

# Associate Distributor Program

The Associate Distributor Program (ADP) has been developed to recognize smaller distributors that support the ACDelco proposition and who will strengthen and complement the distribution of ACDelco products through- out the independent aftermarket (IAM). The ADP is intended to mutually grow our businesses and increase profitability selling ACDelco into the independent aftermarket.

The program is designed to assist small distributors build their business by offering program elements that are intended to increase sales and brand image and improve business operations. The more ACDelco products you purchase, the more benefits are available.

## ADP PROGRAM DETAILS

- Be sponsored by an ACDelco Direct Account Member in your area.
- Neither Sponsors nor their owners or affiliates may have financial interest in the APD account.
- Provide ACDelco with detailed sales electronically to support customers that participate in the my GM Partner Perks loyalty program.
- Sales to GM Dealers must not exceed 25% of total sales.
- Must purchase at least two of the eight focus product lines to qualify for the minimum ADP benefit level. Maximum benefit level begin wit purchasing four of eight focus product lines.
- Prominently display current approved ACDelco signs.
- Must be approved and signed by ACDelco Regional Manager and Direct Account.
- Actively advertise and promote ACDelco products and programs.
- Participants will be reviewed bi-annually for and evaluated on product line purchases.

## PURCHASE LEVEL <\$9,999

- Purchase two of eight ACDelco product lines
- National Promotion participation
- ACDelco signs available for purchase (No-Charge metal sign or banner)
- Opportunity Report access
- Salesperson Reward program
- CONNECTION Integration assistance
- Access to ACDelco Uniforms on [acdelco1store.com](http://acdelco1store.com)
- No-Charge business & technical development training
- Marketplace benefits

**Higher Purchases = Better Benefits**

## PURCHASE LEVEL \$10,000>

### All Benefits of purchase level <\$9,999 PLUS:

- Purchase four of eight ACDelco product lines
- Support National Promotion participation
- ACDelco signs subsidy at 50% of cost\* (No-Charge metal sign or banner)
- Opportunity and exclusively yours report access
- 2% Advertising and Promotional Fund (APF)
- Ability to distribute ACDelco Tools and Equipment
- [Acdelco.com](http://Acdelco.com) Locator
- Drop Ship, \$5,000 minimum order
- ADP earns 7% Rewards\*\* points, 7,000 maximum per quarter

Visit [acdelco1store.com](http://acdelco1store.com) for point-of-sale materials and selling tools. For more details contact your local ACDelco Representative.

\*After six months of consecutive "in-level" purchases (does not include shipping or installation).

\*\*ADP must have YOY incremental growth, and a minimum of \$31,000 in qualified purchases of ACDelco products in the quarter from qualified ACDelco Direct Accounts.