



Chevy Incentive Summary*

WE & SE Regions Only



Effective: December 5, 2008	2008 Models (through 1/5/09)					2009 Models (through 1/5/09)				
Models	Customer Cash	Overage BC <small>Must have price effective date on or before 5/9/08</small>	Overage BC <small>Must have price effective date between 5/10/08 & 7/8/08</small>	APR (36/48/60)	Other	Customer Cash	Overage BC <small>Must have price effective date between 5/10/08 & 7/8/08</small>	APR (36/48/60)	Conquest Purchase Bonus Cash	Other
Aveo	\$500	\$500		std/std/std	Supplier Pricing	\$0		std/std/std		Supplier Pricing
Cobalt	\$1,500			std/std/std	Supplier Pricing	\$1,500		std/std/std		Supplier Pricing
Malibu 4 cyl	\$1,250			std/std/std	Supplier Pricing	\$1,000		std/std/std		Supplier Pricing
Malibu '09 High Value V6 (LZE/LZ4)										
Malibu 6 cyl (LY7)	\$2,250			std/std/std	Supplier Pricing	\$2,000		std/std/std		Supplier Pricing
Malibu Hybrid	\$500			std/std/std	Supplier Pricing	\$0		std/std/std		Supplier Pricing
Impala	\$2,250			std/std/std	Supplier Pricing	\$1,750		std/std/std		Supplier Pricing
Corvette (excl. '09 ZR1)	\$0	\$500		std/std/std	Supplier Pricing	\$0		std/std/std		Supplier Pricing
HHR	\$1,000	\$500		std/std/std	Supplier Pricing	\$1,000		std/std/std		Supplier Pricing
Equinox	\$2,250	\$500		std/std/std	Supplier Pricing	\$1,000		std/std/std		Supplier Pricing
TrailBlazer	\$5,250	\$500		std/std/std	Supplier Pricing	\$3,000		std/std/std		Supplier Pricing
Traverse						\$750		std/std/std	\$1,000	Supplier Pricing
Tahoe (All)	\$5,000	\$1,500	\$1,000	std/std/std	Supplier Pricing	\$1,000	\$1,000	std/std/std		Supplier Pricing
Suburban	\$6,000	\$1,500	\$1,000	std/std/std	Supplier Pricing	\$1,000	\$1,000	std/std/std		Supplier Pricing
Avalanche	\$5,000	\$1,500	\$1,000	std/std/std	Supplier Pricing	\$500		std/std/std		Supplier Pricing
Colorado Reg Cab	\$500	\$500		std/std/std	Supplier Pricing	\$0		std/std/std		Supplier Pricing
Colorado Ext / Crew	\$2,000	\$500		std/std/std	Supplier Pricing	\$1,000		std/std/std		Supplier Pricing
Silverado 1500 Reg Cab	\$4,000	\$1,500	\$1,000	std/std/std	Supplier Pricing	\$500		std/std/std		Supplier Pricing
Silverado 1500 Ext Cab	\$5,500	\$1,500	\$1,000	std/std/std	Supplier Pricing	\$1,000		std/std/std		Supplier Pricing
Silverado 1500 Crew Cab	\$5,500	\$1,500	\$1,000	std/std/std	Supplier Pricing	\$1,500		std/std/std		Supplier Pricing
Silverado 2500/3500 (All)	\$6,000	\$1,500	\$1,000	std/std/std	Supplier Pricing	\$500		std/std/std		Supplier Pricing
C4500 Kodiak	\$6,000	\$500		std/std/std	Supplier Pricing	\$500		std/std/std		Supplier Pricing
Uplander	\$1,250	\$500		std/std/std	Supplier Pricing					
Express 2500 Cargo	\$2,500	\$500		std/std/std	Supplier Pricing	\$1,000		std/std/std		Supplier Pricing
Express Cutaway (All) & 3500	\$1,500	\$500		std/std/std	Supplier Pricing	\$1,000		std/std/std		Supplier Pricing
Express (all other)	\$2,000	\$500		std/std/std	Supplier Pricing	\$1,000		std/std/std		Supplier Pricing

Lease Pull-Ahead (includes all Chevy Vehicles) 11/4/08 - 1/5/09. Waives UP to 2 Payments on GMAC S/L & S/B Contracts w/ End Date no later than 6/30/09.

Targeted Lessee Bonus Program to ALL Current Lessees (11/4/08 - 1/5/09)

Must have a GMAC SL/SB or Non-GMAC lease with a contract end date through 6/30/09
 \$4,000 Purchase Bonus Cash on '09 TrailBlazer, Tahoe (including Hybrid) & Suburban
 \$3,000 Purchase Bonus Cash on '09 Malibu 6cyl, Impala, Silverado, Avalanche & Express
 \$2,000 Purchase Bonus Cash on '08 Impala, '09 Malibu 4cyl, Equinox & Traverse
 \$1,000 Purchase BC on '09 Aveo, Cobalt, HHR, Corvette, Colorado, C4500 & ALL '08 models (excl. '08 Impala)

'09 Traverse \$1,000 Loyalty Purchase BC (10/1 - 1/5/09):
 Eligible to owners/lessees of '99 or newer Tahoe, Suburban, TrailBlazer/EXT, Equinox, Venture, Uplander or Oldsmobile

Overage Bonus Cash (11/4/08 - 1/5/09) \$1,500 on '07 Silverado (all), Tahoe, Suburban & Avalanche; \$500 on all other '07 Chevy Vehicles (excl. Cobalt/Malibu/Impala) with Price Effective Date on or before 5/9/08

November Re-Consensus Dealer Cash (11/21/08 - 1/5/09): \$2,000 DC on '08/09 Malibu, Tahoe, Suburban & '09 Traverse; \$3,000 DC on '08/09 Impala

Cobalt Dealer Bonus Certificate Program (12/5/08 - 1/5/09): Stack up to 6 - \$250 DBC's (\$1,500 Total) on '08/09 Cobalt

Q4 Competitive Loan Private Offer (11/3/08 - 1/5/09): \$1,500 towards '08/'09 Chevy Vehicles (excl. Aveo/Cobalt/C4500); \$2,000 in FL/TX/CA

Q4 Garage Mate Private Offer (11/3/08 - 1/5/09): \$2,000 towards '08/'09 Chevy Vehicles (excl. Aveo/Cobalt/Z06/ZR1/C4500); \$3,000 in CA

CA-FL: '08 Malibu (excluding Hybrid) \$1,000 Conquest Bonus Cash through 1/5/09

* Guide Only - Refer to GM Incentive Messages for Official Parameters