

General Motors Military Appreciation Program Rules and Guidelines



**Military
appreciation**



Overview

The General Motors Military Appreciation Program (the “Program”) provides eligible participants (each a “Participant”) residing in the United States with the opportunity to apply the program offer to the purchase or lease of a new and unused vehicle (“Eligible Vehicles”) from a participating dealer. A Participant may also provide eligible individuals (each a “Sponsored Purchaser”) residing in the United States with the opportunity to apply the program offer to the purchase or lease of an Eligible Vehicles from a participating dealer.

By purchasing or leasing an Eligible Vehicle through the Program, both the Participant and the Sponsored Purchaser acknowledge and agree to be bound by these Rules and Guidelines.

It is the Participant’s responsibility to know these Program Rules and Guidelines and to make them known to each Sponsored Purchaser. Violations of these Rules and Guidelines by any Participant or his or her Sponsored Purchaser will result in sanctions against the Participant. The Program Manager shall have sole discretion at all times to enforce these Rules and Guidelines and suspend a Participant’s and/or a dealer’s participation in the Program.

The Program may be withdrawn at any time, and its terms are subject to change from time to time by GM. Final decisions in all matters relating to the interpretation of these Rules and Guidelines rest solely with GM.

The Program cannot be retroactively applied to a prior purchase or lease.

Eligibility

Participants must be eligible to participate throughout the entire purchase process – from the date the process is started through the date of vehicle delivery.

Eligible Participants

This Program is available only to Eligible Participants, defined as:

- 1) Active Duty members, Reservists, National Guard members, Veterans and Retirees of the U.S. Army, Navy, Air Force, Marine Corps and Coast Guard.

Sponsored Purchasers

Participants are able to sponsor their spouse.

GM has the final decision on all eligibility requirements.

Program Rules

Required Registration

Prior to purchasing or leasing an Eligible Vehicle through the Program, Participants must register through ID.me to validate their military status. For complete information on the ID.me registration process, visit [ID.me/about](https://www.id.me/about).

Authorization Numbers

Each Participant is limited to a certain number of Authorization Numbers each year to purchase or lease Eligible Vehicles under the Program:

- Participants are eligible to receive two (2) authorizations per year

Each Authorization Number is valid for 90 days from the date it was issued to purchase or lease an Eligible Vehicle. The dealer MUST have you or your sponsored spouse’s authorization number prior to completing the lease or purchase of an eligible vehicle in order to take delivery.



After it has issued each Authorization Number, GM will send the Participant who requested the Authorization Number an electronic confirmation notifying him or her that an Authorization Number has been issued. The Participant must report to GM any unauthorized authorization numbers immediately. Participants who do not report any suspicious or unauthorized use of an Authorization Number issued by him or her may be subject to the sanctions referenced below.

Required Documentation

In addition to a valid authorization number, Participants must present the following document to a participating GM dealer in order to purchase or lease under the Program: A copy of the eligible Purchaser's driver's license, with the driver's license number redacted, showing the ZIP Code and Date of Birth that was used to obtain the authorization number. The eligible Purchaser's Date of Birth and ZIP Code must match the eligible Purchaser's driver's license.

Eligible Vehicles

For a list of Eligible Vehicles, please visit gmmilitaryappreciation.com and select "**Vehicles**" on the home page. Some models may have limited availability. Vehicle eligibility may change at any time without notice.

Inducements

Participants and Sponsored Purchasers are prohibited from soliciting or accepting money or discounts, except GM-sponsored incentives, from dealers or any other persons in connection with the sale of Eligible Vehicles under the Program. **At no time shall a Participant or Sponsored Purchaser accept payment or other consideration from dealers for referrals.** However, Participants or Sponsored Purchasers may accept inducements of nominal value, up to \$50, provided the inducements are offered to the general public and are noncash in nature, such as a free first oil change. This prohibition does not apply to a fuel fill if provided by the dealer at the time of delivery.

Documentation Fees

Dealers will be permitted to assess a maximum of \$75 in documentation fees, except when:

- A documentation fee is specified in the applicable state law

AND

- Your dealership charges all customers the same documentation fee (excluding all customers purchasing under the GM Employee, Military, First Responder, Healthcare Professionals, Executive Referral and Dealership Employee Programs).

Titling Restrictions

A vehicle purchased or leased under the Program must be used for **personal, noncommercial use/transportation by Participant or Sponsored Purchaser**. It is prohibited under the Program to purchase, lease, register or title a vehicle in the name of a business or to dispose of the vehicle prior to the retention period. In addition, it is prohibited under the Program to purchase or lease a vehicle for commercial use.

Vehicles purchased under the Program must be registered, licensed, titled, insured and owned by the Participant or Sponsored Purchaser. The Participant or Sponsored Purchaser must be the person named as the Purchaser on the Approval Code Document form. Vehicles may also be titled in the name of a living trust that bears the Participant's or Sponsored Purchaser's name.

Vehicles may be titled with a co-buyer provided the Participant or Sponsored Purchaser, who is named as the Purchaser on the Customer Dealer Agreement, is listed as a co-buyer on the:

- Title
- Registration
- Financing documents
- Insurance documents

Participants and Sponsored Purchasers who enter into financing agreements (i.e., a loan or lease) are obligated to repay all amounts whether they are an individual buyer/lessee or a co-buyer/co-lessee.

Vehicle Retention Period

If the Participant or Sponsored Purchaser is purchasing or leasing a vehicle under the Program with cash or through a loan,

the Participant or Sponsored Purchaser must own and retain the vehicle for at least six (6) months from the date of delivery.

GM reserves the right to modify the retention rules at any time. Retention periods for some vehicles may be different than the retention period referenced in previous versions of these Program Rules and Guidelines.

Audits

GM will conduct periodic audits to ensure the integrity of the Program and of Program compliance by Participants. Participants may be asked to furnish documentation supporting eligibility of the Participant and Sponsored Purchasers, vehicle retention, and compliance with these Rules and Guidelines. Documents requested may include, but are not limited to military identification, marriage licenses, registration/title information, etc.

General Motors reserves the right to audit dealership records and disqualify any sales that do not meet the Program guidelines. Any money improperly paid to any party based upon representations from a dealer or Participant shall be charged back accordingly.

Failure to comply with an audit request may subject the Participant to the sanctions referenced below.

Sanctions

Violations of these Rules and Guidelines, including, but not limited to, violations of eligibility rules, retention periods, titling restrictions, whether by the Participant or his or her Sponsored Purchaser(s), if any, will result in sanctions against the Participant. ***Sanctions may include, but are not limited to, the loss of privileges (two (2) years per violation) and repayment of monies.***

The sale of any Authorization Numbers, or any unauthorized use of an Authorization Number, is prohibited. A Participant who violates this provision, or who sponsors a Sponsored Purchaser who violates this provision, will be suspended from the Program for five (5) years per violation and will be required to repay the incentive monies. Subsequent violations of this rule may result in permanent suspension from the Program.

In addition, GM may pursue legal action against any individual or entity for violating these Rules and Guidelines.

Additional Information

Dealership participation is voluntary. To determine a specific dealership's willingness to sell vehicles under the Program, the Participant should contact the dealership directly. If a dealership is not willing to sell a vehicle through the Program, the Participant may contact or visit another dealership.

During the initial dealer inventory buildup when new models are introduced, and from time to time thereafter, it may be necessary for GM to restrict purchases on certain models under the Program. Please visit **gmmilitaryappreciation.com** to find a current list of Eligible Vehicles.

The Program does not constitute an agreement between GM and any individual for the purchase or lease of any vehicle at a specific price. However, by purchasing an Eligible Vehicle through the Program, the Participant acknowledges and agrees to abide by and be bound by these Program Rules and Guidelines.

These Program Rules and Guidelines may be modified by GM at any time, in GM's sole discretion.

GM may unilaterally modify, change or withdraw the Program at any time.

Compliance With Applicable Laws

If any law or regulation is adopted or interpreted which, in GM's opinion, prohibits or penalizes the implementation of the Program, then GM may, in its sole discretion, cancel the Program or any order submitted under the Program without any further obligation and without any liability to either the dealer or the Participant.

THESE TERMS AND CONDITIONS CANNOT BE MODIFIED BY ANYONE OTHER THAN GENERAL MOTORS.

GM (Rev. 10/2/23)