


Independent Service Center Benefit Charts

800) 878-2121
parts@bergerchevy.com
BergerWholesaleParts.com


As an Independent Service Center, take advantage of the convenience of a streamlined rewards program. My GM Partner Perks benefits extend beyond just redeemable points to include national marketing support, training resources and business tools that can help drive profitability, productivity and, most importantly, your bottom line. With your first purchase, you can start to take advantage of these exclusive benefits and discounted resources.

Benefit Package		Single Shop			Multi-Shop		
		PERKS	PERKS+	PRO PERKS++	PRO PERKS++		
PROGRAM PILLARS				PROFESSIONAL SERVICE CENTER	REGIONAL SERVICE CENTER		
 <p>Rewards & Incentives</p>	Annual Fee	\$100	\$400	\$700	\$0		
	Average Monthly Purchases Required During Program Period	\$0	\$3,000	\$6,000	\$2,000 Avg. per Location		
	Rewards	Maint. & Repair	<\$3K	1%	1%	1%	3%**
			\$3K-\$4K	1%	2%	2%	3%**
			\$4K-\$5K	1%	3%	3%	3%**
			>\$5K	1%	4%	4%	3%**
		Collision	0.25%	0.5%	1%	0.5%**	
	Powertrain/Propulsion	15 Points/Assembly 5 Points/Transfer Case	30 Points/Assembly 15 Points/Transfer Case	30 Points/Assembly 15 Points/Transfer Case	30 Points/Assembly** 15 Points/Transfer Case		
	Growth Bonus*	Y	Y	Y	Y		
	Trade Offers With Streamlined Redemption Process	Y	Y	Y	Y		
Access to Consumer Offers	N	Y	Y	Y			

 **Rewards & Incentives**

Earn on eligible GM Genuine Parts, ACDelco, Chevrolet Performance and Chevrolet, Buick, GMC and Cadillac Accessories purchases. For easy access and maximum spending power, your my GM Partner Perk Points will accumulate in your online portal wallet.

*20% additional rewards for 10% year-over-year growth in purchasing.
**Reward in the form of a rebate.
Chevy Performance and Chevrolet, Buick, GMC and Cadillac Accessories purchase are rewarded through maintenance and repair.

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 <p>Marketing Support</p>	Promotional Kits	N	Y	Y	Y
	Point-of-Sale Materials and Merchandise	Y	Y	Y	Y
	Digital Support	Y-Discount	Y-Discount	Y-Premium Discount	Y-Premium Discount
	National Website Locator Listing	N	Y	Y	Y
	ACDelco Co-Branded Signage	N	N	Y	Y
	Digital Sign Video Player With Subscription	N	N	Y	Y

 **Marketing Support**

Receive access to promotional kits, point-of-sale materials, merchandise and digital support, including website, search and social media. In addition, you will have access to national site locator listings and ACDelco co-branded signage designed to help get your shop in front of more customers and maximize your bottom line.




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Repair Resources


Partners receive access to Techline Connect, diagnostic support and Service Information to keep your shop and employees up to date as well as to receive subscription discounts to help lower your labor costs.

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		PERKS	PERKS+	PRO PERKS++	PRO PERKS++
PROGRAM PILLARS				PROFESSIONAL SERVICE CENTER	REGIONAL SERVICE CENTER
 Repair Resources	Si Annual Subscription†	\$1,200 Annual Subscription	\$900 Annual Subscription	\$900 Annual Subscription	\$900 Annual Subscription
	Techline Connect Annual Subscription	N	\$995 Annual Subscription	\$995 Annual Subscription	\$995 Annual Subscription
	Annual Training Fee	\$400	\$400	\$0	\$0
	Technical Assistance	Y-Discount	Y-Discount	Y-Premium Discount	Y-Discount
	Service Info Subsidy Credit	N	\$300 per Year \$25 per Month	\$600 per Year \$50 per Month	N

†Si discounts and promotions are not available to subscribers in Massachusetts.
Chevy Performance and Chevrolet, Buick, GMC and Cadillac Accessories purchase are rewarded through maintenance and repair.

Profitability & Productivity

Help drive your business' profitability potential with programs such as Consumer Assurance and Roadside Assistance.†† Giving your customers peace of mind, will help strengthen your own bottom line, while you receive program discounts, which can assist in lowering your business costs so that you can stand to make more.

Benefit Package		Single Shop			Multi-Shop
		PERKS	PERKS+	PRO PERKS++	PRO PERKS++
PROGRAM PILLARS				PROFESSIONAL SERVICE CENTER	REGIONAL SERVICE CENTER
 Profitability & Productivity	Consumer Assurance	\$50/Hr., 2-Hour Cap. Other Labor Hours = None.	\$50/Hr., 3-Hour Cap. Other Labor Hours = 3 Hours Max.	Door Rate Capped at \$100/Hr. Other Labor Hours = Based on MAPS Evaluation.	Door Rate Capped at \$100/Hr. Other Labor Hours = 3 Hours Max.
	Roadside Assistance††	Y	Y	Y	Y
	Business Discounts	Y	Y	Y	Y

††Roadside Assistance provided by Signature Motor Club from Allstate Roadside Services.

GM reserves the right to audit, modify or cancel this program at any time.