



Chevy Incentive Summary*



Effective: September 25, 2009	2009 Models (through 11/2/09)					2010 Models (through 11/2/09)					
Models	Customer Cash	APR (36/48/60/72)	Other	Plus-up Purchase BC	Stand Alone APR (36/48/60/72)	60 Day Satisfaction Guarantee (9/14/09 - 11/30/09)	Customer Cash	APR (36/48/60/72)	Other	Stand Alone APR (36/48/60/72)	60 Day Satisfaction Guarantee (9/14/09 - 11/30/09)
Aveo	\$1,500	5.9/5.9/5.9/5.9			0.0/0.0/1.9/3.9	Guarantee or \$500	\$0	6.9/6.9/6.9/6.9			Guarantee or \$500
Cobalt	\$1,500	1.9/1.9/1.9/4.9			0.0/0.0/1.9/3.9	Guarantee or \$500	\$500	4.9/4.9/4.9/6.9			Guarantee or \$500
Malibu (excluding Hybrid)	\$1,500	3.9/3.9/3.9/std			0.0/0.0/0.0/3.9	Guarantee or \$500	\$1,500	3.9/3.9/3.9/5.9		0.0/0.0/0.0/3.9	Guarantee or \$500
Malibu Hybrid	\$1,000	std			0.0/0.0/0.0/3.9	Guarantee or \$500					
Impala	\$2,500	4.9/4.9/4.9/std			0.0/0.0/0.0/0.0	Guarantee or \$500	\$1,000	4.9/4.9/4.9/6.9			Guarantee or \$500
Camaro							\$0	std			Guarantee or \$500
Corvette (excluding ZR1)	\$4,000	std			0.0/0.0/0.0/3.9	Guarantee or \$500	\$0	std			Guarantee or \$500
HHR	\$2,000	3.9/3.9/3.9/std				Guarantee or \$500	\$0	6.9/6.9/6.9/6.9			Guarantee or \$500
Equinox	\$2,500	4.9/4.9/4.9/std	Pullboard		0.0/0.0/1.9/3.9	Guarantee or \$500	\$0	6.9/6.9/6.9/6.9	Conquest		Guarantee or \$500
TrailBlazer	\$3,500	2.9/2.9/2.9/4.9				Guarantee or \$500					
Traverse LS/LT	\$2,000	5.9/5.9/5.9/std	\$500 BC		0.0/0.0/0.0/3.9	Guarantee or \$500	\$1,000	4.9/4.9/4.9/6.9			Guarantee or \$500
Traverse LTZ	\$3,000	5.9/5.9/5.9/std	\$500 BC		0.0/0.0/0.0/3.9	Guarantee or \$500	\$1,000	4.9/4.9/4.9/6.9			Guarantee or \$500
Tahoe	\$1,500	5.9/5.9/5.9/std	\$2,500 BC		0.0/0.0/0.0/0.0	Guarantee or \$500	\$1,000	4.9/4.9/4.9/6.9			Guarantee or \$500
Suburban	\$1,500	5.9/5.9/5.9/std	\$2,500 BC		0.0/0.0/0.0/0.0	Guarantee or \$500	\$1,000	4.9/4.9/4.9/6.9			Guarantee or \$500
Avalanche	\$3,500	2.9/2.9/2.9/4.9		\$500	0.0/0.0/0.0/3.9	Guarantee or \$500	\$1,000	4.9/4.9/4.9/6.9			Guarantee or \$500
Colorado Reg Cab	\$500	4.9/4.9/4.9/std	\$500 BC		0.0/0.0/0.0/3.9	Guarantee or \$500	\$500	4.9/4.9/4.9/6.9			Guarantee or \$500
Colorado Ext / Crew	\$1,500	4.9/4.9/4.9/std	\$500 BC		0.0/0.0/0.0/3.9	Guarantee or \$500	\$500	4.9/4.9/4.9/6.9			Guarantee or \$500
Silverado 1500 Reg Cab	\$2,000	3.9/3.9/3.9/std		\$500	0.0/0.0/0.0/3.9	Guarantee or \$500	\$1,000	4.9/4.9/4.9/6.9			Guarantee or \$500
Silverado 1500 Ext Cab	\$3,500	2.9/2.9/2.9/4.9		\$500	0.0/0.0/0.0/3.9	Guarantee or \$500	\$1,000	4.9/4.9/4.9/6.9			Guarantee or \$500
Silverado 1500 Crew (incl Hybrid)	\$3,500	2.9/2.9/2.9/4.9		\$500	0.0/0.0/0.0/3.9	Guarantee or \$500	\$1,000	4.9/4.9/4.9/6.9			Guarantee or \$500
Silverado 2500/3500 Reg Cab	\$4,000	4.9/4.9/4.9/std		\$500	0.0/0.0/0.0/3.9	Guarantee or \$500	\$1,000	4.9/4.9/4.9/6.9			Guarantee or \$500
Silverado 2500/3500 Ext Cab	\$3,000	4.9/4.9/4.9/std		\$500	0.0/0.0/0.0/3.9	Guarantee or \$500	\$1,000	4.9/4.9/4.9/6.9			Guarantee or \$500
Silverado 2500/3500 Crew Cab	\$3,000	4.9/4.9/4.9/std		\$500	0.0/0.0/0.0/3.9	Guarantee or \$500	\$1,000	4.9/4.9/4.9/6.9			Guarantee or \$500
C4500 Kodiak	\$2,000	4.9/4.9/4.9/std				Guarantee or \$500					
Express Passenger	\$1,000	std			1.9/2.9/3.9/5.9	Guarantee or \$500	\$0	std			Guarantee or \$500
Express Cargo	\$1,500	std			1.9/2.9/3.9/5.9	Guarantee or \$500	\$0	std			Guarantee or \$500
Express Cutaway	\$1,000	std			1.9/2.9/3.9/5.9	Guarantee or \$500	\$0	std			Guarantee or \$500

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

Sub Prime APR Program through AmeriCredit (9/1/09 - 9/30/09)

Private Offer to USAA Members (5/1/09 - 12/31/09): \$750/\$1,000 on '08/09/10 Chevy vehicles (excl ZR1)

Pullboard on '08/09 Equinox (9/1/09 - 9/30/09): \$200 Salesperson, \$25 Sales Manager (paid in EarnPower points)

2010 Equinox Conquest Cash (7/1/09 - 9/30/09): \$1,000 Conquest Cash to current owners/lessee's of a '99 or newer Non-GM vehicle

Chevy Internet Active Lead Incremental Private Offer (9/1/09 - 9/30/09): \$500 on all '08/09 Chevy models (excl ZR1)

SC Region Silverado Accessory Pullboard (9/1/09 - 11/2/09) \$150 Salesperson, \$25 Sales Manager (paid in EarnPower points)

Fall Car Care Private Offer (9/4/09 - 11/2/09): \$750 on '09 Chevy's (excl ZR1, C4500 & Med Duty), \$500 on '10 Chevy's (excl Camaro & ZR1)

Lease Loyalty Pullahead Bonus Cash (9/10/09 - 9/30/09) 1-2 pmts / 3 + pmts pulled ahead: \$250/\$500 = '09/10 Aveo, Cobalt, HHR, Equinox, Colorado; \$500/\$1,000 = '09/10 Malibu, Impala, Traverse, Avalanche, Silverado, Express; \$1,000/\$2,000 = '09/'10 Corvette, Tahoe, Suburban

Overage Bonus Cash (9/25/09 - 11/2/09) on each Dealers oldest 20% of inventory of select '08/09/10 vehicles: \$1,000 = Cobalt, Malibu, Impala; \$2,000 = Silverado, Tahoe, Suburban; \$3,000 = Express