



GM Products Overview

Meet the needs of Internet customers, improve CSI and gain earnings opportunities with value-added GM products

GM Brand Credit Application

Is your dealership constantly on the lookout for quality online leads? GM is! With the new GM Brand Credit Application, available now exclusively through RouteOne, you may receive ALL credit application leads from GM websites, including Buick, Cadillac, Chevrolet, and GMC, directly into your RouteOne portal. Consumer leads will appear as an imported application from GM Web in the RouteOne Deal Manager for easy identification and processing.

By participating in this great program, *(available now exclusively through RouteOne)* your dealership will be listed on the GM brand websites as an option to submit credit apps! To be listed as an option for customer selection, your Dealership System Administrator (DSA) must enroll your dealership. Please refer to the GM Brand Credit Application Quick Start Guide for details on this process.

Post enrollment, your dealership will be listed as an option on the GM branded site for customer selection within five business days of your enrollment and acceptance of the eDPA. At that time you will begin to receive additional customer leads exclusively through RouteOne!

GM Credit Card

Earn rewards fast, increase customer loyalty and sell more vehicles with the GM Card Dealer Program! The GM Card Dealer Program allows you to offer customers two popular card products: The GM Card and the GM Extended Family Card.

To participate in the program, your dealership must sign the RouteOne Addendum Agreement and the Capital One GM Card Dealer Program Participation Agreement. You must also successfully complete the GM Card Product and Compliance training course. When these requirements have been met, your dealership will be activated within 3 to 5 business days. For more information, please log in to www.gmprograminfo.com and follow the following path: gmprograminfo.com>Incentive Programs>GM Card> GM Card Dealer Program.

GM Shop-Click-Drive

Obtain better leads and reach new customers! Be one of the first in your area to offer your customers the latest internet shopping tools directly from your website! Shop-Click-Drive tool from General Motors, available exclusively through RouteOne, provides convenient online shopping with the personalized service of your dealership! Capture credit apps, provide trade-in estimates, and close more deals with this innovative tool!

To enroll, visit www.gmglobalconnect.com, click on Sales Workbench or Business Administration Workbench (*under Dealership Operations*), and then click on Shop-Click-Drive, or email info@shopclickdrive.com.



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