

**GM Customer Care and Aftersales
June Ignition Switch Recall Completion Initiative
Official Rules**

Initiative Name: GM Customer Care and Aftersales Ignition Switch Recall Completion Initiative

Program Period: June 3 – July 7, 2014

Eligible Dealerships: All U.S. Chevrolet, Buick, GMC, and Cadillac Dealers

Eligible Dealership Employees: Service Managers and Parts Managers employed at eligible GM dealerships during the Program Period whose GM Center of Learning profile includes Service Manager or Parts Manager as their primary function. To be eligible, these Service Managers and Parts Managers must also remain employed at the same eligible dealership at the time of the award. If the Center of Learning profile has multiple Service Managers and Parts Managers employed at a GM dealership during the initiative with their primary function under this job title, the award amount will be split between the Service Managers and/or Parts Managers.

Program Description:

Dealer Objective:

The aggregate award for winning dealership Service Managers, as a group, and winning dealership Parts Managers, as a group, will be a total of 250 earnPOWER points. The eligible personnel will receive this award if the dealership achieves a completion rate of 90% of certain specified ignition switch recall repairs (those addressed in Safety Bulletin Nos. 13454B, 14063B, 14092A, 14113C and 14133C) (the "Ignition Switch Recalls"). Except for dealers in the State of New Hampshire, the completion rate will be based on this formula:

Ignition Switch Recall claims paid (June 3 – July 7, 2014) (Numerator), divided by:
Ignition Switch Recall kits shipped (June 3 – June 30, 2014) (Denominator)

= % completion rate of Ignition Switch Recalls

For dealerships located in the state of New Hampshire, the completion rate will be based on this formula:

Ignition Switch Recall claims paid (June 15 – July 7, 2014) (Numerator), divided by:
Ignition Switch Recall kits shipped (June 15 – June 30, 2014) (Denominator)

= % completion rate of Ignition Switch Recalls

Important Notes:

- Dealerships must have at least one Ignition Switch Recall claim paid during the Program Period to qualify for any award payment.
- If a dealership has qualifying paid claims but no qualifying shipments, the dealership's completion rate will be 100%.

Regional Opportunity for Additional earnPOWER points:

Dealerships that achieve at least a 90% completion rate for Ignition Switch Recall repairs based on the dealer objective above will also be entered into a random drawing within their GM Region. There will be ten (10) dealerships selected per region, and the Service Managers, as a group, and Parts Managers, as a group, at each selected dealership will each earn 2,000 earnPOWER points.

National Opportunity for Additional earnPOWER points:

All dealerships that achieve at least a 90% completion rate for Ignition Switch Recall repairs based on the dealer objective above will also be entered into a random drawing nationally. One (1) dealership in the nation will be selected and the Service Managers, as a group, and Parts Managers, as a group, at the selected dealership will each earn 5,000 earnPOWER points.

Reporting:

Individual dealership Ignition Switch Recall completion status reports will be uploaded each business day to the GM earnPOWER website at www.gmearnpower.com.

Other Conditions:

If the Center of Learning profile has multiple Service Managers and Parts Managers employed at GM dealerships during the initiative with their primary function under an eligible job title, the award amount will be split between the Service Managers and/or Parts Managers. Cents will be rounded up to the next whole dollar. If no Manager is identified in the GM Center of Learning profile with their primary function under an eligible job title, the GM Mark of Excellence (MOE) Service Manager and/or Parts Manager enrolled in the 2014 MOE program will receive the award, provided that manager is employed at the same GM dealership during the Program Period and at the time of the award.

Dealer Change:

Dealerships must be active during the entire Program Period with the same BAC and GM Dealer Parts Code to be eligible.

Tax Provisions:

Liability for federal, state or other taxes imposed upon a reward is the sole responsibility of the reward winner, not General Motors LLC. Program Headquarters will report all rewards to the appropriate taxing authorities if required by law.

Special Note:

GM reserves the right to audit this initiative at any time. Also, GM reserves the right to cancel, amend, revise or revoke this program at any time for any reason based on its sole business judgment. Final decisions in all matters relative to the interpretation of any rule or phase of this activity rests solely with GM. Misuse of earnings from this initiative will disqualify participation for both the dealer and its personnel.