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## GM's New "my GM Partner Perks" Loyalty Program to Launch in Q1 2019

**LAS VEGAS** — Today at Industry Week, General Motors Co. announced a comprehensive loyalty program called 'my GM Partner Perks' to help independent service centers, body shops and fleets grow their businesses by purchasing GM Genuine Parts and ACDelco, Chevrolet Performance as well as Chevrolet, Buick, GMC and Cadillac Accessories.

"my GM Partner Perks is more than a loyalty program," said Jean Hoglund, director of marketing at GM's Customer Care and Aftersales. "We designed it to offer aftermarket repair shops benefits that drive profitability and productivity. It's simple and easy to earn rewards on General Motor's entire parts portfolio."

my GM Partner Perks benefits include:

- Marketing Support
- Purchase rewards
- Training and Repair Assistance
- Business Support discounts

More details on "my GM Partner Perks" will be announced closer to the program's Q1 launch. Interested parties can sign up to learn more at [GenuineGMParts.com](http://GenuineGMParts.com), [ACDelco.com](http://ACDelco.com), or onsite during AAPEX, SEMA Collision or ATRA Powertrain Expo in the GM Genuine Parts and ACDelco booths.

**General Motors** (NYSE:GM) is committed to delivering safer, better and more sustainable ways for people to get around. General Motors, its subsidiaries and its joint venture entities sell vehicles under the [Cadillac](#), [Chevrolet](#), [Baojun](#), [Buick](#), [GMC](#), [Holden](#), [Jiefang](#) and [Wuling](#) brands. More information on the company and its subsidiaries, including [OnStar](#), a global leader in vehicle safety and security services, [Maven](#), its personal mobility brand, and [Cruise](#), its autonomous vehicle ride-sharing company, can be found at <http://www.gm.com>.