

INCENTIVE PROGRAM

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FILE ATTACHMENT:

1. PROGRAM NAME AND NUMBER

PROGRAM STATUS: Active
PROGRAM NUMBER: 24-40CAE **REVISION NUMBER:** 007
PROGRAM NAME: Cadillac LYRIQ Conquest Offer
PROGRAM GROUP: Targeted/Private Offers
AUDIENCE: Personal use
COUNTRY: US
LANGUAGE: English
DISPLAY REGION: National
FINANCIAL PROVIDER:
RECIPIENT: Customer
INCENTIVE CODES: QLL

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2. PROGRAM DESCRIPTION

CADILLAC IS ANNOUNCING A CONQUEST PROGRAM. CURRENT OWNERS/LESSEES OF ONE OF THE QUALIFYING VEHICLES BELOW ARE ELIGIBLE TO USE THIS OFFER TOWARD THE PURCHASE OR LEASE OF ONE OF THE NEW AND UNUSED MODELS LISTED BELOW.

NOTE: CUSTOMERS WHO HAVE A QUALIFYING LEASE WHICH TERMINATED ON OR AFTER MARCH 1, 2023, ALSO QUALIFY FOR THIS PROGRAM. SEE DOCUMENTATION REQUIREMENTS BELOW.

IMPORTANT PROGRAM NOTES:

- CUSTOMER MUST HAVE THE QUALIFYING VEHICLE FOR A MINIMUM OF 30 DAYS PRIOR TO THE SALE OF THE NEW VEHICLE EXCEPT THE SITUATION WEHRE THE CUSTOMER PURCHASED/LEASED A NEW AND UNUSED QUALIFYING VEHICLE WITHIN 30 DAYS AND WOULD LIKE TO USE IT AS THE QUALIFYING VEHICLE FOR A SUBSEQUENT SALE.
- CUSTOMER IS NOT REQUIRED TO TERMINATE THEIR QUALIFYING CURRENT LEASE OR TRADE IN THEIR QUALIFYING VEHICLE.
- THIS OFFER CAN BE TRANSFERRED TO INDIVIDUALS RESIDING IN THE SAME HOUSEHOLD. BOTH THE TRANSFEROR'S (ORIGINAL INTENDED CUSTOMER) AND TRANSFEREE'S RESIDENCY MUST BE VERIFIED WITH CURRENT DRIVER'S LICENSE OR STATE IDENTIFICATION.
- ONLY ONE SET OF QUALIFYING DOCUMENTS MAY BE USED FOR REDEMPTION PER PURCHASE/LEASE PER ELIGIBLE CUSTOMER.
- DEALER WILL BE REQUIRED TO ENTER THE VIN OF THE QUALIFYING VEHICLE IN ORDER WORKBENCH WHEN SUBMITTING FOR INCENTIVE PAYMENT.

DOCUMENTATION REQUIREMENTS FOR AUDIT PURPOSES:

- A COPY OF THE CUSTOMER'S DRIVER'S LICENSE WITH THE LICENSE NUMBER REDACTED.
- PROOF AS OWNER OR LESSEE OF A QUALIFYING VEHICLE NOTED BELOW MUST BE RETAINED IN THE DEAL JACKET. APPROPRIATE PROOF WOULD INCLUDE A COPY OF CURRENT LEASE CONTRACT, TITLE, VEHICLE REGISTRATION ONLY IF THE CUSTOMER'S NAME AND ADDRESS APPEAR ON THE REGISTRATION OR A PAYMENT COUPON IN THE CUSTOMER'S NAME. IF REGISTRATION DOES NOT INCLUDE THE CUSTOMER'S NAME AND ADDRESS, A COMBINATION OF THE REGISTRATION AND PROOF OF INSURANCE WITH THE CUSTOMER'S NAME AND ADDRESS IS ALSO ACCEPTABLE. SCREEN PRINTS FROM STATE DMV/SECRETARY OF STATE OR EQUIVALENT WEBSITES ARE ALSO ACCEPTABLE IF THEY SHOW CLEARLY THAT THE CUSTOMER CURRENTLY OWNS OR IS LEASING A QUALIFYING VEHICLE.
- IF CUSTOMER'S QUALIFYING LEASE TERMINATED ON OR AFTER MARCH 1, 2023, A COPY OF THE LEASE CONTRACT SHOWING A MATURITY DATE OF MARCH 1, 2023 OR LATER MUST BE MAINTAINED IN THE DEAL JACKET. IN THESE SITUATIONS, A CURRENT REGISTRATION WOULD NOT BE AVAILABLE AND THEREFORE IS NOT REQUIRED.
- IF TRANSFERRED TO AN INDIVIDUAL RESIDING IN THE SAME HOUSEHOLD, PROOF OF ELIGIBILITY ALONG WITH PROOF OF RESIDENCY (DRIVER'S LICENSE OR STATE IDENTIFICATION) FOR THE TRANSFEROR (ORIGINAL INTENDED CUSTOMER) AND TRANSFEREE MUST BE RETAINED IN THE DEAL JACKET.

QUALIFYING VEHICLES:

Model years:	2010 model year or newer
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PASSENGER CAR AND TRUCKS

GEOGRAPHY:

	Regions
Including:	NATIONAL

3. PROGRAM TIME PERIOD

Date Type	From	To	Must be met?
# Delivery date	2024-11-01	2025-01-02	Y

4. ELIGIBLE MODELS/REQUIRED OPTIONS/ORDER TYPES AND ALLOWANCES

THE FOLLOWING NEW AND UNUSED MODELS:

2025 Model(s)	ALLOWANCES	FOOTNOTES
CADILLAC		
LYRIQ	\$1,500	
2024 Model(s)	ALLOWANCES	FOOTNOTES
CADILLAC		
LYRIQ	\$3,000	

Footnotes:

5. METHOD OF APPLICATION

	INCENTIVE CODE	ADDITIONAL REQUIREMENTS
ORDER WORKBENCH DELIVER VEHICLE	QLL	NOTE 1

NOTE 1: WHEN APPLYING FOR THE INCENTIVE VIA ORDER WORKBENCH, THE COMPLETE VIN OF THE QUALIFYING VEHICLE MUST BE ENTERED IN OWB.

- MISSING VIN WILL RESULT IN REJECTION OF INCENTIVE APPLICATION.

FINAL DATE FOR SUBMISSION OF APPLICATIONS AND RESOLUTION OF ALL APPLICABLE REJECTS IS SIX MONTHS FROM THE PROGRAM END DATE.

6. METHOD OF PAYMENT

EFT - OPEN ACCOUNT WITHIN 30 DAYS
 INCENTIVE CODE: QLL
 MEMO DESCRIPTION: LYRIQ CONQUEST OFFER

7. COMPATIBILITY RULES

GM INCENTIVE PROGRAM GROUPS	Yes/No	Footnotes
GM Card Programs	Y	
GM Discounted Sale Programs	Y	

Exceptions			
Program Number	Program Name		
24-06U	Active UAW-GM Hourly Employee Vehicle Allowance	N	
24-06Z	GM Employee Appreciation Certificate Program	N	
24-06QRD	GM Employee QRD Purchase Program	N	
24-09EV	GM EV Dealership Employee Allowance	N	
24-06EV	GM EV Employee Allowance	N	
GM Driver Education Programs		N	
GM Mobility Program		Y	
GM Goodwill / Customer Appreciation Certificates		Y	
GM Retiree Voucher Program		N	
GM Intransit Credit Program		Y	
GM Price Protection		Y	
Consumer Cash		Y	
Rate Support		Y	
Alternate Rate Support		Y	
Dealer Cash		Y	
Bonus Cash		Y	
Dealer Bonus Certificates		Y	
Instant Value Certificates		Y	
Lease Support		Y	
Salesperson/Manager Pullboards		Y	
Targeted/Private Offers		N	
CTA Short Term (w/<7500 miles)		Y	
CTA Long Term		N	
National Fleet Purchase Program		Y	

Fleet Ordering Assistance Program	Y	
Bid Assistance for Political Subdivisions-PSA	N	
GM Business Choice Programs	Y	
Cadillac Professional Vehicles Program	N	
Light Duty Demo Programs	Y	
Miscellaneous	N	
Exceptions		
Program Number	Program Name	
24-40GP	Cadillac Financial Standalone APR & Down Payment Assistance Program	#
Competitive Assistance/Daily Rental Programs	N	
Motorhome/RV/Vocational Upfitter Programs	N	

Footnotes:

8. DELIVERY TYPE AND INVENTORY STATUS RULES

Delivery Type	Description	Yes/No	Footnotes
RETAIL SALE			
010	INDIVIDUAL	Y	
011	DEALER OWNED COMPANY VEHICLE	N	
016	GM SUPPLIER	Y	
017	SCRAPPED/STOLEN UNIT	N	
018	BUSINESS / ORGANIZATION	Y	
021	GM EMPLOYEE ORDER/STOCK	N	
022	GM EMPLOYEE QRD	N	
023	GM DEALERSHIP EMPLOYEE	N	
024	GM DRIVER EDUCATION LOANER	N	
025	CTA	N	
RETAIL LEASE			
015	RETAIL LEASE - INDIVIDUAL	Y	
029	RETAIL LEASE - BUSINESS ORGANIZATION	Y	
032	RETAIL LEASE - GM EMPLOYEE ORDER/STOCK	N	
033	RETAIL LEASE - GM EMPLOYEE QRD	N	
034	RETAIL LEASE - GM DEALERSHIP EMPLOYEE	N	
037	RETAIL LEASE - GM SUPPLIER	Y	
FLEET SALE			
014	FLEET LEASING COMPANY	N	
020	RENTAL FLEET PURCHASE	N	

035	BUSINESS/ORG FLEET PURCHASE	Y	
036	NON FEDERAL GOVT. FLEET PURCHASE	N	
038	BID CENTER SUPPORT FLEET PURCHASE	N	

Inventory Status	Description	Yes/No	Footnotes
	Export Units	N	
	Resale Units	N	
	Units Purchased at Auction	N	
	Promotional Units	N	
	Company Owned Vehicles Sold Through A GM Dealer	N	
	Special Event Units Purchased From GM	Y	
	Units Previously Used in Driver Education-Loaner Program	N	
	Dealer Demo (With 7,500 Miles or Less)	Y	
	Units Upfitted by an Approved Conversion Company	Y	
	New	Y	
	CTA Short Term (w/<7500 miles)	Y	

Footnotes:

9. OTHER PROGRAM GUIDELINES

- A. DELIVERY DATA MUST BE RECEIVED PRIOR TO PAYMENT.
- B. DELIVERIES THROUGH FLEET SECONDARY DEALER CODES ARE ELIGIBLE.

10. GENERAL POLICY GUIDELINES

- A. THIS ALLOWANCE MUST BE SPELLED OUT ON THE BUYER'S ORDER AND ON THE CUSTOMER INCENTIVE ACKNOWLEDGEMENT FORM. THE CUSTOMER INCENTIVE ACKNOWLEDGEMENT FORM MUST BE SIGNED BY BOTH THE DEALER AND CUSTOMER.
- B. UPFITTED VEHICLES ARE ELIGIBLE PROVIDED THE VEHICLE WAS PURCHASED DIRECTLY FROM A GM DIVISION OR FROM ANOTHER SAME LINE GM DEALER IN THE UNITED STATES, AND PROVIDED TITLE TO THE VEHICLE WAS RETAINED BY A GM FRANCHISED DEALER THROUGH THE POINT OF SALE AND DELIVERY TO THE ULTIMATE CUSTOMER (EXCLUDING CADILLAC COACH BUILDERS).
- C. CUSTOMER'S AREA OF PERMANENT RESIDENCY MUST BE SUPPORTED BY A COPY OF THE STATE REGISTRATION APPLICATION.
- D. ALL GENERAL MOTORS GENERAL GUIDELINES AND DEFINITIONS OF TERMS RELATIVE TO INCENTIVE PROGRAMS THAT WERE SUPPLIED TO YOUR DEALERSHIP APPLY TO THIS PROGRAM. REFER TO THE GM DEALER SALES ALLOWANCE AND INCENTIVE MANUAL.
- E. GM RESERVES THE RIGHT TO CANCEL, AMEND, REVISE OR REVOKE ANY PROGRAM AT ANY TIME BASED ON ITS SOLE BUSINESS JUDGMENT. FINAL DECISIONS IN ALL MATTERS RELATIVE TO THE INTERPRETATION OF ANY RULE OR PHASE OF THIS ACTIVITY RESTS SOLELY WITH GM.
- F. GM RESERVES THE RIGHT TO AUDIT DEALER RECORDS AND DISQUALIFY ANY SALES ALLOWANCE IN THE EVENT SUCH SALES DO NOT MEET THE PROGRAM GUIDELINES. ALL MONEYS IMPROPERLY PAID WILL BE CHARGED BACK TO THE DEALER.
- G. DEALER MUST RETAIN RECORDS TO SUBSTANTIATE THEIR CLAIM TO AN INCENTIVE OR ALLOWANCE. ALL APPLICATIONS WHICH INDICATE ASSIGNMENT BY THE CUSTOMER TO THE DEALER OF A CUSTOMER INCENTIVE MUST BE SUPPORTED BY APPROPRIATE DOCUMENTATION RETAINED IN THE DEALER FILE. IF DEALER RECORDS DO NOT SUPPORT DEALER CLAIM, DEALER WILL BE CHARGED THE AMOUNT OF ALLOWANCE OR INCENTIVE PAID.
- H. ANY DISPUTES BETWEEN THE CUSTOMER AND THE DEALER ARISING FROM MISUNDERSTANDING OR AMBIGUITIES REGARDING DISPOSITION OF THE CUSTOMER INCENTIVE PAYMENT, WHICH CANNOT BE RESOLVED BY REFERRING TO THE BUYER'S ORDER AND APPROPRIATE CUSTOMER INCENTIVE ACKNOWLEDGMENT AND/OR ASSIGNMENT FORM (SAMPLE COPY DISPLAYED IN GM DEALER SALES ALLOWANCE AND INCENTIVE MANUAL), WILL BE SETTLED IN FAVOR OF THE CUSTOMER. IN SUCH INSTANCES, THE DEALER WILL INCUR A DEBIT IF THE PAYMENT HAS ALREADY BEEN CREDITED.
- I. VEHICLES WITH A RECALL THAT HAS NOT BEEN REPAIRED ARE NOT ELIGIBLE TO BE DELIVERED TO A CUSTOMER AND THEREFORE NO INCENTIVES CAN BE CLAIMED ON THE VEHICLE. IF THE DEALER APPLIES FOR INCENTIVES ON A VEHICLE WITH A RECALL THAT HAS NOT BEEN REPAIRED, ALL PAYMENTS WILL BE SUBJECT TO CHARGEBACK.

END OF PROGRAM 24-40CAE REVISION NUMBER 007