

Reinventing the ownership experience.

DEALERSHIP DETAILS SHEET

To help you sell more cars, trucks and crossovers, you can tell your customers with confidence we'll be there together for them. Here's how – by protecting their car, their family, their investment and their paycheck.

Introducing “Total Confidence¹,” the most comprehensive customer care program ever, with:
5-Year/100,000-Mile Powertrain Transferable Warranty*: Plus Roadside Assistance and Courtesy Transportation. The best coverage in America.

Safety and Security of OnStar – Standard:** Automatic Crash Response, Vehicle Diagnostics, Stolen Vehicle Assistance – standard for one year on almost every GM vehicle.

Vehicle Value Protection[†]: When you finance a new GM vehicle, we'll help protect its retail value when you buy your next GM vehicle.

Payment Protection^{††}: If you lose your job, we'll be here for you. We'll make your payments – up to \$500 per month for up to 9 months.

These reassuring customer benefits, combined with the best product lineup in GM history, and aggressive advertising that tells customers they can now purchase a great GM car, truck or crossover **with total confidence** will help generate a significant amount of new traffic to your store. This Dealership Details Sheet is designed to help you get ready. You should also familiarize yourself with the:

- Customer Information Guide, gives customers an overview of the program
- Terms & Conditions for Payment Protection and Vehicle Value Protection (these documents include in-depth program descriptions, limitations and exclusions you need to know, and are available from your Sales or Service Manager)
- Consumer site: www.gmconfidence.com.

Total Confidence Dealership Process Overview

“Total Confidence” begins April 1st. The forms necessary to administer this program at your dealership include:

Total Confidence Customer Acknowledgement form – provides an overview of both Payment Protection and Vehicle Value Protection programs and registers his/her vehicle in both programs at time of delivery. Dealerships should keep a copy of this form in the deal jacket and provide the customer with a copy.

Vehicle Value Protection Redemption form – this form will be filled out and submitted for processing when a customer wants to acquire his/her next new GM vehicle from a GM dealership, and is eligible for Value Protection on his/her GM trade-in vehicle.

Terms and Conditions for Payment Protection and Vehicle Value Protection - Provide a sample copy of each of the Terms and Conditions to each customer prior to finalization of the sale.

Making sure all of your customers are properly enrolled in the Total Confidence program is really quite simple, just follow the steps below.



Don't miss an opportunity to get the word out to all of your customers about the Total Confidence program. It's the most comprehensive customer care program ever.



total confidence

www.gmconfidence.com

For general program questions, contact the Dealer Business Center at 1-888-414-6322.

For any questions on benefit redemptions, contact the program administrator at 1-888-778-9043, Monday-Saturday, 8 am-9 pm EST.

¹Restrictions apply. Take retail delivery by 4/30/09. Excludes Saab and medium-duty trucks. *Whichever comes first. See dealer for limited warranty details. **Visit onstar.com for system limitations and details. Vehicle diagnostic capabilities vary by model. OnStar acts as a link to existing emergency service providers. [†]From ServicePlan, Inc. You must trade-in or pay off your loan on the vehicle and purchase or lease new GM vehicle. Up to \$5000 on trade-ins (and up to \$2,500 for private sales) after making all scheduled monthly payments through the first half of your original loan term. Take retail delivery by April 30, 2009. At participating dealers only. Offer excludes Saab and medium-duty trucks. ^{††}From cynoSure Financial, Inc. Must be gainfully employed for at least 30 hours per week for 90 days after your vehicle purchase or lease. Excludes active GM employees. Take retail delivery by April 30, 2009. Offer excludes Saab and medium duty trucks.

Program Guidelines*

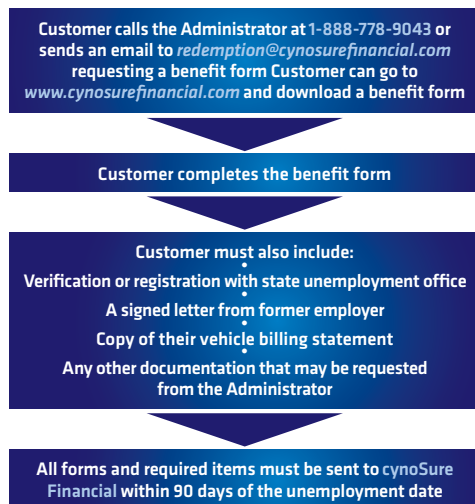
Payment Protection

- Included with purchase or lease of a new 2008, 2009 or 2010 eligible GM vehicle. Saab and medium duty trucks are not eligible
- If a customer loses his/her job because of economic conditions (plant closing, reduction in work force, etc.) he/she may be eligible under program terms and conditions to receive up to nine (9) monthly loan or lease payments
- Program Coverage extends to 24 months from delivery date
- Customer Eligibility Period begins 90 days after delivery date and customer must be employed for 90 days prior to making any claim for benefits
- The maximum monthly benefit is \$500
- If the monthly loan or lease payment is greater than \$500, the customer is responsible for the difference
- If a customer receives more than \$600 in payments within a calendar year, a 1099 will be issued at the end of the year by the plan administrator
- Within forty-five (45) days of purchase or lease, the customer receives complete terms and conditions of the program, including a toll-free number and instructions on how to file a claim

Payment Protection Eligibility

- Must be a new and unused 2008, 2009 or 2010 GM vehicle
- Must be purchased or leased from a participating GM Dealership in the United States
- Not eligible: All Saab models, Commercial/Fleet, Medium Duty (C5500 Series and above, including W Series trucks)
- Customer must be gainfully employed with income reported on a W-2
- Self-employed individuals do not qualify, see Terms and Conditions for specifics
- Active GM employees are not eligible
- Fleet sales/leases are not eligible
- Vehicles financed or leased to a business, corporation, partnership, utility, federal, state or local government, rental car company or any other organization owning and operating fifteen (15) or more vehicles are not eligible

Requesting a Benefit for Payment Protection



Vehicle Value Protection (VVP)

- Complimentary VVP program helps protect the retail value of the vehicle when the purchaser wants to buy or lease another new GM vehicle
- Purchaser entitled to maximum \$5,000 benefit when trading vehicle in at a GM dealership; maximum \$2,500 if the customer sells his/her vehicle elsewhere and purchases a new GM vehicle
- Customer benefit is defined by the difference between the outstanding principal loan balance less NADA Clean Retail value
- Financing of vehicle must be conventional with fixed rate terms from an approved institutional finance lender
- Customer is eligible for VVP support only **after** at least half of the term of the finance contract has passed, and at least half of the scheduled monthly payments have been made.
- One-time use of benefit, per eligible vehicle
- Non-transferable
- If at the time of purchase, the amount financed exceeds 110% of MSRP on new GM vehicle, the dollar amount exceeding 110% will be **added back** to the NADA Clean Retail Value
- At time of sale, dealer calls the 800 number; supplies the loan balance information; receives the NADA Clean Retail Value needed for calculation; gets confirmation number and a dollar amount; proceeds with new sale transaction
- Check made payable to customer or dealer
- Check mailed within 5 business days of benefit calculation

VVP Eligibility

- Must be a new and unused 2008, 2009 or 2010 GM vehicle
- Must be purchased from a participating GM Dealership in the United States
- Leased vehicles are not eligible for the program
- Not eligible: All Saab models, Fleet, Medium Duty (C5500 Series and above, including W Series trucks)
- See Terms & Conditions for eligibility

VVP Redemption – Dealer Process



**Other qualifications and exclusions are applicable to the Program and are contained within the Payment Protection program terms and conditions. This guide is not intended to vary any of the Terms and Conditions of these programs. To the extent there is any conflict with the program Terms and Conditions, the actual Terms and Conditions control.*