

For Release: Tuesday, October 15, 2019, 10 a.m. EDT

GM Customer Care and Aftersales Announces eCommerce Price Policy

Electronic Minimum Resale Price reinforces brand protection

GRAND BLANC, Mich. — General Motors, through its Customer Care and Aftersales division (CCA), announced today that it will implement an Electronic Minimum Resale Price (eMRP) Policy in the U.S. for certain products, effective January 1, 2020.

CCA provides automotive parts and accessories that have become known for high quality, performance and safety. The new policy allows GM to protect the overall brands, reputation, and image of GM, its dealers, and its business partners.

“GM is deeply focused on brand protection and this policy is intended to safeguard the reputation of our GM Genuine Parts and ACDelco parts customers and sellers,” said Mark Drennan, general director, GM CCA. “The policy is set to ensure confidence in our products and services.”

From November 1, 2019 when the policy is issued to January 1, 2020, dealers and aftermarket sellers should familiarize themselves with the new policy. The policy will cover only a limited number of parts. More information and details on the policy will be posted to this eMRP site <http://www.gmpartsemrp.com> on November 1.

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>.

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