

TAKE ADVANTAGE OF OUR
GM EMPLOYEE PRICE.



PREFERRED PRICING

GMPREFERREDPRICING.CA



WELCOME

Welcome to Preferred Pricing, our exclusive vehicle discount program. It's the easy way for employees of eligible companies to take advantage of our GM Employee Price* on the purchase or lease of nearly any new Chevrolet, Buick, GMC or Cadillac.

To get started, visit **GMPreferredPricing.ca** for full program offers and features including:

- Exclusive offers and combinable discounts
- Complete program information
- Answers to Frequently Asked Questions
- Updates on the latest savings

Once you've found an eligible vehicle you like, make an appointment with a participating dealer. Bring your proof of employment (recent pay stub or letter from HR) and let them know you are eligible for Preferred Pricing.

All of this is our way of thanking you for being a valuable partner. To help share the news about Preferred Pricing, please use the foldout FAQ poster on the back of this letter.

HOW DOES IT WORK?

What is the Preferred Pricing discount?

Preferred Pricing allows eligible employees at your company to pay our GM Employee Price on an eligible new vehicle.

Can I combine the discount with other current offers?

Yes, certain other GM incentives can be combined with Preferred Pricing. This includes national and regional offers, GM Card Earnings (subject to Vehicle Redemption Allowances), and if eligible, Canadian Forces Appreciation Discount, Student Bonus Discount, and Mobility Program Discount. For details on current offers, simply visit your dealer or check out **GMPreferredPricing.ca**.

AM I ELIGIBLE?

Who is eligible for Preferred Pricing?

Current Canadian employees (all active hourly and salaried staff and their spouses, *not* including contract or retired employees) of eligible Preferred Pricing companies can take advantage of the program. Your selected vehicle must be titled and registered in the approved employee's or spouse's name for personal use only.

Which vehicles are eligible?

Almost every Chevrolet, Buick, GMC and Cadillac is eligible. That said, some models/trim may not be eligible and others may have limited availability. See your dealer for more details.

WHERE CAN I GET IT?

Can I receive this discount from any Chevrolet, Buick, GMC or Cadillac dealer?

The program is available only at participating dealers. Contact your local dealer and let them know you'd like to take advantage of Preferred Pricing.

What do I have to show to get my discount?

To get your Preferred Pricing discount, you will need to present proof of employment (letter from HR or a recent pay stub) to the participating dealer.

HOW CAN I PAY?

What are my purchasing options?

You can purchase, finance or lease an eligible Chevrolet, Buick, GMC or Cadillac with Preferred Pricing. Speak to your dealer or visit **GM.ca** for more information.

Can I use a trade-in with this program?

Please contact your dealer for more information about trade-ins.

*Current employees of eligible Preferred Pricing companies can purchase or lease an eligible new Chevrolet, Buick, GMC or Cadillac at GM Employee Price plus applicable fees and taxes. GM Employee Price is defined as the dealer's price of the base price of the vehicle, plus options, Program Participation fees, REP fees and dealer fees (if applicable) as shown on the invoice. This calculation excludes taxes, licence and registration fees, insurance, personal property registry fees and freight charges. Model restrictions may apply. See participating GM dealer for all program details. GM may modify or terminate this program in whole or in part without notice.