

THE ERG CHALLENGE



# PROGRAM OVERVIEW

SHARE YOUR VEHICLE DISCOUNTS.  
HELP GM SELL MORE VEHICLES.

**YOUR CHANCE TO MAKE A DIFFERENCE.** The ability to share great vehicle discounts with friends and family is one of the key perks of working at General Motors. Now, you can participate in a fun competition between our Employee Resource Groups to see who can share their discount the most and help introduce loved ones, friends and neighbors to our incredible lineup of vehicles!

**INTRODUCING THE ERG CHALLENGE.** This exciting challenge has all ERG groups facing-off for one simple goal: to help GM sell more vehicles by utilizing our GM Employee Discount or Supplier Discount *for Friends*.

Beyond your contributions as an employee, your discount-sharing efforts can have a big impact for GM, so this opportunity is about more than just bragging rights. Global Diversity will be tallying the amount of authorization numbers redeemed on a monthly basis.

## ERG GROUP CHALLENGE TEAMS:

- GM ABLE
- GM AFRICAN ANCESTRY NETWORK
- GM ASIAN CONNECTIONS
- GM EUROPEAN CONNECTION
- GM JUMPSTART
- GM LATINO NETWORK
- GM MIDDLE EAST NORTH AFRICA
- GM NATIVE AMERICAN CULTURE NETWORK
- GM PLUS
- GM VETERANS
- GM WOMEN

**DO YOUR PART:** You have to register in order to participate! Choose which ERG you're supporting and opt in to the Challenge using your GMIN. You must be registered for your sales to count.

**HELP YOUR TEAMMATES:** Already shared your Supplier Discount *for Friends* authorization number for the month? During the contest, you can ask a registered ERG member who hasn't used theirs yet to sponsor your friend or neighbor. For complete details/rules, see the Frequently Asked Questions below.

**READY TO PLAY?** The ERG Challenge is a fun way to introduce the people you know to our outstanding vehicles, and help GM with a strong finish to the sales year. Start sharing today, and help your team bring home a win!

# FREQUENTLY ASKED QUESTIONS

## **WHY SHOULD I PARTICIPATE IN THE ERG CHALLENGE?**

It's a great way to help GM increase its sales, while helping friends and family members save money on exceptional GM products.

## **WHO CAN PARTICIPATE?**

Any current member of an ERG at General Motors who registers for the Challenge.

## **I BELONG TO MORE THAN ONE ERG. WHICH ONE SHOULD MY SALES/REFERRALS COUNT FOR?**

It's up to you! You can choose which ERG your sales/referrals will count toward when you register. However, your sales can only count toward one ERG. Once registered, you cannot change your ERG preference.

## **CAN I SPLIT MY SALES/REFERRALS BETWEEN MULTIPLE ERGS?**

No. The ERG you select during the registration process is the one that all of your sales/referrals will count toward.

## **WHAT DOES MY ERG NEED TO DO TO WIN THE CHALLENGE?**

To win the Challenge, your ERG must sell more vehicles using the GM discount programs offered than any of the other ERG teams.

## **HOW CAN I HELP MY ERG IN THE CHALLENGE?**

Talk to your eligible family members, friends and neighbors about purchasing or leasing an eligible, new GM vehicle by 1/3/23.

## **HOW DO I REGISTER FOR THE CHALLENGE?**

Go to [gm.com/diversity](https://gm.com/diversity) and click the link to opt in on the registration page.

## **WHAT INFORMATION DO I NEED TO PROVIDE AT THE TIME OF REGISTRATION?**

You will need to provide your GMIN and email address, and indicate which ERG you want your sales credited toward.

## **HOW LONG DOES THE ERG SALES CHALLENGE LAST?**

Runs through 1/3/23.

## **CAN I SWITCH THE ERG I REGISTERED FOR DURING THE CHALLENGE?**

No. Participants can only register once, and vehicle sales/referrals associated with your GMIN will be credited to the ERG selected at time of registration.

## **WILL MY ERG AFFILIATION BE KEPT CONFIDENTIAL?**

Yes. Our official reporting will only mention ERGs, not individual employees.

### **WHICH DISCOUNTS CAN I USE TO MAKE SALES/REFERRALS DURING THE CHALLENGE?**

Only vehicle sales through the GM Employee Discount and Supplier Discount *for Friends* count for your ERG during the Challenge period.

### **WHICH GM VEHICLES ARE ELIGIBLE?**

Most new and unused 2022 and 2021 GM cars; SUVs; crossovers; midsize, light-duty and HD pickup trucks; and passenger and cargo vans are eligible. To see a list of eligible vehicles, check out “Vehicle Eligibility” at [gmfamilyfirst.com/vehicles](https://gmfamilyfirst.com/vehicles). Some other models may have limited availability. Eligibility of GM vehicles may change at any time without notice. Please reference this link for eligible GM products.