

MARK *of* EXCELLENCE

YOUR PERFORMANCE
RECOGNITION PROGRAM

Make Your Mark Today!



2018

OFFICIAL RULES
FIXED OPERATIONS — SERVICE TECHNICIANS

GENERAL MOTORS

YOUR PERFORMANCE RECOGNITION PROGRAM OVERVIEW

**Earn recognition and awards!
Make your Mark today!**

The 2018 Mark of Excellence (MOE) Program provides recognition and awards when you make your mark by meeting or exceeding Program qualifiers, sales objectives and other criteria related to your job role. You can earn awards, prestige and more in the Mark of Excellence 2018 Performance Recognition Program!

JUST THE FACTS

Enrollment Period

December 6, 2017 – January 31, 2018

Program Period

January 3, 2018 – January 2, 2019

Website

www.gmprograminfo.com

Program Headquarters

Mark of Excellence Program Headquarters
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ELIGIBILITY

WHO'S ELIGIBLE TO EARN AWARDS?

You are, if you're a Service Technician at any GM dealership, and you meet the MOE 2018 Program criteria.

Ineligible positions include:

- Dealer Operator of the dealership, as identified in the Dealer Sales and Service Agreement
- Executive Manager of the dealership, as identified in the Dealer Sales and Service Agreement
- Service/Parts/Body Shop Manager, Service Advisor, Parts/Body Shop Consultant and Other Service Personnel

AWARDS

WHAT'S MY AWARD?

You'll receive one or more of these awards when you meet the Mark of Excellence Program criteria specific to each of the awards:

- *earn*POWER Points
- Apparel
- Quarterly Award Drawing
- Toolbox Medallion
- Zone Banquets
- National Service Technician Travel Award

Here's a quick look at the number of awards available and the performance criteria required to earn the awards:

Performance Criteria	Performance Recognition Award	# of Awards	Award Distribution
Product Knowledge Tests	Apparel Item (TBD)	All Service Technicians who complete all 4 Product Knowledge Tests with a score of 80% or better	Annual
	250 <i>earnPOWER</i> Points	10 Service Technicians per Zone who complete quarterly Product Knowledge Tests with a score of 80% or better	Quarterly Drawing
Gold Level Certification	Toolbox Medallion	All Service Technicians who successfully complete a minimum of 4 Gold Level Certifications	Annual
Top Zone Criteria Ranking	<i>earnPOWER</i> Points	Top 5% in Zone = 500 <i>earnPOWER</i> Points Next 5% in Zone = 200 <i>earnPOWER</i> Points	Annual
Top Zone Criteria Ranking	Zone Banquets	Top 20 Service Technicians (plus 1 guest each) in each Zone	Annual
Top National Criteria Ranking	National Travel Award	Top National 50 Service Technicians	Annual

Ranking Example

Here's an example of how you can achieve and win throughout the 2018 MOE Program year:

Criteria	Level Achieved	Points Achieved	Award Received
FIRTFT	<ul style="list-style-type: none"> Top 20% at year-end 	750	
Emerging Issues	<ul style="list-style-type: none"> 4 Emerging Issues completed (with an 80% or better score) 3 Emerging Issues (with an 80% or better score) completed within the first month 	400 150	
Certification Training	<ul style="list-style-type: none"> Gold Certification completed in 9 categories Master Level Certification achieved in 2 categories 	270 80	<ul style="list-style-type: none"> Toolbox Medallion
Product Knowledge Tests	<ul style="list-style-type: none"> 4 Product Knowledge Tests completed (with an 80% or better score) 4 Product Knowledge tests completed within the first month (with an 80% or better score) 	800 200	<ul style="list-style-type: none"> Apparel Quarter 2 <i>earnPOWER</i> points = 250
Tenure	<ul style="list-style-type: none"> Years with GM = 15 (COL profile creation date 5/30/2000) Years with Current Dealer = 10 (COL activation at Enrolling Dealer date April 2, 2007) 	75 300	
Total Points		3,025	<ul style="list-style-type: none"> 500 <i>earnPOWER</i> points = ranked in the top 5% within Zone Zone Banquet = ranked in the top 20 Technicians within Zone

Tiebreakers

In case of a tie in ranking points, the following will be used as tiebreakers:

- The Service Technician with the highest number of overall Training Certification ranking points.
- The Service Technician with the most Emerging Issues Videos/Tests successfully completed.

AWARD FULFILLMENT

Apparel

- When you complete all four (4) Product Knowledge Tests with a score of 80% or better, you will receive an Apparel item.
- An award letter will be mailed to your dealership address to notify you that you have earned the award and you will be directed to the Program Awards web site to select size, etc.
- Apparel details and fulfillment details will be communicated in Quarter 4, 2018.

Quarterly *earnPOWER* Points

- When you complete the Product Knowledge Tests with a score of 80% or better, you will receive an entry into a quarterly drawing for 250 *earnPOWER* points.
- Ten (10) Service Technicians will be randomly drawn **per Zone**.
- The random drawing will include all eligible Service Technicians who meet the criteria.
- Fulfillment will take place in the month following the end of the quarter (Example: Quarter 1, 2018 drawing and fulfillment will take place in April 2018).

Toolbox Medallion

- When you successfully complete a minimum of four (4) Gold Level Certifications, you will earn the Mark of Excellence Toolbox Medallion.
- Service Technicians who meet the qualifiers will automatically be sent a Toolbox Medallion to the dealership address on file.
- Fulfillment will take place in Quarter 1, 2019.

earnPOWER Points

- At the conclusion of the 2018 Mark of Excellence Program, you will be ranked **within your Zone** based on overall ranking points for the qualifiers in the Recognition Qualifiers section.
- Using criteria ranking points outlined in the Recognition Qualifiers section, the top 5% of Service Technicians within each Zone will earn 500 *earnPOWER* points.
- Using criteria ranking points outlined in the Recognition Qualifiers section, the next 5% of Service Technicians within each Zone will earn 200 *earnPOWER* points.
- Fulfillment will take place in Quarter 1, 2019.

***EarnPOWER* points will be issued to you and be deposited in your GM *earnPOWER* awards account.**

Then you have three options:

- (1) Transfer your earnings to a Performance Rewards Prepaid VISA® debit card;
- (2) Transfer your earnings to your checking/savings account via an ACH transfer; or
- (3) Shop in the *earnPOWER* online catalog.

Zone Banquets

- At the conclusion of the 2018 Mark of Excellence program, you will be ranked within your Zone based on overall ranking points for the qualifiers outlined in the Recognition Qualifiers section.
- The **top 20 Service Technicians in each Zone** will be invited to the Banquets that will take place in their Zone.
- Service Technicians will receive their Zone Banquet invitation via award letter sent to the dealership address on file in January 2019 and will be directed to the travel web site to complete their registration.
- You will be allowed to bring one (1) guest to the Zone Banquet:
 - Only one (1) person in addition to the Service Technician is allowed.
 - Children under 21 are not allowed to attend the event as the guest.
- If you are unable to attend the Zone Banquet, the award is forfeited. There is no monetary replacement for non-attendees.
- This award is non-transferable.
- Travel expenses to/from the event are the responsibility of the Service Technician.

National Service Technician Travel Award

- At the conclusion of the 2018 Mark of Excellence Program, you will be ranked **nationally** based on overall ranking points for the qualifiers outlined in the Recognition Qualifiers section.
- The **top 50 Service Technicians overall** will be invited to attend a 3-day/2-night trip. Travel Award destination and itinerary information to come.
- Winners will receive their National Service Technician Travel Award invitation via an award letter mailed to the dealership address on file in January 2019 and will be directed to the travel web site to complete their registration.
- The National Service Technician Travel Award is an event for Service Technicians only; guests are not allowed.
- If you are unable to attend the National Service Technician Travel Award trip, the award is forfeited. There is no monetary replacement for non-attendees.
- This award is non-transferable.

CRITERIA

HOW DO I EARN MY AWARD?

You'll earn awards based on overall weighted ranking scores in the following key qualifiers:

- Fix It Right The First Time (FIRTFT)
- Emerging Issues
- Training
 - Center of Learning Service Training Standards (STS)
 - Product Knowledge Tests
- Tenure

RECOGNITION QUALIFIERS

Fix It Right The First Time (FIRTFT) – 25% weighted rank

- FIRTFT is based on CSI question: “How satisfied are you that your vehicle was fixed right on this service visit?” and is calculated for each Service Technician.
- Either the 3-month or 12-month rolling average will be used to calculate the ranking, whichever is higher.
- Service Technicians will receive ranking points based on achieving a top percentage when ranked nationally by their individual FIRTFT score. (See chart below or see **Ranking Example.**)
- The ranking will be calculated monthly, but monthly ranking points will not be cumulative. Rankings for this category will change on a monthly basis.
- Final ranking results for these criteria will be applied once for the year using the final CSI file data (defined as the January 2019 CSI file).

FIRTFT

Top Percent Nationally	Points Awarded
10%	1,000
20%	750
30%	500
40%	250

A maximum of 1,000 points is possible for FIRTFT.

Emerging Issues – 15% weighted rank

- 12 Emerging Issues Videos will be available on the Learning Management System over the course of the 2018 MOE Program year. Courses that will be accepted for this requirement begin with “10216”. Each month, Emerging Issues is scheduled to be live by the second Thursday of the month.
- Service Technicians are required to complete four (4) of the 12 available Emerging Issues Videos and subsequent tests with a score of 80% or better to earn ranking points.
- Service Technicians will receive 100 ranking points for each Emerging Issues Video/Test successfully completed (up to four (4) completions).
- **Early return points:** An additional 50 ranking points **per Video/Test** are available if the Video/Test is completed within the first 30 days of availability.
- Ranking points will be assigned each time a Video/Test is completed.
- No more than 600 points are available for the Emerging Issues criteria. Service Technicians may complete more than four (4) Emerging Issues Video/Tests, but points will not be awarded over the 600 ranking points available.

Example: If the January Emerging Issues is available the second Thursday of January 2018, Service Technicians successfully completing the test (watching the video and passing the test with a minimum score of 80% or better) by February 11th would earn the base points plus the early return points totaling 150 *earnPOWER* points.

Emerging Issues

Number Completed	Points Available	Number Completed Within the First 30 Days of Availability	Early Return Points
1	100	1	50
2	200	2	100
3	300	3	150
4	400	4	200

A maximum of 600 points is possible for Emerging Issues.



Center of Learning STS Certification Qualifier – 25% weighted rank

- You will receive ranking points when you complete each level of training Certification: Bronze, Silver, Gold, Master Technician and World Class Technician. (See **Ranking Example**.)
- Ranking points will be calculated nightly during regular business days.
- Ranking points will be cumulative based on completing each level of training available for each category. Ranking points for each level/category can be achieved only once.
- Channel training requirements for each category can be found at the Center of Learning web site.
- You can confirm your training status by having your Service Manager print the 2018 Service Training Standards report from www.centerlearning.com.
- You can also use the GM “Service Technician Training Gap Analysis” report to verify GM channel service training standards requirements.
- Additional courses in each training strategy will be added to future programs, ensuring continued technical education.



- You should verify your employee profile at the Center of Learning web site, www.centerlearning.com under Menu / Profiles / Edit Your Profile, for complete and accurate reporting.
- For more information about Center of Learning, you can visit your dealership’s on-staff Training Site Coordinator or a member of your Zone Team. You can also visit www.centerlearning.com, use the “Contact Us” feature to send an email or call the Center of Learning Help Desk at **1-888-748-2687**.

Center of Learning Certification

Certification	Points Available	Number Possible	Total Points Available
Bronze	10	1	10
Silver	20	11	220
Gold	30	11	330
Master Technician	40	11	440
World Class Technician	50	1	50

A maximum of 1,050 points is possible for STS Training

Product Knowledge Tests – 25% weighted rank

- Four (4) Product Knowledge Tests will be available over the course of the 2018 MOE Program year; one (1) each quarter.
- You are required to complete each test and achieve a score of 80% or better to be eligible for the ranking points.
 - You will get 3 attempts to take and pass the test with a score of 80% or better.
- Each Product Knowledge Test is worth 200 ranking points.
- **Early return points:** An additional 50 ranking points **per Product Knowledge Test** are available if the test is completed within the first 30 days of availability.
- You can access the Product Knowledge Tests through the Center of Learning. Tests will not be part of the Service Technician Training path, but will be listed separately under Mark of Excellence Product Knowledge Tests.
- Test questions are developed from multiple GM sources including, but not limited to, Service Information (SI), Service Bulletins, TechLink and Emerging Issues, as well as other resources like STS Web Based Training (WBT), Virtual Classroom Training (VCT) or Video on Demand (VOD) training.

Product Knowledge Tests

Certification	Points Available	Number Completed Within the First 30 Days of Availability	Early Return Points
1	200	1	50
2	400	2	100
3	600	3	150
4	800	4	200

A maximum of 1,000 points is possible for Product Knowledge Tests.

Tenure – 10% weighted rank

- You will receive ranking points based on two (2) tenure criteria:
 - Number of years with GM dealerships, and
 - Number of years employed by your current Dealer.
- Tenure with GM is based on your Technician profile creation date in the Center of Learning or on training transcript records using the oldest course completion date.*
- You will receive **5 points** for each year of tenure with GM dealerships.
- Tenure with Dealer will be based on the consecutive years the Service Technician is employed by the current dealer based on profile date or training transcript records. Dealer tenure will be determined using the Dealer BAC at which the Service Technician is currently enrolled.
- You will receive **30 points** for each year of tenure with your current GM dealership.

Tenure

Years With GM	Points Available	Years With Dealer	Points Available
1	5	1	30
2	10	2	60
3	15	3	90
4	20	4	120
5	25	5	150
6	30	6	180
7	35	7	210
8	40	8	240
9	45	9	270
10	50	10	300
11	55	11	330
12	60		
13	65		
14	70		
15	75		
16	80		
17	85		
18*	90		

A maximum of 420 points is possible for Tenure.

*We are using Center of Learning to track tenure. Since COL is only 18 years old, anyone with 18+ years of tenure will receive the maximum amount of points.

FIXED OPERATIONS DETAILS

ENROLLMENT INFO

A Dealer Operator and/or Executive Manager may enroll any number of the dealership's Service Managers, Service Advisors, Parts Managers, Body Shop Managers, Parts Consultants, Body Shop Consultants and Other Service personnel in the base Program called the 2018 MOE Performance Recognition Program.

It is the Dealer's responsibility to manage their enrollment roster to ensure that participants enrolled at the beginning of the Program are still eligible to earn at the Program's conclusion.

- Payments made to participants who are deemed ineligible to earn by the Dealer cannot be removed from the participant's *earnPOWER* account once deposited.

You must be employed at the enrolling dealership at the time of all drawings and reward distributions (mid-September and/or mid-March) or you will forfeit all rewards. NEW FOR 2018: "Follow Your Compass" travel incentive program for Service Advisors and Parts Consultants will require enrollment into 2018 Mark of Excellence.

Service Technician Enrollment

- There is an additional enrollment fee of **\$25 per month per Service Technician** for the MOE 2018 Service Technician Program.
- The \$25 per month per Service Technician enrollment fee will be billed to the Dealer Open Account on a monthly basis.
- The amount billed to each Dealer will be based on the number of Service Technicians enrolled in the Mark of Excellence Program. Billing will take place the first week of each month based on the previous month's enrollment total.
- Service Technicians must be enrolled prior to July 1, 2018, to be eligible.
- Eligibility starts in the month in which a Service Technician is enrolled.
- Late enrollments will not be considered for retroactive reporting or ranking point calculations.

SALES CREDITS

- Participants who are enrolled by January 31, 2018, will receive Program credit retroactive to January 3, 2018.
- Participants enrolled after January 31, 2018, will receive Program credit retroactive to the first day of the month in which they are enrolled.

RECOGNITION REPORTS

Monthly Reports — You can view your Monthly Reports on the Mark of Excellence web site at www.gmprograminfo.com.

- Reports for Fixed Operations — Non-Technical include:
 - Dealer Parts Sales Loyalty
 - CSI/SSS Blended Survey Score
 - Center of Learning Certification
 - Service Retention
 - ASE Certification
- Reports for Fixed Operations — Service Technicians include:
 - Fix It Right The First Time
 - Emerging Issues Technical Training
 - Product Knowledge Tests
 - Center of Learning
 - Tenure Status and ranking calculation
- Monthly emails will be sent to all participants with your current standing for all qualifiers beginning in February 2018.
- Dealers and Managers are able to review their dealership personnel progress reports as well.

EVERYTHING EVERYONE NEEDS TO KNOW



Available awards and official Program rules for the Mark of Excellence 2018 Performance Recognition Program are presented by job role within these participation categories:

- Dealer
- Sales
- BDC Manager
- Fixed Operations

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JUST THE FACTS

Enrollment Period

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Website

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Program Headquarters

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PO Box 1610
Minneapolis, MN 55440-1610

Call us: 1-800-368-1638

Fax us: 1-800-784-7543

ENROLLMENT INFO

Dealers are responsible for managing the online roster of participating dealership personnel. Changes can be made to the roster each year. The Dealer Operator and/or Executive Manager may elect to enroll the entire dealership in Mark of Excellence. Dealer/Operator and/or Executive Manager must choose to participate in the Fixed Operations and/or Certified Pre-Owned Bonus Programs (if eligible).

- Dealership personnel will be pre-populated/enrolled in the Performance Recognition Programs and Bonus Programs using 2017 enrollment rosters and participants who were not previously enrolled in Mark of Excellence, but who are enrolled with the BAC at Center of Learning.
- Enrolled Managers can enroll any eligible dealership employee(s) in their department in any applicable Mark of Excellence Program. Enrolled Managers can also withdraw any dealership employee(s) in their department from any applicable Mark of Excellence Program.
- New Sales, Service, Parts or Body Shop Managers can be enrolled by the Dealer Operator, Executive Manager, or any other eligible, enrolled Manager in their department.
- To earn credit from **January 3, 2018**, enrollments must be completed by **January 31, 2018**.
 - If enrolled after **January 31, 2018**, credit begins the first day of the GM sales reporting calendar month in which participants were enrolled.
 - Enrollments for these participant types will continue to remain open through **December 31, 2018**.

Dealership Enrollment Process and Fees

- Due to the program changes, there will be no automatic Program Enrollment for the 2018 Mark of Excellence Performance Recognition Program. **Dealers must login to www.gmprograminfo.com** and complete the enrollment process for the Performance Recognition Program and Performance Bonus Program (where applicable) to be eligible to participate.
- Dealerships may be enrolled in Performance Recognition and choose to participate in the CPO Performance Bonus component of the Program. However, a dealership may not enroll in the CPO Performance Bonus component unless the dealership is enrolled in Performance Recognition.
- In December 2017, Dealers that are new in 2018 will be sent a letter with a unique Electronic Confirmation Passcode. The Dealer can change this passcode if desired; but, for security purposes, the **Electronic Confirmation Passcode cannot be the same as the Dealer Operator's login passcode.**
- Mark of Excellence Enrollment Fees for 2018 are as follows:
 - There is a yearly enrollment fee for a dealership's participation in Mark of Excellence Performance Recognition for all participant types, except the Service Technician program (see next bullet). By enrolling and confirming their dealership's enrollment, the Dealer is agreeing to pay the enrollment fee by electing to pay in either one lump sum or through monthly payments from the Dealer's Open Account.
 - For **each** Service Technician enrolled in the Mark of Excellence program, there is an additional fee of \$25 per month per Service Technician. Service Technician enrollment fees will be billed on a monthly basis.
 - The MOE CPO Performance Bonus Programs require additional Dealer contributions as outlined in the program rules for those Bonus Programs.
- Monthly Dealer fees are dependent on the Dealer's competitive grouping found on your personal enrollment page. Levels are determined by sales August 1, 2016, through August 1, 2017.

Dealer Group	Annual Enrollment Fee	Monthly Payment
Level 1	\$3,600	\$300
Level 2	\$2,700	\$225
Level 3	\$1,800	\$150
Level 4	\$900	\$75

- General Motors reserves the right to modify the Annual Enrollment Fee from year to year. Dealers may also move to a different Dealer Group from year to year. Notice of any changes to the Annual Enrollment Fee will be given to each Dealer prior to the opt-out deadline.
- Once the registration has been reviewed, the Dealer Operator and/or Executive Manager must click "I accept" or electronically confirm the dealership enrollment.
- The web site Enrollment Summary page will include a schedule of enrollment fees and will contain the following statement:

By clicking the "I accept" button or entering in my confirmation passcode, I state that I have read, I understand and I agree to the Mark of Excellence 2018 Program rules. I agree to pay the appropriate enrollment fees as shown on the enrollment schedule below. I agree that I will continue to pay enrollment fees from my Dealer Open Account. I understand I have until January 31, 2018, to opt-out of my prior enrollment in the 2018 Mark of Excellence Program. Enrollment fees are non-refundable. If I do not submit notification of an opt out by January 31, 2018, I understand my enrollment and related enrollment fees will continue for the entire year and cannot be withdrawn, cancelled, revoked or refunded. I also understand that once I enroll in the Performance Bonus portion of the Program for the year, that enrollment cannot be withdrawn, cancelled or revoked. I understand GM will notify me as to the fees and applicable rules each year and provide me with timely notice of the opportunity to continue my participation, opt out, or enroll in the Program, depending on the applicable Program rules for that year.

- Enrollment is not effective until:
 - The Enrollment Summary page has been reviewed and the “I accept” button selected for Dealers who have participated previously; **OR**
 - For new Dealers or Dealers with changes to their enrollment selections, the confirmation code has been entered.
- At the conclusion of enrollment, Dealers and participants will receive an email with a list of the enrollment selections. Upon review of this email, if a Dealer determines that there is an error or that they would like to make enrollment selection changes, the Dealer can log in to the Mark of Excellence 2018 Program at www.gmprograminfo.com and change their enrollment selections.
 - After the enrollment period, Dealers cannot withdraw from the Bonus component; however, Dealers can enroll in Bonus or make participant changes any time during the program year.
- For the 2018 Mark of Excellence Program, dealers may choose to opt out of the Program by the end of the enrollment period, January 31, 2018, by choosing the “Opt Out” button on the Enrollment Summary page and following the opt-out process.

Your Option: Opt Out of the 2018 Mark of Excellence Performance Recognition Program

In the past, Dealers have been allowed to enroll automatically if you were enrolled in the previous year’s program. 2018 Mark of Excellence requires a Dealer to manually enroll to participate and give your dealership employees the chance to earn recognition and awards.

If a Dealer chooses not to participate in the 2018 MOE Program, you have two options:

1. **Do Nothing.** At the end of the 2018 MOE enrollment period, a Dealer who did not manually enroll has chosen to not participate. This Dealer will, however, receive reminder information through the open enrollment period until January 31, 2018.
2. **Opt Out of 2018 MOE.** If a Dealer chooses to “Opt Out” of the 2018 MOE program, you will not receive reminder information through the open enrollment period. Dealers who have already enrolled in the 2018 Mark of Excellence Program, but change their mind, may opt out of the Program by choosing the “Opt Out” button on the Enrollment Summary page and following the opt-out process by the end of the enrollment period, January 31, 2018.

How to Enroll Participants

- To access the web site, Dealer Operators/Managers will enter their login ID and password at www.gmprograminfo.com and select “Mark of Excellence 2018/Performance Rewards” from the menu. If you are unable to access the web site, contact Program Headquarters at **1-800-368-1638**.
- Each eligible dealership will have access to the online enrollment via www.gmprograminfo.com beginning December 4, 2017. This enrollment form will be pre-populated with all enrolled personnel from the 2017 Mark of Excellence Program.
- The Dealer Operator/Manager can choose to enroll dealership personnel currently on file for that BAC or can add/modify personnel to include those not on file. Additions or modifications can be made through December 31, 2018.
- The Dealer Operator/Manager may enroll as many dealership personnel as they deem appropriate.
- A person can only receive credit toward the Mark of Excellence awards for **one** job type for the 2018 calendar year. The job type for which a participant is enrolled in Mark of Excellence 2018 at the end of the Program will determine that participant’s job type for the entire year for Mark of Excellence. If the participant’s job type is changed at any time during the year, that participant will forfeit any and all awards earned but not yet received for their previous job type.
 - Participants must also be profiled in Center of Learning as the same job type as referenced above.
 - Participants must also be profiled in the dealership’s Maintain Personnel at www.gmprograminfo.com as the same job type as referenced above.

Participant Types

- There are two possible levels of enrollment for CPO Sales Consultants:
 - A Dealer Operator, Executive Manager and/or Sales Manager may enroll any number of the dealership personnel in the base Program called the Performance Recognition Program.
 - There is a separate election for the CPO Performance Bonus component of the Program. The Dealer Operator, Executive Manager and/or Sales/Fixed Operations Manager may elect to have all or none of the dealership CPO Sales Consultants, who are enrolled in Performance Recognition, also participate in the CPO Performance Bonus component.
- All Sales Consultants are eligible for the following applicable Programs: Retail, Fleet, Business Elite, Certified Pre-Owned, or Cadillac Certified Pre-Owned Recognition Programs. Program Headquarters will credit the Consultant with all eligible sales in the appropriate category.
 - If eligible, enrollment is automatic for the Fleet and CPO Programs as long as the VIN is recorded as a Fleet or CPO eligible delivery.
- There is an additional enrollment fee of **\$25 per month per Service Technician** for the 2018 MOE Service Technician Program.
 - The \$25 per month per Service Technician enrollment fee will be billed to the Dealer Open Account on a monthly basis.
 - The amount billed to each Dealer will be based on the number of Service Technicians enrolled in the Mark of Excellence Program. Billing will take place the first week of each month based on the previous month's enrollment total.
 - Service Technicians must be enrolled a minimum of 6 months in the Mark of Excellence program to be eligible and therefore cannot be enrolled later than July 1 2018, to be eligible for the 2018 program.
 - Eligibility starts in the month in which a Service Technician is enrolled. (Example: if enrolled in April, eligibility begins April 1.)
 - Late enrollments will not be considered for retroactive reporting/ranking point calculations.

Changes/Modifications After January 31, 2018

- Changes may continue to be made via www.gmprograminfo.com after January 31, 2018. Once the change has been made, the user must click on "Submit" and the registration is updated.
- The updated enrollment will not need to be electronically confirmed by the Dealer Operator and/or Executive Manager.

Requests To Withdraw From the Bonus Program (Fixed Operations, Certified Pre-Owned and/or Cadillac CPO):

- Once a Dealer has been electronically confirmed in Performance Bonus, the Dealer can NOT withdraw or terminate its participation.

GENERAL PROGRAM RULES

Reports

Participants can access their personalized statement at the Mark of Excellence Recognition web site located at www.gmprograminfo.com > **Recognition > Mark of Excellence > 2018 Mark of Excellence – GM Performance Rewards**. Reports will not be available until the Dealer Operator and/or Executive Manager has enrolled a participant in the Program.

Monthly Participant Reports — Program Participants, Managers and Dealer Operators can view the Program reports, which includes current status on the criteria for their individual program, on the MOE web site.

Award Eligibility

Awards are non-transferable; the individual earning the award must accept the award or forfeit. Participants must be employed at the enrolling dealership at the time of the award distribution or they forfeit all awards. Exceptions include:

- **Retirement** - Once a participant's retirement status has been approved, award will be given according to Program guidelines within 90 days of receipt of an online appeal request from the dealership provided the participant has met or exceeded all criteria to win. Once retired, participants cannot participate in MOE Performance Recognition or Performance Bonus Programs.
- **Death** — Once a request is approved due to the death of a participant, award will be provided to the estate within 90 days of approval (mailed to the address as required by the estate's executor or mailed to the Dealer's attention at the dealership address). A copy of the Death Certificate, proof of appointment as the executor of the estate, and copy of the executor's Driver's License are required.
- **In all cases, claimants must have met the criteria to qualify to win and receive any awards.**
- All requests for exception based on these events must be completed via the Appeals Process for Dealers located on the MOE web site or Exception System for Field Personnel located under Tools & Resources at www.gmprograminfo.com.

Employee Terminations/Transfers/Credits

- **Participants must be employed at the enrolling dealership at the time of the award distribution or they forfeit all awards.**
- **Participants will forfeit all awards if they are terminated from, or voluntarily leave a dealership prior to award distribution.**
- If a participant moves from one GM dealership to another, Performance Recognition Program credits will transfer only upon the completion of the Dealership Change Form which can be found online at www.gmprograminfo.com on the Mark of Excellence web site under Resources/Forms. Program Headquarters will deactivate the participant enrollment at the old dealership. The participant is responsible for contacting the new dealership to complete their enrollment in the Mark of Excellence Program when this request is processed.

Buy/Sell, Termination or Change in Channel Alignment

Buy/Sell

- Provided the new Dealer enrolls them, participants at the new dealership/or Channel (BAC) are eligible to participate.
- Credit for vehicle sales will begin with the first reporting day of the month the new Dealer confirms the new enrollment. Previous sales will follow the Sales Consultant to the new dealership.
- Training follows the participant regardless of their dealership enrollment.
- CSI scores follow the Sales Consultant to the new dealership until a new score is established at the new dealership.

Realigning/Adding/Deleting Channels Without a Buy/Sell — Chevrolet, Buick, GMC and Cadillac

- Participants at dealerships that terminate a GM Dealer Sales and Service Agreement or any eligible GM Channel after the Program enrollment period are not eligible to participate in the Program for that Channel.
- Participants at dealerships that experience a realignment of eligible Channels, or add any eligible Channels, can participate in that new Channel so long as the Dealer enrolls the participant.

Buy-Sell/Realignment/Adding/Deleting Channels — Exceptions

Dealerships may request an exception in these situations. Upon written request and application from the Field Operations Manager on behalf of the dealership, exceptions to the rules may be considered by GM. GM shall determine, in its sole business discretion, whether any exception will be granted and what sales objectives would apply. The Dealer Operator and an authorized GM representative must both consent to the exception in writing.

Dealership Terminations

If the dealership terminates or goes out of business (BAC terminates without a Buy/Sell) prior to January 3, 2018, the participants **will not** earn any Performance Recognition or Performance Bonus awards. Awards are made only to participants that are at active dealerships at the time of distribution.

Appeals Process

Mark of Excellence Enrolled Personnel may appeal their individual Program results to GM and Program Headquarters through the online Mark of Excellence Program Appeals Process:

- 2018 Program rules will be strictly adhered to.
- The Mark of Excellence Program Appeals process is accessible only to Dealers and Enrolled Personnel through the Contact Us link on the program web site home page. GM Field Personnel do not have access to the Appeals process.
- Appeals are reviewed, researched and approved or denied within 15 business days of receipt, provided all required documentation is included.
- Enrolled Personnel must establish one GMIN to their SSN in Global Connect, which is used for sales reporting, CSI and Center of Learning.
- No exceptions will be made for:
 - Dealer failing to enroll the Personnel in the MOE Program.
 - Reporting errors such as an incorrect GMIN, deliveries credited to the incorrect salesperson and other reporting errors made by the Dealer.
 - VINs reported under the SSN instead of the GMIN.
 - Enrolled Personnel who continue to use more than 1 GMIN or changes dealerships and establishes a new GMIN.
 - Failure to meet sales, Dealer Parts Sales Loyalty, Center of Learning training requirements, ASE requirements, DMN criteria, or the CSI requirement.

- If an exception still needs consideration, Enrolled Personnel may appeal their results.
- Enrolled Personnel will be required to submit required documentation electronically via the web site **no later than June 30, 2018**, for the 2018 Mark of Excellence Program.

GM will make the final decision on all appeals, using its sole discretion.

Tax Provisions

- Automatic enrollment does not include the Performance Recognition Bonus Program Liability for federal, state or other taxes imposed upon an award is the sole responsibility of the award winner, not General Motors. Program Headquarters will report all awards to the appropriate taxing authorities if appropriate. If applicable, a Form 1099 from General Motors will be issued to the award winner's Social Security number at the end of the calendar year reflecting all awards and gifts earned during that tax year.
- **IMPORTANT:** It is the employee's responsibility to verify the Dealership Employee profile (legal name, address, and SSN) is correct. If you receive notification or a letter from General Motors entitled "Important Tax Notice — Action is required" this means the IRS has notified us that information in your profile is incorrect. Please follow the instructions to provide the requested information and verify your profile is updated. These steps must be complete to earn bonus payout; participants are placing their bonus or payout at risk if these steps are not completed and confirmed within the timeframe outlined in the notification.

Auditing

- General Motors reserves the right to audit all Dealer records supporting any vehicle delivery and to disqualify participants in the event of any irregularity. Sufficient dealership records must be kept to evidence the sale or lease of all vehicle deliveries. GM reserves the right to debit the Dealer's Open Account for any awards improperly credited to the Dealer or its personnel.
- GM will audit all deliveries of eligible units as reported by the dealership via CDR.

Dealership Performance During Program Period

- The establishment of objectives and Dealer's performance under the Mark of Excellence Program does not change or modify the Dealer's obligation to meet its requirements under the GM Dealer Sales and Service Agreement.

Interpretation of Rules

- General Motors reserves the right, utilizing its sole business discretion, to cancel, suspend, amend or revoke this activity, in whole or in part, if General Motors determines that such action is necessary for any reason including, but not limited to, the occurrence of circumstances beyond its control.
- All General Motors general guidelines and definitions of terms relative to incentive Programs that were supplied to your dealership apply to this Program. Refer to the GM Dealer Sales Allowance and Incentive Manual.

Address Updates

- It is the sole responsibility of the award winner to update all information, including their mailing address with Program Headquarters. GM Program Headquarters will not be responsible for awards or GM *earnPOWER* cards that are shipped to an incorrect address.