purchaser and ensure that the Sponsored Purchaser follows the Program Rules and Guidelines
- Codes must never be shared directly with a dealer, dealership personnel or automotive brokers
- Never advertise or offer Authorization Numbers through social media
- Your personal GEX codes are only to be issued to your prospects and not to prospects referred to you by colleagues or subordinates, unless you personally know the referred Sponsored Purchaser
- Sponsored Purchasers should currently drive a competitive, non-GM vehicle
- You must provide your Sponsored Purchaser's date of birth; ZIP Code; and the make, model and last 8 VIN digits of their current vehicle
- Never share your GM Family First credentials

It is the Participant's responsibility to know these Program Rules and Guidelines and to make them known to each Sponsored Purchaser. Violations of these Rules and Guidelines by any Participant or his or her Sponsored Purchaser will result in sanctions against the Participant. The Program Manager shall have sole discretion at all times to enforce these Rules and Guidelines and suspend a Participant's and/or a dealer's participation in the Program.

The Program may be withdrawn at any time and its terms are subject to change from time to time by General Motors. Final decisions in all matters relating to the interpretation of any rule or phrase of this activity rest solely with General Motors.

The Program cannot be applied to a prior purchase or lease.

## Eligibility

### A. Eligible Participants

This program is available only to:

1. Active U.S.-based GM executives.
2. Retired GM executives who retired from General Motors as an LTI executive with five (5) or more total years of GM service, on or after January 1, 2014.

### B. Sponsored Purchaser Eligibility

It is intended that eligible Participants share their discount with people who do not typically receive a GM discount, who own or lease a competitive vehicle, or who need a catalyst in order to consider a GM vehicle.

Additional restrictions apply if the proposed discount is being offered to a government official. Prior to providing an authorization number to a government official who is not your family member (e.g., a friend or neighbor), you must first seek written GM Legal Staff approval. Directions for seeking written GM Legal Staff review will be provided via the GM Family First website and call center.



## Program Rules

Program Manager will receive monthly reports on authorization usage to ensure the integrity of The Program.

Eligible Participants are not to provide authorizations directly to dealers.

Authorization numbers should be provided to individuals driving competitive vehicles.

A valid business reason consistent with The Program guidelines for providing the discount, along with the sponsored purchaser's date of birth, ZIP Code and the current vehicle make, model and VIN will be required to obtain an authorization number.

Violations of these Rules and Guidelines, including violation of retention periods or titling violations by any purchaser, may result in sanctions against the eligible Participant. Sanctions may include, but are not limited to, the loss of privileges (two [2] years per violation), repayment of monies and/or employment action up to and including termination of employment. In addition, legal action may be commenced for any rule violation.

### Authorization Numbers

The sale of authorization numbers or other unauthorized use of such numbers is prohibited. Participants (as defined in the Eligibility section) who violate this provision, or who sponsor the Sponsored Purchaser who violates this provision, will be suspended from The Program for five (5) years per violation. Subsequent violations of this rule may result in permanent suspension from The Program.

### Inducements

Participants must never accept money or other consideration for the use of these authorization numbers.

### Eligibility

Authorization numbers are valid for 90 days toward the purchase or lease of an eligible vehicle at The Program price. The dealer MUST have your prospect's authorization number prior to completing the lease or purchase of an eligible vehicle in order to take delivery.

To see a list of eligible vehicles, please visit [gmfamilyfirst.com](http://gmfamilyfirst.com) and select "Vehicles" on the home page. Some models may have limited availability. Eligibility of GM vehicles may change at any time without notice.

Eligible Participants or Sponsored Purchasers must be eligible to participate throughout the entire purchase process, from the date the process is started through the date of vehicle delivery.

### Retention

#### I. Purchase or Lease

If purchasing or leasing a vehicle under The Program with cash or through a loan, ownership must be retained for at least six (6) months from the date of delivery of the vehicle.

### Titling Restrictions

Vehicles purchased under the Program must be registered, licensed, titled, insured and owned by the Sponsored Purchaser or his/her business. The Sponsored Purchaser or his/her business name must be listed as the Purchaser on the CDA form. Vehicles may also be titled in the name of a living trust that bears the Sponsored Purchaser's name.

Vehicles may be titled with a co-buyer provided the Sponsored Purchaser or his/her business, who is named as the Purchaser on the Customer Dealer Agreement, is listed as a co-buyer on the:

- Title
- Registration
- Financing documents
- Insurance documents

Participants and Sponsored Purchasers who enter into financing agreements (i.e., a loan or lease) are obligated to repay all amounts whether they are an individual buyer/lessee or a co-buyer/co-lessee.

## **Pricing Sheet**

Included in required paperwork at the dealership is the GM Vehicle Purchase Customer-Dealer Agreement and Pricing Sheet. This should be reviewed and, once complete, signed by the purchaser. DO NOT SIGN the agreement if it is blank or The Program price from the invoice is not shown. If there are any questions or concerns regarding the purchase or lease, clarify them with the participating dealer BEFORE closing the transaction. The GM Vehicle Purchase Customer-Dealer Agreement and Pricing Sheet must be signed prior to the completion of the deal.

## **Documentation Fees**

Dealers will be permitted to assess a maximum of \$75 in documentation fees, except in these specific instances:

- A documentation fee is specified in the applicable state law;
- AND
- Your dealership charges all customers the same documentation fee.

## **Additional Information**

Dealers are not required to participate in the GM Executive Vehicle Purchase Program. To determine a specific dealer's willingness to sell vehicles through The Program, you must contact the dealer directly.

During the initial dealer inventory buildup when new models are introduced, and from time to time thereafter, it may be necessary for GM to restrict purchase under The Program on certain models. Dealers can provide information with respect to any such restrictions in effect.

The Program does not constitute an agreement between GM and any purchaser for the purchase/lease of any vehicle at a specific price. However, by purchasing a vehicle through The Program, the eligible Participant and Sponsored Purchaser acknowledge The Program Rules and Guidelines and agree to abide by the same Program Rules and Guidelines.

General Motors may unilaterally modify, change or withdraw The Program at any time.

## **Compliance with Applicable Laws**

If any law or regulation is adopted or interpreted which, in GM's opinion, prohibits or penalizes the implementation of The Program, GM may, in its sole discretion, cancel The Program or any order submitted pursuant to The Program without any further obligation and without any liability to either the dealer or The Participant.

GENERAL MOTORS TERMS AND CONDITIONS CANNOT BE MODIFIED BY ANYONE OTHER THAN GENERAL MOTORS.

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