

New Business Maintenance Plan, Cash Incentives Offered GM Fleet Customers

General Motors Fleet and Commercial Sales has introduced the GM Business Choice program, a first-of-its-kind fleet maintenance plan designed specifically for business customers that will now include an industry-first two-year, 30,000-mile Business Maintenance Plan, in addition to a cash allowance for vehicle accessories or upfits.

GM is the first automaker to offer a maintenance plan alongside cash incentives that may be used with any upfitter. The GM Business Choice maintenance plan, which covers lube, oil and filter changes; tire rotation; and a 27-point inspection, is now available to Business Choice customers. Eligible vehicles include: cargo, passenger and cutaway vans, chassis cabs, 1500, 2500 and 3500 pickups and the Chevrolet Avalanche.

"Our customers told us how important a maintenance plan is to them, so we listened and re-designed the Business Choice program to meet their needs as part of our commitment to providing the best possible customer experience," said Ed Peper, General Motors U.S. vice president of Fleet and Commercial Sales.

"We've done a lot to raise the bar at GM Fleet and Commercial, and this is one example of how we are continuing to alter the way we do business to further nurture our partnerships with our customers and be their preferred choice," Peper said.

The new Business Choice program has been revamped for ease of use by dealers and customers, GM says. Customers will now receive a GM Accessory cash allowance or an upfit cash allowance, depending on the ve-

hicle and the customers' needs.

Small business customers who purchase more than one vehicle for work-related purposes may be eligible for the program.

The updated Business Choice program will complement the all-new Business Elite dealer program.

To find out which vehicle purchases are eligible, contact a local Chevrolet or GMC dealer.

2013 Grand Prix Organizers Seek Race Volunteers

Metro Detroiters looking to be involved in the upcoming Chevrolet Detroit Belle Isle Grand Prix should visit www.DetroitGP.com because the race's organizing committee is looking for 1,400 volunteers to help put on the event.

The Grand Prix event takes place between May 31 and June 2 on a newly-configured 2.3-mile course on Belle Isle in Detroit.

"Our Grand Prix volunteers have proven year after year to be the best in the business," said Bud Denker, Chevrolet Detroit Belle Isle Grand Prix event chairman. "These ambassadors truly make our event special and we want to expand our volunteer ranks to include 1,400 dedicated and hard-working people in 2013."

Volunteers pay a \$15 registration fee. Activities include credentialing, customer relations and media center operations.

There is a 25-hour minimum work requirement. Volunteers will receive, among other things, a lapel pin, a DGPA volunteer uniform and free off-island parking.

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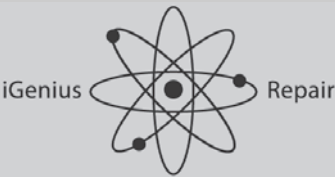
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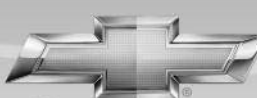
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Picture may not represent actual sale vehicle. All rebates/incentives including competitive lease (non-GM) in household have been deducted from Sale Price/Payment and are subject to change by the manufacturer without notice. GM Employee Discount is required except where noted. Prices/Payments are plus tax, title and plates. All leases 10,000 miles per year with \$1299 down, purchase payments are 75 months at 2.79% and require \$1999 down for well-qualified individuals. First payment, title, tax and plate fees are due at lease signing. Truck loyalty requires 1999 or newer GM truck in household. Some Restrictions may apply, see dealer for details. Sale ends 1/11/2012 @ 6:00PM.

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