



Independent Service Center Benefit Charts

(800) 878-2121
parts@bergerchevy.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	
PROGRAM PILLARS		PERKS	PERKS+	PRO PERKS++	PRO PERKS++	
REWARDS & INCENTIVES 	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 \$3K-\$4K \$4K-\$5K >\$5K	1%	1%	1%	3%**
			1%	2%	2%	3%**
			1%	3%	3%	3%**
			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		

*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.



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.

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MARKETING SUPPORT 	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 Information Systems, diagnostic support and GM Service information to keep your shop and employees up to date as well as to receive subscription discounts to help lower

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REPAIR RESOURCES 	GMSi Annual Subscription [†]	\$1,200 Annual Subscription	\$900 Annual Subscription	\$900 Annual Subscription	\$900 Annual Subscription
	TIS2Web 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

[†]GMSi discounts and promotions are not available to subscribers in Massachusetts.



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.

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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 Allstate.

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