



## GENERAL MOTORS

Date: 5/13/2014

Ref. number: Sales / CRM / G\_0000191839

Subject: **IMR PROGRAM - DEALER PRIMARY WEBSITE COMPLIANCE NOTICE**

May 13, 2014

### >>> IMR PROGRAM - DEALER PRIMARY WEBSITE COMPLIANCE NOTICE <<<

Effective March 7, 2014 a change was made to the IMR program guidelines regarding Dealer Primary Website Compliance. The change stated that eligibility for Sales IMR Match Funds will require that each dealer's primary website feature only GM vehicles, products or services. A dealer's primary website is defined as the site to which a dealer directs traffic via dealer paid advertising and/or search engine optimization that features GM vehicles, products or services.

#### Audit Results

**An audit of primary dealer websites was recently completed, and it has been determined that your GM primary website currently includes the ability to shop competitive, NEW non-GM vehicles.** This is a violation of the new IMR program guidelines, and your website must be brought into compliance within 90-days from this notice.

Recognizing that programming changes may be required, your dealership will have until August 13, 2014, to make the necessary corrections. Ongoing audits of your dealership's primary website will continue on August 13<sup>th</sup> to ensure that only General Motors products and services are featured. If the ability to shop new non-GM competitive makes still exists on your GM primary website, the accrual of Sales IMR Match Funds will be discontinued until brought into compliance.

The purpose of the IMR program is to create a customer shopping experience that is the most compelling and brand focused environment possible for GM products and services. Like your physical store, your website is your virtual showroom where the customer is coming to shop your vehicle inventory. It is contrary to the program, and to the interests of GM, to enable websites that include the ability to shop new, non-GM vehicles, products or services.

If you have questions, or would like to understand options available to bring your website into compliance, please contact your local GM Zone Team or email Dealer.Digital@GM.com.

Contact name: Program Support

E-Mail: Dealer.Digital@GM.com

Department: Marketing and Advertising - CRM  
Retail I-Net Strategy

Phone:

Intended roles: Dealer, Dealer Principal, General Manager, General Sales Manager, Internet Sales Manager

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