



ACCESSORIES

PRODUCT SPOTLIGHT | SEPTEMBER 2016

PREMIUM ALL-WEATHER FLOOR LINERS



OFFER PREMIUM INTERIOR PROTECTION

These All-Weather Floor Liners are precision designed for maximum carpet coverage. They feature textures and patterns that enhance foot traction and provide exceptional channeling for dirt, water, snow and mud. Unlike aftermarket options, GM Accessory Floor Liners are color matched for Jet Black, Cocoa, and Dark Grey interiors. They feature more drainage channels than the aftermarket liner and bear the official Chevrolet bowtie or GMC logo—something brand loyal customers value.

According to a GM market research report*, 89% of accessory buyers purchase their accessories within 6 months of buying their new vehicle, and 64% are buying them within just 30 days. Floor liners are a great option for any car buyer, so ensure they are aware of this premium accessory. They'll be purchasing them from someone soon, so make that "someone" you.

**GM Global Market Research Accessories Ecommerce Report May 2015*

SEPTEMBER 1-30, 2016

Buy any 6 Premium All-Weather Front or Rear Floor Liners (mix and match)

AND GET 1 FRONT OR REAR LINER AT N/C!

- SILVERADO
- COLORADO
- SUBURBAN
- TAHOE
- SIERRA
- CANYON
- YUKON
- ACADIA

FRONT LINERS	Black	Cocoa	Dark Grey	DLR Cost
Canyon	84056628	84056629	-	\$75.00
Colorado	84056631	N/A	-	\$75.00
Sierra/Yukon	84073616	84073617	-	\$82.50
Silverado/Suburban/Tahoe	84073612	84073613	-	\$82.50
Acadia	84128107	84128106	84128105	\$82.50
2nd ROW LINERS	Black	Cocoa	Dark Grey	DLR Cost
Canyon/Colorado Crew Cab	23381376	23381379	-	\$60.00
Canyon/Colorado Dbl Cab	23381382	23381385	-	\$60.00
Sierra/Silverado Crew Cab	23237402	23237403	-	\$60.00
Sierra/Silverado Dbl Cab	23237404	23237405	-	\$60.00
Acadia	23356364	23356365	23356366	\$60.00
3rd ROW LINERS	Black	Cocoa	Dark Grey	DLR Cost
Acadia W/O Pass Through	23356367	-	23356369	\$60.00
Acadia W/ Pass Through	23356370	-	23356372	\$60.00

All VIP ADI promotions can be used with the [Mannequin Vehicle Program](#). This program can qualify the sales manager and selling salesperson to receive a \$25, \$50, or \$100 bonus. Understand the program in under 5 minutes by watching our video at vipadi.com/programs/mannequin.