



Service Bulletin

File in Section: 00 - General Information

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Date: November, 2014

WARRANTY ADMINISTRATION

Subject: Warranty Administration – Clarification of Use - Dealer Empowerment Labor Operations and Customer Enthusiasm (U.S. Only)

Models: 2015 and Prior GM Passenger Cars and Trucks

Attention: This service bulletin does not apply to ‘GM of Canada’ dealers. Dealers in Canada should continue to refer to the Goodwill section on the Warranty Administration Homepage in GM Global Connect for the most recent information and updates to the GM of Canada ‘Enable and Empower Project.’

This bulletin has been revised to add the 2015 Model Year and provide two new Goodwill Tools as well as provide information concerning the use of Goodwill tools for a Recall or Stop Sale situation. Please discard Corporate Bulletin Number 11-00-89-005G.

The effective date of the requirements of this bulletin is October 1, 2014.

For some time now we have been working together to be even more focused on our customers and to put them first in everything that we do. During this time, we’ve challenged you, our dealer partners, to be assertive on behalf of our customers and make effective use of the policy and goodwill tools available so that customers are satisfied and remain loyal to their vehicle brand and your dealership.

Over the past several years, we have extended increased levels of empowerment to our dealers and our team members so that you can confidently do what is right to satisfy our mutual customers. And while this effort has been largely successful, the reality is that the strategic approach is not always consistent across different dealerships and different markets. In addition, with more and more of your employees engaged in doing what’s right for the customer, several of you have requested that we provide additional guidance to assist you in training them to make good quality decisions, on behalf of the customer, while expending resources in a cost effective manner.

It is those requests, and the desire to continually improve the customer experience that are the basis for this bulletin, in which we will be documenting guidelines to further assist you and your employees in developing a more consistent professional approach to resolving customer issues while spending resources in a judicious manner.

Organizational Terms

The following should clarify the terms used to describe various payment categories used to satisfy customer requests for assistance. These terms will be used throughout this bulletin.

Resource	Definition
Warranty	Vehicle repairs within the time and mileage limitations of the written warranty period that are a result of a covered defect in materials or workmanship. <ul style="list-style-type: none"> • Example: Window Regulator is replaced during the 3 years/36,000 mile New Vehicle Limited Warranty.
Customer Enthusiasm	Vehicle repairs within the time and mileage limitations of the written warranty period that ARE NOT the result of a covered defect in materials or workmanship. <ul style="list-style-type: none"> • Used in rare/unique circumstances. • When submitting a transaction for repairs that are Customer Enthusiasm, be sure to select Customer Enthusiasm in the Job Card Transactions Detail section of GWM. • Example: Repair of a front air deflector due to customer not realizing how low it is.

Resource	Definition
Policy	Vehicle repairs outside of the applicable time and mileage limitations of the written warranty period. <ul style="list-style-type: none"> • Example: Wiper motor fails at 52,000 miles and GM pays for all or part of the repair cost. • When submitting a transaction for repairs that are Policy, be sure to select Policy Flag in the Job Card Transactions Detail section of GWM.
Goodwill	Assistance expenditures made to satisfy the customer. <ul style="list-style-type: none"> • The term “Goodwill” does not refer to a vehicle repair. Repair outside of Warranty is “Policy.” • Goodwill is the term for the tools that are used to offset customer inconvenience or to offer additional protection and peace of mind. Details of the Goodwill tools are found later in this bulletin. <ul style="list-style-type: none"> • Example: An Owner Loyalty Certificate (OLC) is offered to a customer who is in the market for a new vehicle due to continued out-of-warranty transmission issues.
Special Coverage	Extension of the warranty coverage of a specific vehicle component or system if an identified non-safety related failure occurs. <ul style="list-style-type: none"> • The necessary repair under a Special Coverage will be performed only if the specified condition is present in the vehicle. • Example: Extended coverage on the transmission shift cable for certain Saturn vehicles.

Customer Enthusiasm Repair-Non Warranty

A Customer Enthusiasm Repair is a repair performed within the warranty period when the product issue is not covered by the New Vehicle Limited Warranty but the dealer/customer wants GM to cover the repair to ensure customer loyalty. In these instances, when the transaction is being submitted for reimbursement, the dealer should use the repairing labor operation and select the “**Customer Enthusiasm-Non Warranty Repair**” check-box.

Important: Do not select Customer Enthusiasm if the vehicle is beyond the terms of the applicable warranty – by definition post warranty repairs are Policy transactions. ALSO: All examples in this Bulletin assume certain facts. You should evaluate each customer’s situation on a case-by-case basis. Customer Enthusiasm is not to be used for divisional/brand maintenance programs, reimbursements, accessories, sales incentives, or anything non-repair issues.

- **Example 1: A customer comes into the dealership and states their keyless entry fob on their 2010 SRX with 24,000 miles was inadvertently lost by their college age son who was unfamiliar with the keyless start system. This is not a defect in material or workmanship and therefore is not covered by the New Vehicle Limited Warranty. However, based on the customer’s situation, previous repairs for other issues and to maintain customer satisfaction, it is determined that GM will cover 66% of the \$150 cost to replace the transmitter and re-program the system. To do this, the transaction would be entered as a ZREG using the 6430280 Remote Control Door Lock and Theft Deterrent Transmitter Replacement labor Operation, the Customer Enthusiasm-Non Warranty Repair box checked, the full amount of parts and labor input and the \$50 Customer participation input into the Customer/Service Agent Participation field. The Complaint, Cause, and Correction fields must document the situation including the reason for the decision.**

Important: The Complaint, Cause, and Correction fields must document the specific situation including the substantive reason, for the decision.

- **Example 2: Customer’s vehicle has a cut in the rear seat back at 8,000 miles. This is not a clear defect in material or workmanship and therefore would not be a warranty repair. Based on the facts and circumstances and the customer’s history with the dealership, the service manager would like to fix the customer’s issue and submit this to GM for reimbursement even though it is a non-warrantable repair. The transaction would be entered as a ZREG using the rear seat back labor operation with the Customer Enthusiasm-Non Warranty Repair box checked. The Complaint, Cause, and Correction fields must document the situation including the substantive reasons for the decision.**

Policy Guidelines

In early 2012, General Motors introduced Policy Guidelines to document the boundaries of vehicle Policy repairs. Now that they have been in market, it has become clear that there is some confusion on how and when to use them. To simplify the process, GM is launching a revised set of guidelines that are documented below.

The Policy guidelines are being used to:

- Create a Policy strategy which drives increased service and sales retention.
- Develop consistent decision making practices / processes among dealers, field (including Fleet Sales) and Customer Assistance Center (CAC) representatives.
- Document customer / dealer participation amounts at varying time and mileage intervals once a decision to provide assistance has been made.

The Policy guidelines are NOT being used to:

- Discourage taking care of our customers.
- Impose a rigid “one size fits” all approach to issue resolution.

- Drive a particular decision – the guidelines are only to be used after a decision to assist has been made.
- Disregard facts or circumstances that make a particular customer's situation unique.

When presented with a customer situation that requires you to determine whether to perform a Policy repair your decision making process must treat each case as a unique set of circumstances and each customer's situation must be evaluated on a case-by-case basis.

When considering an out of warranty assistance situation you should have a clear understanding of:

- The customer's issue and problem with the vehicle
- The customer's expectations

As you review the individual case please consider the following supporting and limiting factors as you determine the level of support that you will offer, if any. Please note that there may be other factors that influence your decision making. We are relying on our dealer service management personnel to engage with the customer and to make the best balanced business decision possible.

Supporting Factors:

- Close to vehicle or component's warranty expiration
- Original owner
- Loyal GM new vehicle customer
- Loyal GM service customer
- Repeat repairs related to current vehicle issue
- Type of repair
- High incurred customer expense to repair "out of warranty" issues
- High number of days vehicle down during warranty
- Customer's point in the ownership (purchase) cycle
- Additional factors that you believe support assistance
- Customer has established history of properly caring for and maintaining the vehicle

Limiting Factors:

- Well beyond vehicle or component's warranty expiration
- Recently purchased as a used vehicle
- Vehicle purchased outside of the warranty
- Cause is not normally covered by warranty (misuse, abuse, neglect, accidental damage, lack of maintenance)
- Customer does not appear to take good care of the vehicle
- Expenses incurred due to damage from an accident that insurance will not cover
- Expenses incurred due to damage done by an independent repair facility
- Vehicle has an active Service contract
- Additional factors that you believe do not support assistance

If you decide that some level of assistance is appropriate, you will need to do the following:

- Based upon the result of your review of the particular case, you will need to determine and agree with the customer / District Manager Aftersales (if required) to an appropriate level of GM assistance for repair. **In addition to the concept of a declining level of GM support as the vehicle's age and mileage increases there is a customer / dealer participation amount as outlined in the tables below and in the online Policy Calculator.**
- The level of participation by GM and the customer/service agent is to be determined by:
 - The participation amount is calculated through the use of the online calculator or tables in this bulletin. The calculator or tables are to be used for every job card and on each line of the job card where participation is recommended.
 - If the amount noted on the calculator or tables is adjusted then the calculator **MUST** be attached to the hard copy of the job card. This holds true for every line on the job card that has been adjusted to the amount noted on the calculator. In addition, Service Management must explain the reason for adjustment on the hard copy. Vague reasons such as "for customer satisfaction", "good customer", etc. are not sufficient.
 - The service manager must authorize the policy adjustment prior to the claim being submitted. This authorization must be in the form of an explanation, signature/initials, time and date (reference GM Service Policies & Procedures Manual, Article 3.2.13).

Time and Mileage Table (Chevrolet, GMC, Pontiac, Saturn) (cont'd)

Customer/Dealer will pay greater of Participation \$ amount or % of total repair as indicated in the applicable table below.								
Days out of Warranty								
	48,001 – 60,000		70% or \$500	Pre-Approval				
	60,001 +	Pre-Approval						

TABLE 1

Time and Mileage Table (Buick, Cadillac, HUMMER)

Customer/Dealer will pay greater of Participation \$ amount or % of total repair as indicated in the applicable table below.							
Days out of Warranty							
		0	1 – 365	366 – 730	731 – 1,095	1,096 – 1,460	1,461 +
Miles out of Warranty	0	In Warranty	10% or \$100	25% or \$200	40% or \$300	55% or \$400	Pre-Approval
	1 – 12,000	10% or \$100	10% or \$100	25% or \$200	40% or \$300	55% or \$400	Pre-Approval
	12,001 – 24,000	25% or \$200	25% or \$200	25% or \$200	40% or \$300	55% or \$400	Pre-Approval
	24,001 – 36,000	40% or \$300	40% or \$300	40% or \$300	40% or \$300	55% or \$400	Pre-Approval
	36,001 – 48,000	55% or \$400	Pre-Approval				
	48,001 +	Pre-Approval	Pre-Approval	Pre-Approval	Pre-Approval	Pre-Approval	Pre-Approval

TABLE 2

Powertrain Coverage (2007 Model Year +)

Beyond New Vehicle Limited Warranty Repairs in the following repair groups:

Time and Mileage Table (Chevrolet, GMC, Pontiac, Saturn)

Customer/Dealer will pay greater of Participation \$ amount or % of total repair as indicated in the applicable table below.						
Days out of Warranty						
		0	1 – 365	366 – 730	731 – 1,095	1,096 +
Miles out of Warranty	0	In Warranty	40% or \$300	55% or \$400	70% or \$500	Pre-Approval
	1 – 12,000	40% or \$300	40% or \$300	55% or \$400	70% or \$500	Pre-Approval
	12,001 – 24,000	55% or \$400	55% or \$400	55% or \$400	70% or \$500	Pre-Approval
	24,001 – 36,000	70% or \$500	70% or \$500	70% or \$500	70% or \$500	Pre-Approval
	36,001 +	Pre-Approval	Pre-Approval	Pre-Approval	Pre-Approval	Pre-Approval

TABLE 3

Powertrain Coverage (2007-2012 MY)

Time and Mileage Table (Buick, Cadillac, HUMMER)

Customer/Dealer will pay greater of Participation \$ amount or % of total repair as indicated in the applicable table below.						
Days out of Warranty						
Miles out of Warranty		0	1 – 365	366 – 730	731 – 1,095	1,096 +
	0	In Warranty	40% or \$200	55% or \$300	70% or \$400	Pre-Approval
	1 – 12,000	40% or \$200	40% or \$200	55% or \$300	70% or \$400	Pre-Approval
	12,001 – 24,000	55% or \$300	55% or \$300	55% or \$300	70% or \$400	Pre-Approval
	24,001 – 36,000	70% or \$400	70% or \$400	70% or \$400	70% or \$400	Pre-Approval
	36,001 +	Pre-Approval	Pre-Approval	Pre-Approval	Pre-Approval	Pre-Approval

TABLE 4

Powertrain Coverage (2013 MY +)

Time and Mileage Table (Cadillac, Buick)

Customer/Dealer will pay greater of Participation \$ amount or % of total repair as indicated in the applicable table below.					
Days out of Warranty					
Miles out of Warranty		0	1 – 365	366 – 730	731+
	0	In Warranty	40 % or \$300	55 % or \$400	Pre-Approval
	1 – 12,000	40% or \$300	40% or \$300	55 % or \$400	Pre-Approval
	12,000 – 24,000	55 % or \$400	55 % or \$400	55 % or \$400	Pre-Approval
	24,001 +	Pre-Approval	Pre-Approval	Pre-Approval	Pre-Approval

TABLE 5

8 Year / 80,000 Mile Federal Emission Coverage

Time and Mileage Table (Chevrolet, GMC, Pontiac, Saturn)

Customer/Dealer will pay greater of Participation \$ amount or % of total repair as indicated in the applicable table below.			
Days out of Warranty			
Miles out of Warranty		0	1 +
	0	In Warranty	Pre-Approval
	1 – 12,000	70% or \$500	Pre-Approval
	12,001 +	Pre-Approval	Pre-Approval

TABLE 6

Time and Mileage Table (Cadillac, Buick, HUMMER)

Customer/Dealer will pay greater of Participation \$ amount or % of total repair as indicated in the applicable table below.			
Days out of Warranty			
Miles out of Warranty		0	1 +
	0	In Warranty	Pre-Approval
	1 – 12,000	70% or \$400	Pre-Approval
	12,001 +	Pre-Approval	Pre-Approval

TABLE 7

36 Month / 50,000 Mile Emission Coverage

Time and Mileage Table (Chevrolet, GMC, Pontiac, Saturn)

Customer/Dealer will pay greater of Participation \$ amount or % of total repair as indicated in the applicable table below.								
Days out of Warranty								
Miles out of Warranty		0	1 – 365	366 – 730	731 – 1,095	1,096 – 1,460	1,461 – 1,825	1,826 +
	0	In Warranty	10% or \$100	25% or \$200	40% or \$300	55% or \$400	70% or \$500	Pre-Approval
	1 – 12,000	10% or \$100	10% or \$100	25% or \$200	40% or \$300	55% or \$400	70% or \$500	Pre-Approval
	12,001 – 24,000	25% or \$200	25% or \$200	25% or \$200	40% or \$300	55% or \$400	70% or \$500	Pre-Approval
	24,001 – 36,000	40% or \$300	40% or \$300	40% or \$300	40% or \$300	55% or \$400	70% or \$500	Pre-Approval
	36,001 – 48,000	55% or \$400	70% or \$500	Pre-Approval				
	48,000 – 60,000	70% or \$500	70% or \$500	Pre-Approval				
	60,001 +	Pre-Approval	Pre-Approval	Pre-Approval	Pre-Approval	Pre-Approval	Pre-Approval	Pre-Approval

TABLE 8

Corrosion Coverage

Time and Mileage Table (Chevrolet, GMC, Pontiac, Saturn)

Customer/Dealer will pay greater of Participation \$ amount or % of total repair as indicated in the applicable table below.					
Days out of Warranty					
Miles out of Warranty		0	1 – 365	366 – 730	731 +
	0	In Warranty	55% or \$400	70% or \$500	Pre-Approval
	1 – 12,000	55% or \$400	55% or \$400	70% or \$500	Pre-Approval
	12,001 – 24,000	70% or \$500	70% or \$500	70% or \$500	Pre-Approval
	24,001 +	Pre-Approval	Pre-Approval	Pre-Approval	Pre-Approval

TABLE 9

Time and Mileage Table (Cadillac, Buick)

Customer/Dealer will pay greater of Participation \$ amount or % of total repair as indicated in the applicable table below.			
Days out of Warranty			
0	1 – 365	366 – 730	731 +
In Warranty	40% or \$300	55% or \$400	Pre-Approval

TABLE 10

Certified Pre-Owned Coverage

Time and Mileage Table (Chevrolet, GMC)

Customer/Dealer will pay greater of Participation \$ amount or % of total repair as indicated in the applicable table below.							
Days out of Warranty							
Miles out of Warranty		0	1 – 365	366 – 730	731 – 1,095	1,096 – 1,460	1,461 +
	0	In Warranty	10% or \$100	25% or \$200	40% or \$300	55% or \$400	Pre-Approval
	1 – 12,000	10% or \$100	10% or \$100	25% or \$200	40% or \$300	55% or \$400	Pre-Approval
	12,001 – 24,000	25% or \$200	25% or \$200	25% or \$200	40% or \$300	55% or \$400	Pre-Approval
	24,001 – 36,000	40% or \$300	40% or \$300	40% or \$300	40% or \$300	55% or \$400	Pre-Approval
	36,001 – 48,000	55% or \$400	Pre-Approval				
	48,001 +	Pre-Approval	Pre-Approval	Pre-Approval	Pre-Approval	Pre-Approval	Pre-Approval

TABLE 11

Time and Mileage Table (Buick)

Customer/Dealer will pay greater of Participation \$ amount or % of total repair as indicated in the applicable table below.						
Days out of Warranty						
Miles out of Warranty		0	1 – 365	366 – 730	731 – 1,095	1,096 +
	0	In Warranty	25 % or \$200	40 % or \$300	55 % or \$400	Pre-Approval
	1 – 12,000	25% or \$200	25% or \$200	40 % or \$300	55% or \$400	Pre-Approval
	12,001 – 24,000	40 % or \$300	40 % or \$300	40 % or \$300	55 % or \$400	Pre-Approval
	24,001 – 36,000	55 % or \$400	Pre-Approval			
	36,001 +	Pre-Approval	Pre-Approval	Pre-Approval	Pre-Approval	Pre-Approval

TABLE 12

Time and Mileage Table (Cadillac)

Customer/Dealer will pay greater of Participation \$ amount or % of total repair as indicated in the applicable table below.					
Days out of Warranty					
Miles out of Warranty		0	1 – 365	366 – 730	731 +
	0	In Warranty	40% or \$300	55% or \$400	Pre-Approval
	1 – 12,000	40% or \$300	40% or \$300	55% or \$400	Pre-Approval
	12,001 – 24,000	55% or \$400	55% or \$400	55% or \$400	Pre-Approval
	24,001 +	Pre-Approval	Pre-Approval	Pre-Approval	Pre-Approval

TABLE 13

Examples:

1. An original owner of a 2010 Chevrolet Silverado is asking for assistance with a seized air conditioning compressor at 13 months (395 days) and 4,000 miles out of warranty. The customer has not had any previous issues with the AC system and has maintained the vehicle. You have determined that based upon the customer's history and the repair, that a Policy repair is warranted and that only the suggested participation amount is appropriate for this situation.
 - Based upon Table 1 the suggested participation amount is 25% or \$200 whichever is greater.
 - The repair at warranty rates is \$860 ($\$860 \times 25\% = \215), the participation amount is therefore \$215.
2. A second owner of a 2008 Buick LaCrosse (ownership verified with the Calculator) has brought in the vehicle with a broken lower control arm. Upon review you notice that the vehicle has not been properly maintained, has aftermarket 20" wheels and has recently been involved in a collision. The car is 1,100 days and 48,000 miles out of warranty. You decide, based upon the circumstances, that neither General Motors nor the dealership will provide assistance for this repair.
3. A customer who has purchased numerous vehicles from your dealership over the last 15 years has a 2009 Cadillac CTS with 125,000 miles with a water pump failure. The vehicle maintenance is somewhat mixed and it seems to have been driven hard. Based upon your review, you do not feel that GM is responsible for this repair.
 - Based upon your dealerships relationship with this customer, you choose to do the repair for this customer at a greatly reduced cost and adjust the repair internally with no GM participation.
4. An owner of 2012 GMC Terrain that is 25 months (750 days) in service with 60,500 miles has an inoperative passenger seat lumbar support actuator replacement. The customer recently moved into your area from another state. According to Service Workbench, the customer has maintained the vehicle properly and the vehicle's interior and exterior are in excellent condition.
 - Based upon Table 1 the suggested participation factor is 40% or \$300 whichever is greater.
 - The repair at warranty rates is \$230 ($\$230 \times 40\% = \92), however, this is well below the \$300 suggested participation amount.
 - Based upon the circumstances in this case, you review this decision with your GM field representative and mutually agree to reduce the suggested participation amount to \$92. You document the decision making process and attach to the 'hard copy.'

Customer/Service Agent Participation Amount Transaction Processing

When the customer or the dealer agree to participate in the cost of the repair, the transaction is to be submitted in the following way:

Enter the labor, parts, net item as if GM was going to cover the repair under warranty. Note, as per Article 2.3 of the GM Service Policies and Procedures manual, "When a "partial" adjustment is made, the entire repair must be calculated at warranty rates."

1. Enter the Customer / Service Agent Participation amount in the "Customer/Service Agent Participation Amount" field as a positive number.
2. The transaction (once accepted) will be reduced by this amount and pay the dealer net (total less participation amount) amount.

Example: A 5 year old (750 days out of warranty) Tahoe with 67,000 miles is in for an Upper Control Arm repair. Based upon the policy guidelines in Table 1 (40% or \$300), the condition of the vehicle and the customer's profile, the customer is satisfied with GM participating at 50% of the repair cost (including the suggested participation amount of \$300). The dealer submits for 4.4 hours of labor, \$215.86 in parts and

\$86.35 in parts markup for a total transaction amount of \$679.36. The dealer then inputs 339.68 in the Customer/Service Agent Participation Amount field. The dealer will receive \$339.68 through the GWM system.

This procedure will give full transparency to the amount of participation, allow for verification that the dealer is collecting the participation and will minimize unnecessary transaction processing issues due to miscalculations.

Vehicles with Aftermarket Service Contracts

If a vehicle has an active GMPP contract, transactions will automatically validate the coverage of the Labor Operation request, provided the transaction is submitted properly. If, however, the service contract is not a GMPP instrument, all transactions submitted outside of the terms of the new vehicle warranty will require authorization to ensure that the customer first uses the benefits of the service contract they purchased. To request approval, the dealer must document the current contract status (expired, component not included, owner not party to the contract, etc.). This information must be submitted in the comments section and documented in the vehicle's service file.

Pre-Approval Process

When the policy repair requires pre-approval, the dealer is required to contact their District Manager Aftersales for approval.

The following is the process to complete the Pre-Approval request.

1. The dealer has determined that the claim requires pre-approval and has a valid "Business Reason" to request GM participation in the repair.
2. The dealer submits the Pre-Approval via the Pre-Approval request form that is available in the Reports and Tools section of Service Workbench via the link to "Dealer Aftersales Empowerment." If you do not have the link, please contact your dealership's Partner Security Coordinator (PSC) to obtain access.
3. The DMA receives notification of the Pre-Approval request and either approves or rejects the request.
4. The dealer receives an email with the disposition of the Pre-Approval.
 - 4.1. If the pre-approval is approved, the dealer can submit the claim for processing.
 - 4.2. If the pre-approval is rejected, the reasons for rejection will be detailed in the response email.
5. Once approved, the claim will be matched to the Pre-Approval by the Warranty Support Center and claim processing will be completed.

Goodwill

As an alternative to paying for the repairs of the subject vehicle, GM encourages the use of the following tools to satisfy and retain the customer.

The following Goodwill tools are available to the Dealer in support of customers but are processed by way of the Customer Assistance Center (CAC) or your District Manager Aftersales and NOT via the Global Warranty System (please note that some tools are not available in certain states or for use in a stop sale or recall situation, contact your District Manager of Aftersales for further direction.).

- **OnStar®** – Plan Upgrade, Calling Minutes, past Subscriber Activation, Customer Activation Options.
- **Maintenance Letter** – Letter issued to the customer by CAC to the customer to cover a one-time future maintenance visit up \$100.
- **Component Coverage Letter (CCL)** – Issued by CAC to extend coverage of a designated vehicle component for a specific time frame.
- **GM Motor Club** – An Automotive Club Membership
- **Chevrolet, Buick, GMC, and Cadillac Protection Plan** – A service contract covering various vehicle components & systems and issued for various time and mileage intervals & deductibles.
- **Chevrolet, Buick, GMC, and Cadillac Protection Plan - Tire and Wheel** – Repair or replace wheels and/or tires that are damaged due to road hazards.
- **Owner Loyalty Certificate** – A certificate requested by your DMA that can be used toward the purchase of a new vehicle. NOTE: OLCs are only available on vehicles outside the warranty period.
- GM may add additional tools in the future, please consult the Dealer Aftersales Empowerment application in Global Connect for additional details.

Note: Owner Loyalty Certificates (OLCs) are redeemed through the New Vehicle Sales Retail Incentive system. OLCs must not be alternatively processed through the Global Warranty Management system. **An OLC must be supported, approved, and processed by a GM District Manager-Aftersales.**

Access to the Goodwill tool request forms and guidelines are available in the Reports and Tools section of Service Workbench via the link to "Dealer Aftersales Empowerment." If you do not have the link, please contact your dealership's Partner Security Coordinator (PSC) to obtain access.

The following categories of Goodwill Tools are to be processed via the Global Warranty System

Specialized labor operations have been created for specific non-repair/non-warranty situations to be utilized by the dealer for goodwill purposes such as resolving a customer inconvenience or dissatisfaction with their vehicle or the service provided. Requirements for the claim submission of these labor operations are:

- The original receipts/invoices must be attached to the job card.
- A copy of the check must be attached to the job card and the check # is required within the comments field of the claim.
- The complaint, cause and correction fields must include detailed comments. (Vague comments such as “reimbursement or vehicle payment” are not sufficient.)
- Upon request from any GM representative a copy of the cancelled check must be provided to that representative.

Spontaneous Goodwill Maintenance (0600343)

Dealer provides complimentary goodwill maintenance, consistent with GM recommendations contained in the customer’s owner’s manual, when a customer was not issued a maintenance letter or other tools. Labor operation **0600343** should be used for this claim submission. There is a \$100 maximum for usage of the labor operation. The transaction must be submitted with the exact amount of the complimentary maintenance. GM is not to be charged more than what is customary.

Example of proper use: Customer has had to return to your dealership for a repeat issue and the service manager, based on this customer’s situation, deems it appropriate to offer a free oil change for the inconvenience. Submit a transaction using ZREG and labor Op. 0600343. If the dealer is advertising a \$19.99 special when that maintenance is performed, submit \$19.99 in the net item miscellaneous field. In accordance with GM Service Policies & Procedures, a copy of the job card must be retained in a VIN history file. The Complaint/Cause/ Correction fields must document the situation including the decision for goodwill coverage.

Example of IMPROPER USE: Customer complains that the side wall of his Goodyear tire has a bulge that is determined to be a defect in material and workmanship. The tire is replaced and the claim is submitted for \$85.00 on the 0600343 operation. This is an invalid transaction; as it should be submitted on the appropriate labor operation for tire replacement 8060440.

Incidental Non-Warranty Expense (0600015)

Dealer agrees to reimburse a customer for reasonable expenses incurred as a result of the service repair. Examples are: hotel expenses, meal expenses, flowers, or other appropriate expenses to compensate the customer for inconvenience. There is a \$500 maximum for retail usage and the transaction should be submitted using labor operation 0600015.

Example of proper use: Customer is traveling out-of-state and is towed to your dealership due to a failure. The service manager has decided it appropriate to pay for one night hotel’s stay and meals. Submit a transaction using 0600015 with the explanation of the situation in the Complaint/Cause/Correction fields, along with the exact dollar value of the hotel, meal breakdown, the check number which was issued to the customer as reimbursement.

Example of IMPROPER USE: Customer needs transportation to a local school to pick up their children while vehicle is in for warranty repairs. The dealer provides the customer with a \$50 gift card to compensate for the cab fare to and from the school and inconvenience. Reimbursement for actual cab fare should be submitted on the appropriate warranty repair labor operation using the net item of Public Transportation with the correct documentation (receipts) for the cab fares.

Vehicle Payment Expense (0600005)

Dealer, in unique circumstances, may determine it is appropriate to reimburse the customer for a vehicle payment for their GM vehicle experiencing service issues. Labor operation 0600005 is only to be used for this goodwill tool and a \$1,000 maximum for retail usage exists for this operation. A transaction using this labor operation should be submitted with the explanation of the situation in the Complaint/Cause/Correction fields, along with the exact dollar value of the monthly payment (including method used to determine or calculate the payment amount) and the check number issued to the customer as reimbursement. The receipt/invoice must be attached to the job card.

Note: If a vehicle is included in a recall situation, DMA pre-approval is required.

Example of proper use: In the rare instance a customer’s vehicle has taken 4 weeks to complete the repair, for customer satisfaction reasons the service manager deems it appropriate for GM to reimburse the customer for that month’s vehicle payment. The transaction should be submitted as a ZREG using 0600005 and place amount being reimbursed in the net item- customer reimbursement field. Place the check number in the invoice field. The Complaint, Cause, and Correction fields must document the situation including the reason for the decision.

Example of IMPROPER USE: A vehicle is in for repairs and the customer requests alternate transportation as well as a reimbursement for the vehicle payment for the period being worked on. The dealer submits for 2 weeks of rental and 15 days of vehicle payment. In this case, the rental should be submitted through the appropriate warranty repair labor operation using the net item of Car Hire and the payment expense, if deemed appropriate on the 0600005 operation.

Important

THESE LABOR OPERATIONS ARE NEVER TO BE USED FOR:

- Gift cards, debit cards, Smart Cash or any other instrument that cannot be verified as having been utilized by the specific customer.
- GM paid repairs performed to a vehicle. These must be submitted with the appropriate Labor Operation.
- Payments or incentives of any nature related to sales (including but not limited to delays in vehicles being produced, and transportation damage).

Payments to a customer for sales issues are considered to be arbitrary and are never to be submitted under a service related transaction. These include but are not limited to: Extending a lease for a customer, and purchasing a GMPP for a sales issue.

- Trade assistance of any form.
- Any arbitrary payment. This includes but not limited to: Loss of wages, and pain and suffering.
- To change/modify or otherwise alter the build of any General Motors vehicle.

Note: Tires – To adhere to the Federal TREAD Act, it is important to follow the latest version of Corporate Bulletin Number 00-03-10-003 for all tire repairs and/or reimbursements. Use the appropriate tire labor operation from the Labor Time Guide and follow all requirements that the bulletin describes. This includes reimbursements for a tire repair not performed at a GM dealership, which is within the Tire warranty limits. The bulletin explains claim submission in detail.

Note: Product Allegations – Refer to Article 1.1.5 in the Customer Assistance, Training, Tools, and TAC Policy Manual in situations relating to a product allegation. For any questions regarding a situation, please contact CAC for direction.

All Customer Reimbursements are to be made only to the person who owns or leases the vehicle at the time of repair, or the person who incurred the expense, if different. Dealer should obtain and retain the customer's original paid receipt or invoice and provide the customer with a photo copy for their records.

Job Cards written for customer reimbursement must include the customer's description of the event causing the out-of-pocket expense and note the Dealer's reimbursement check number(s). Dealer is to provide canceled check upon request as proof of reimbursement. Refer to Article 3.2.19 in the GM Service Policy and Procedures Manual for additional information.