



The Next Evolution of CSSR: Simpler. Smarter. Stronger.

The Next Evolution of CSSR



The CSSR program is evolving to improve what matters most:

Dealer ROI



Product

Simpler

Streamlined packages with digital-first messaging

User Experience



Tools

Smarter

Redesigned CSSR App with data at your fingertips

Program Satisfaction



Field

Stronger

Consultative support with increased accountability

CSSR Product Enhancements

Launching Q1 2026



Dealers maintain choice of 3 packages

What's Changing

- Reduced complexity in core & plus-ups
- Expanded audience from 7 to 10 years
- Evolved targeting & governance rules
- More digital, less mail (-15%)
- Optimized touchpoints
- Custom service creative, Campaign Builder, Pre-Qual for all

Expected Outcomes

- Improved response rates & ROI
- Increased efficiencies – avg CP\$/RO
- **Monthly cost-savings across 73% of network***

Enrollment begins January 19, 2026

New Packages Launch Q1 2026

Today:

Elite

Coming in 2026:

Gold Package

Enhanced

Silver Package

Essential

Bronze Package



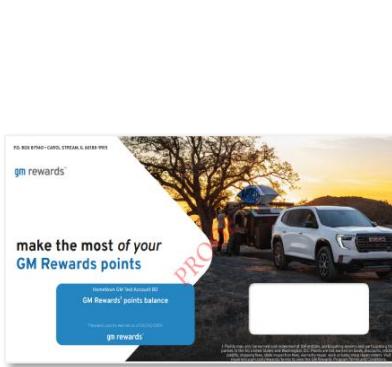
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CSSR Packages - *Launching Q1 2026*

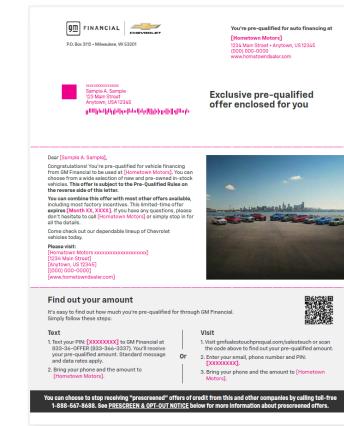


More Value in Core

The most-utilized Dealer plus-ups are now included in ALL Core CSSR packages:



Campaign Builder
New & Improved!
Includes Email, Direct
Mail & Social options
(Previously Quick Strike & eStrike)



Pre-Qual Campaigns
GMF pre-qualification Email
and Direct Mail for select
in-market customers



Dealer Creative

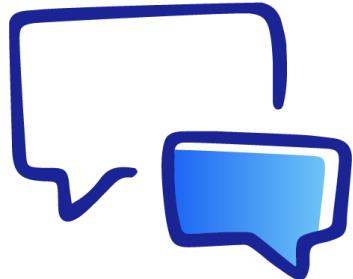


Maintenance Reminder with
Dealer Creative

Dealer Service Creative
Customized service
communications with
Dealer-specific imagery

Key Program Upgrades

More impactful, better alignment, maximized ROI



New Digital Channel

- Introducing Social Media as a Core CSSR communication channel
- Greater customer engagement



Simplified Program Rules

- Reducing from 6 complex governance rules to 1
- New 2-visit rule assigns customer to a new Servicing Dealer after 2 consecutive visits



Adjusted Audience Targeting

- Target customers with VINs up to 10 years old (previously 7)
- Reducing from 100-mile down to 25-mile distance from Dealership

CSR Packages - Launching Q1 2026



Dealers maintain choice of 3 packages

Enrollment: January 19 – March 13, 2026

★ Bronze Package

- **Email First** – Direct Mail utilized only if no usable Email on file
- **No Lost Customers**
- Social Media
- Core MY 0-10
- Within 25 Miles
- Dealer Service Creative
- Campaign Builder
- Sales Touch with Pre-qual

★ Silver Package

- **Channel Progression** – Direct Mail utilized after no response to Social and Email/SMS
- **Lost Customers to 4 Years**
- Social Media
- Core MY 0-10
- Within 25 Miles
- Dealer Service Creative
- Campaign Builder
- Sales Touch with Pre-qual

★ Gold Package

- **Media Optimizer** – Leverages Machine Learning to send communications via most engaging channels per customer
- **Lost Customers to 10 Years**
- **CSSRetail Owner Platform**

- Social Media
- Core MY 0-10
- Within 25 Miles
- Dealer Service Creative
- Campaign Builder
- Sales Touch with Pre-qual



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CSSR Packages – Channel Selections Defined

BRONZE

Email First:

Direct Mail utilized only if no usable Email on file

SILVER

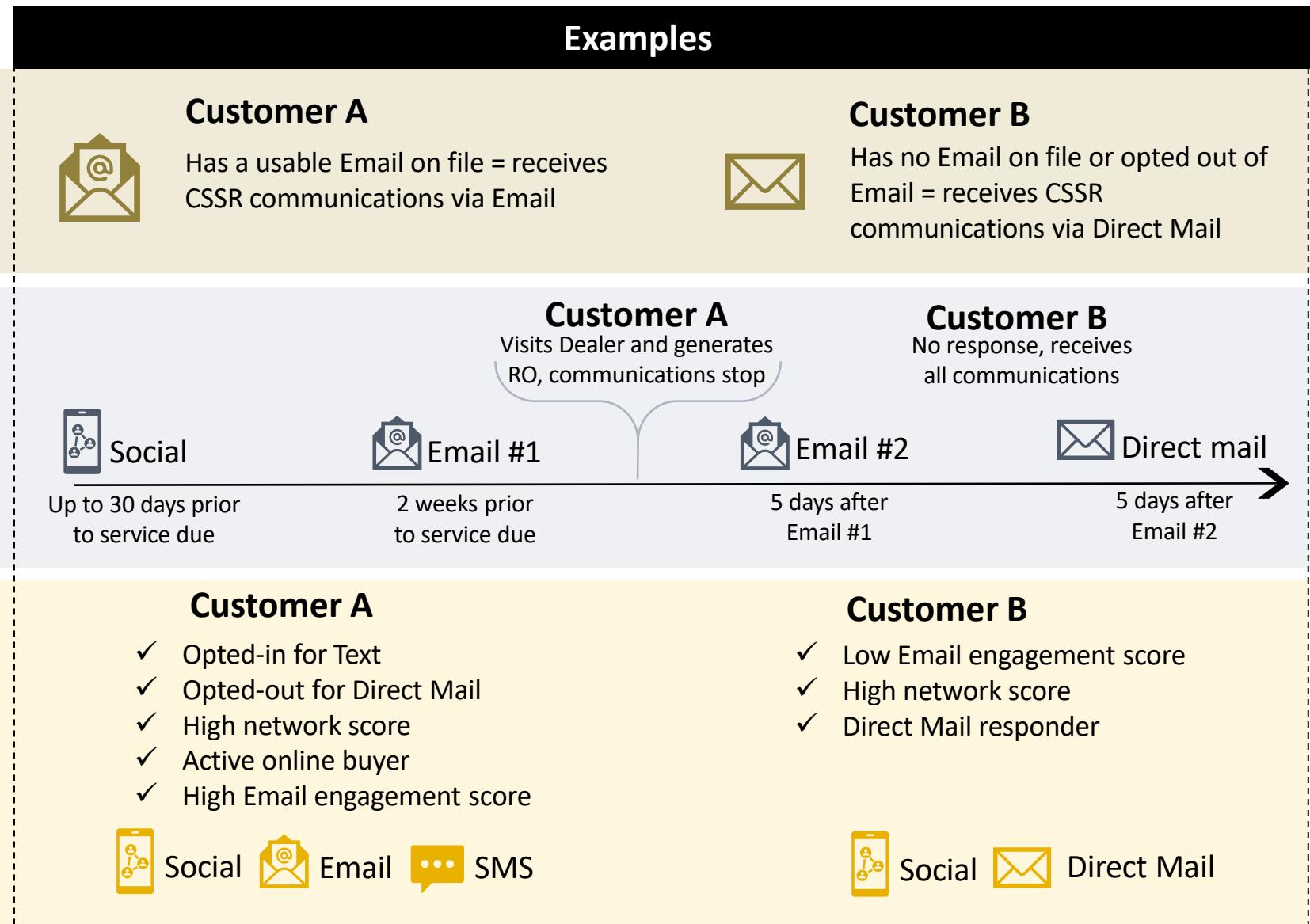
Channel Progression:

Direct Mail utilized after no response to Social and Email/SMS

GOLD

Media Optimizer:

Leverages Machine Learning to send communications via most engaging channels per customer



Multi-Channel Campaign Builder



New & Improved

Includes Direct Mail, Email and Social options

Overview: On-demand, targeted, Dealer ad-hoc campaigns to drive traffic & retention

Campaign Builder – two tools in one! (formerly QuickStrike & eStrike)

- One campaign, one list, multiple channels
- Build once to create multiple channel outputs
- Popular templates available at launch
- Ever-expanding library

Rapid Campaigns – recommendations based on performance data in the CSSR App

- Turn-key campaigns built to capitalize on opportunities, driving greater performance
- Activate audiences and creative with just a few clicks



Sales Touch Pre-Qual



Drive More Traffic & Sales

Now available in all Core packages

Target:

Select group of in-market customers (~100K) receive a GMF Pre-Qualification Direct Mail/Email instead of a Sales Touch communication

- Manifest provided to Dealers for customer follow-up with creative

Cadence:

3x a year (Mar/Apr, June/July, Oct/Nov)

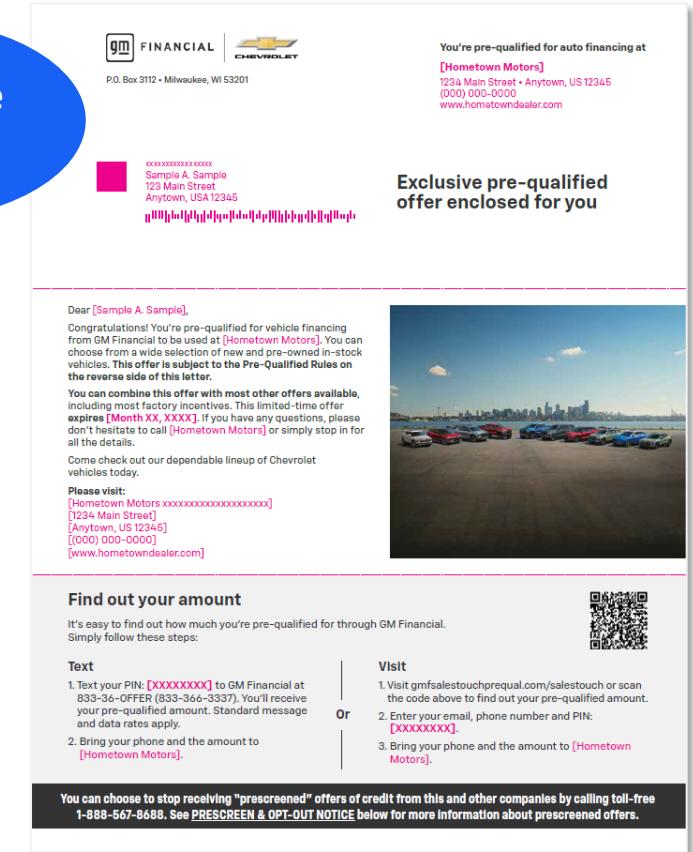
Objective:

Drive Sales through customer engagement:

- Text PIN
- Scan the QR code
- Use the URL (website)

Any action by customer to view Pre-Qual amount auto-generates lead to Dealer through GM Lead Pipe

4% buy rate
in 2025



Dealer Service Creative



Maintenance Reminder with corporate service branding



Module 1

Module 2



Dealer Creative

Maintenance Reminder with Dealer Creative



Our experts know your vehicle best



2

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Social – New Digital Channel



Now available in all Core packages

Target:

Owners due for service

Cadence:

Aligns with Core service communications, creating an omni-channel experience

- Reinforce messaging customers receive through other channels
- Message valuable service offers

Objective:

Reach customers where they spend time on Facebook and Instagram

- Engaging ad units include video

CSR Communications with Social component:

- First Service Reminder
- Maintenance Reminder
- Maintenance Reminder Follow-up
- At Risk (We Miss You)
- Engager
- Lost Customer*
- EV Connector

Display Plus-up available for Dealers that still wish to utilize channel

*Not available in Bronze package



Simplified Program Rules



Better use of Dealer spend while providing customer-centric approach

Approach: Lean into customer behavior, reassigned customers for service

Benefit: Opens new audiences to Dealership based on customer behavior

SALES RULE	SERVICE RULE
1. Customer remains with selling Dealer*	1. 2-Visit Rule 3X repurchase rate at servicing Dealer

Example of 2-Visit Rule:

Customer purchases vehicle from **Dealer A** (assigned Sales & Service Dealer)

Dealer A sends customer a service reminder

Customer visits **Dealer B** for service

Dealer B sends customer a Servicing Owner Welcome

Customer visits **Dealer B** for service

Dealer B is the new assigned Service Dealer for customer after 2 consecutive visits (**Dealer A** remains Sales Dealer)

2 consecutive service visits

**Sales follows GM Dealerization rules.*

Adjusted Targeting



Aligning model years & distance to evolving consumer behavior



**Target VINs up
to 10 years**

- New vehicle buying cycle and vehicle service life has extended
- 58% percent of dealers already solicit Owners beyond 7 years
- Expanded model years reaps high value ROs (14% increase RO value)



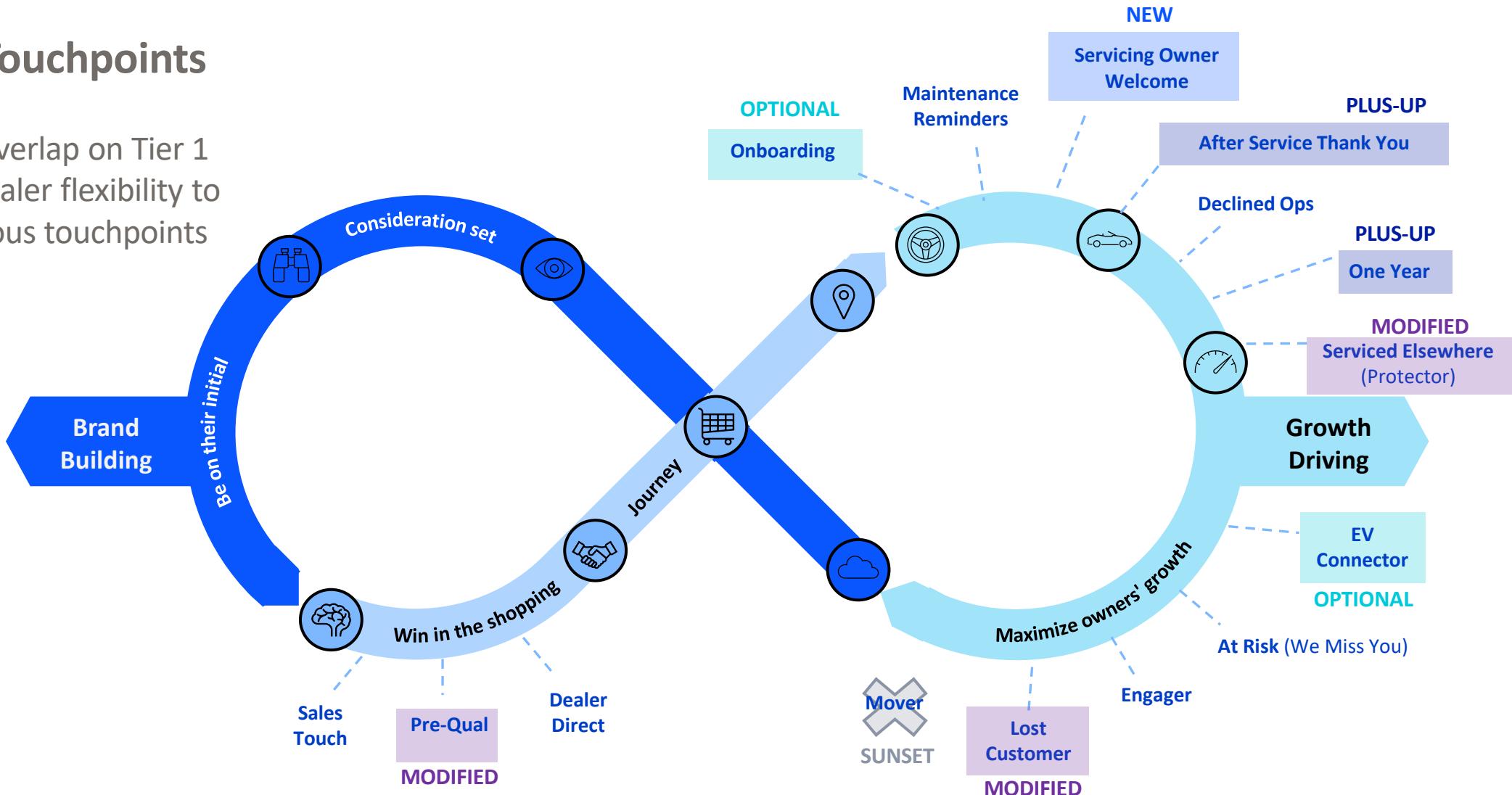
**Target VINs in
25-mile radius**

- New 25-mile radius targets customers 2x as likely to return for service
- Drives double the ROI vs targeting more distant owners
- Dealers can select a broader radius through plus-up

CSR Core Communications – COMING April 2026

Refined Touchpoints

- Reduced overlap on Tier 1
- Greater Dealer flexibility to select various touchpoints



NEW

Servicing Owner Welcome



Target:

Owners who visited a Dealer other than their assigned Servicing Dealer

Cadence:

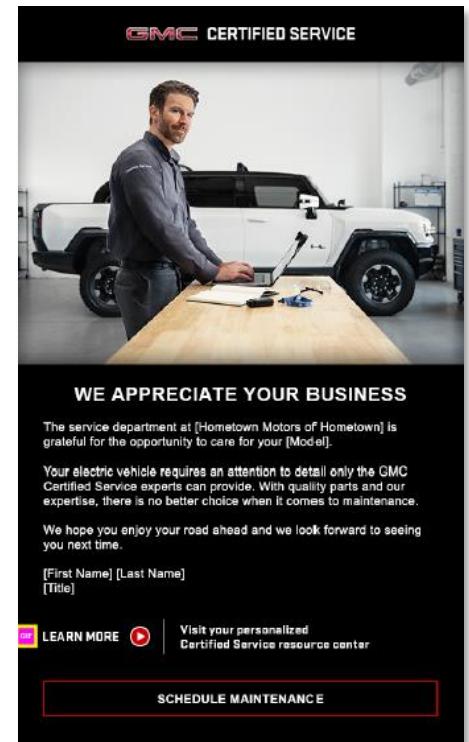
7-10 days after service visit

Objective:

- Dealer Thank You Message
- Offer to entice return for service
- If owner returns to complete 2 consecutive service visits, Dealer becomes new assigned Servicing Dealer



Email



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MODIFIED

Serviced Elsewhere (Protector)



Target:

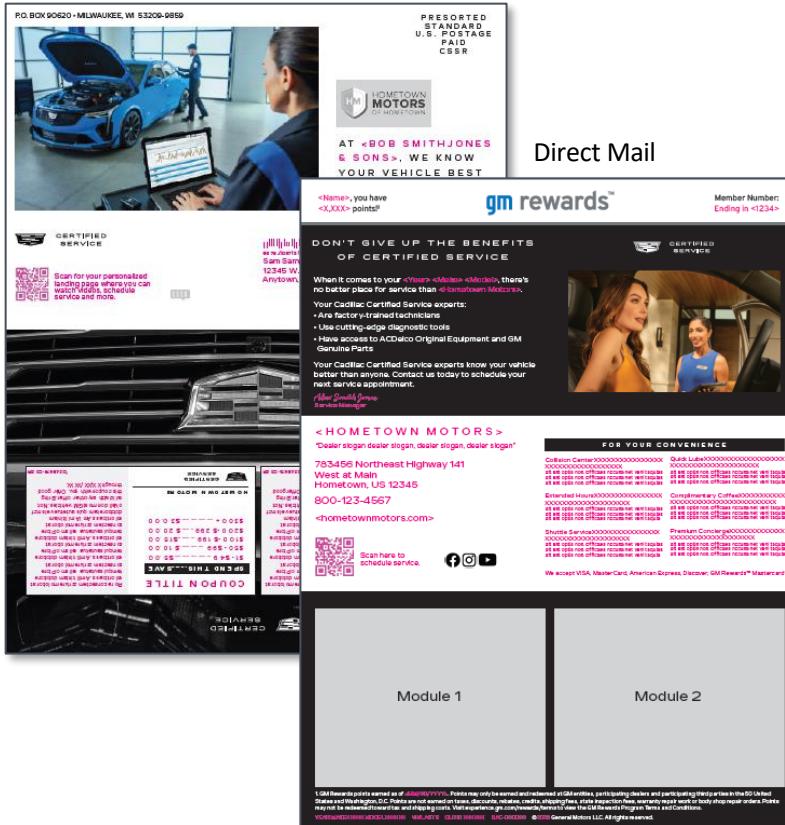
Owners who serviced outside the GM
Dealership network

Trigger:

- When a VIN indicates an Oil Life Monitor reset ***with no RO at any GM Dealership***
- Modified – no longer targeting VINs that serviced at another GM Dealership***

Objective:

- Win back customers from Aftermarket Repair Shops
- Reinforce Dealer as the best service option
- 2 “win back” Dealer offers included



Email



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MODIFIED

Lost Customer



Target:

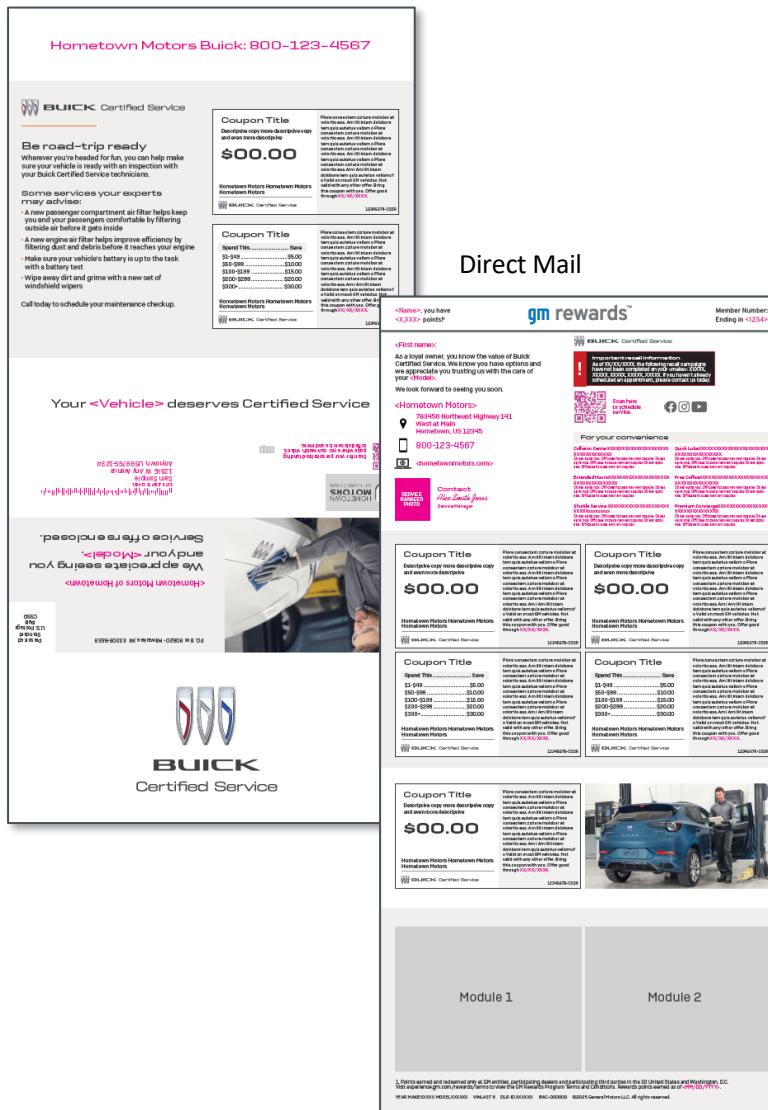
- Inactive VINs*
- **Modified**
 - *Gold package leverages Machine Learning to target best Lost Customers with VINs up to 10 years*
 - *Silver package messages all Lost Customers, VINs up to 4 years*
 - *Bronze package does NOT communicate to Lost Customers*

Cadence:

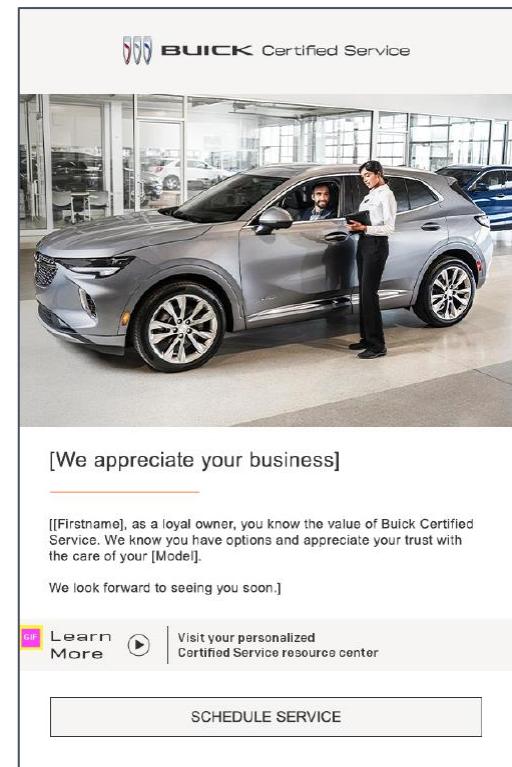
Sent every 6 months, beginning 18 months post delivery

Objective:

- Win back inactive customers
- 7 “smart” Dealer offers
- Dealers have ability to incorporate NRP offers



Direct Mail



Email

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MODIFIED

Sales Touch Pre-Qual



Target:

Select group of in-market customers (~100K) receive a GMF Pre-qualification
Direct Mail &/or email instead of a Sales Touch communication

- ***Modified – now available in all Core packages***

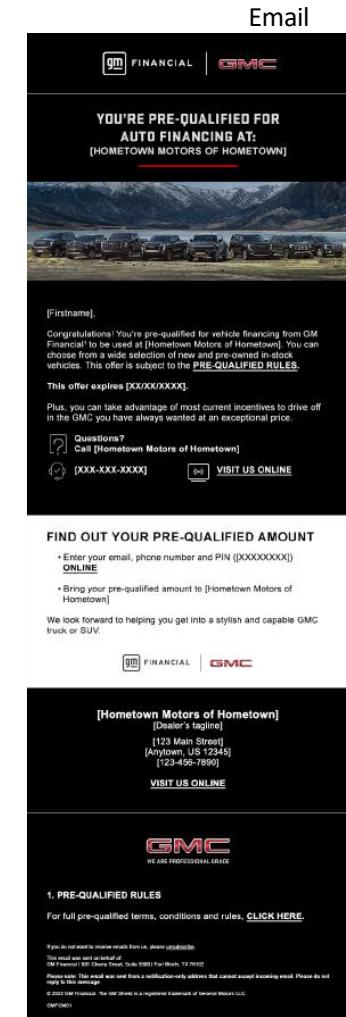
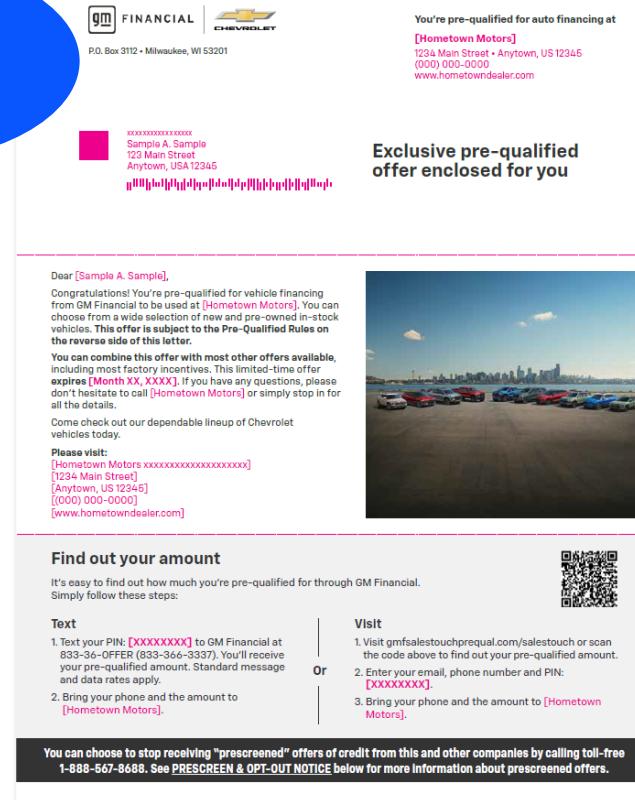
Cadence:

3x a year (Mar/Apr, Jun/Jul, Oct/Nov)

Objective:

Generate leads and sales through customer engagement – when they text the PIN, scan the QR code or use the URL, it auto-generates lead to Dealer through GM Lead Pipe

4% buy rate
in 2025



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OPTIONAL Onboarding



Target:

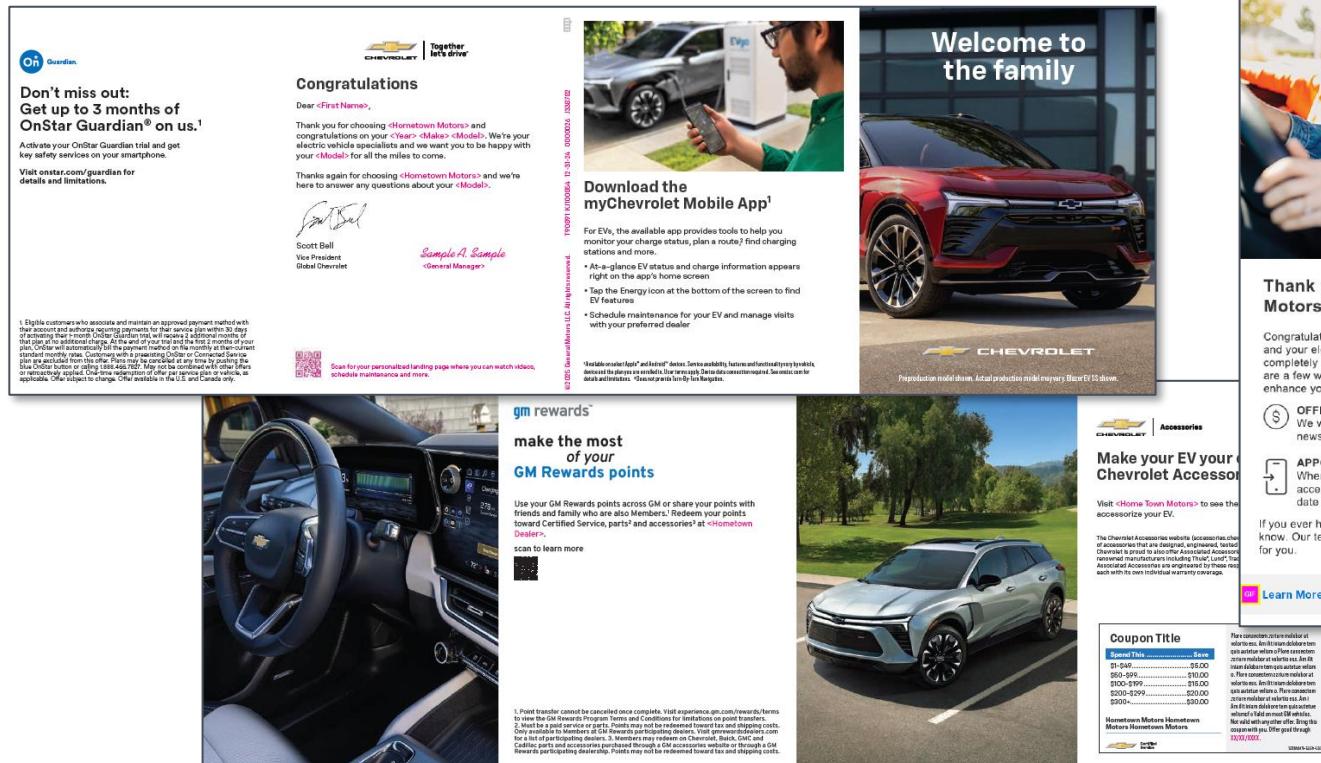
- New Owners, MY 25 and newer
- CPO
- Small Business/Business Elite
- CarBravo
- EV

Cadence:

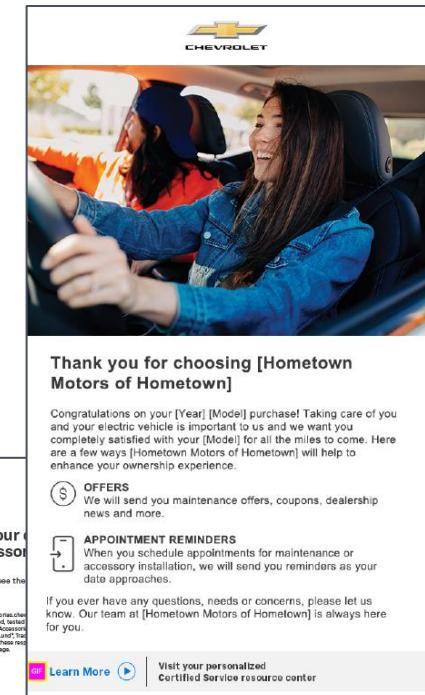
15 days after purchase

Objective:

- Thank you from Dealer for recent vehicle purchase
- Educate on ancillary products and services
 - Loyalty
 - OnStar
 - First Service Visit Covered
 - My Brand App
 - Accessories



Email



OPTIONAL EV Connector



Target:

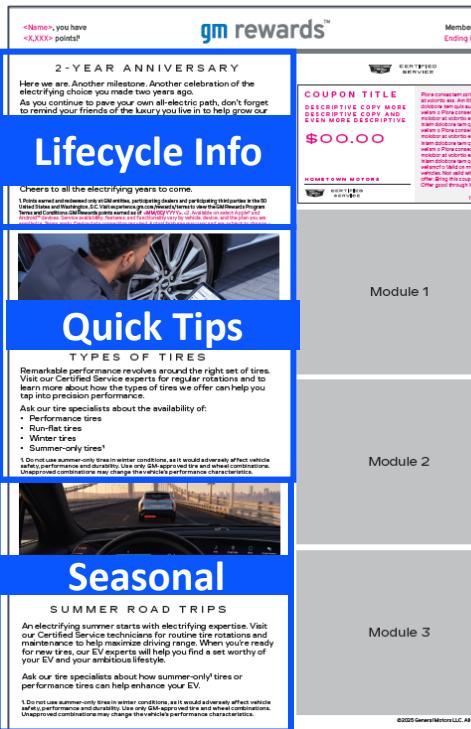
New EV owners, in the first 2 years of ownership

Cadence:

Quarterly

Objective:

- Ongoing Certified Service content to fill the gaps between Maintenance Reminders due to longer EV service intervals
- Continue conversation and stay connected with Dealer's customers, featuring Dealer as the EV expert
- EV education via Lifecycle, Quick Tips and Seasonal messaging



Email



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Target:

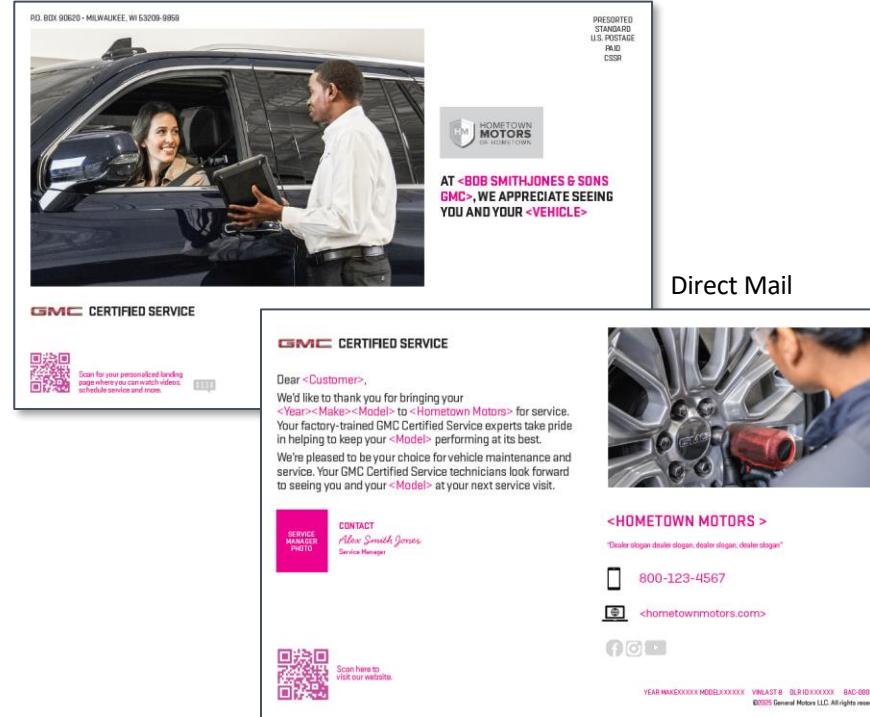
Owners who visited the Dealer for service

Trigger:

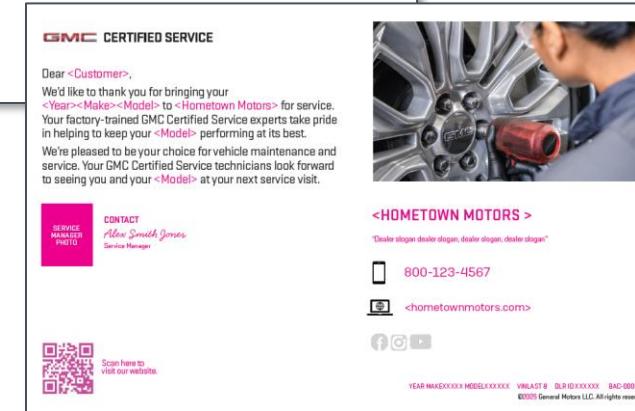
- Sent upon receipt of Customer Pay RO data from Dealer DMS
- 7-14 days after service visit

Objective:

Thank the owner for service completed at the Dealership



Direct Mail



Email



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PLUS-UP One Year



Target:

Owners on one-year anniversary of purchase

Timing:

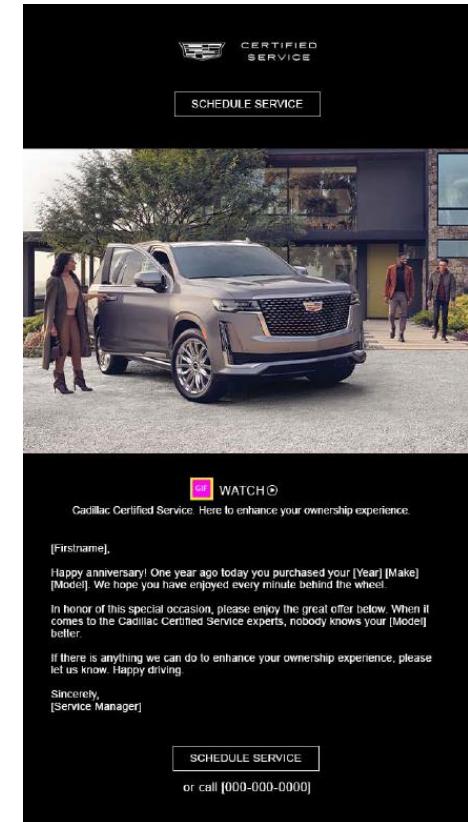
12 months post delivery

Objective:

- Designed to celebrate ownership and encourage engagement
- Thank customer for servicing at the Dealership
- Includes one Dealer offer – “Surprise & Delight”



Direct Mai



Email

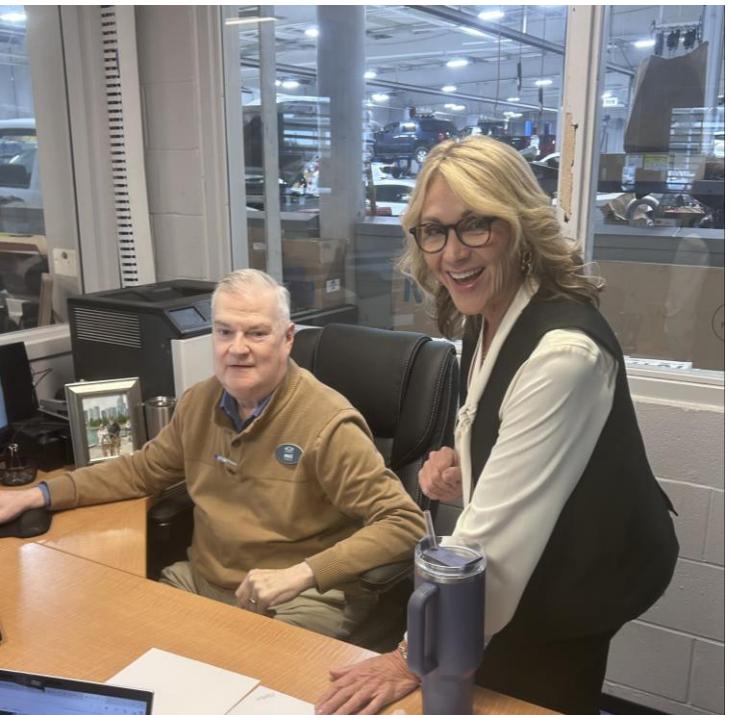


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Focused Dealer Support Based on Performance and Opportunities



Consultative Approach



Clear Responsibilities

- **Educate** on core CSSR capabilities and how to maximize features/tools/data
- **Review** program performance, wins and opportunities monthly/quarterly
- **Document** meeting details with action plan and next steps, providing to dealership, management, field

Team KPIs

- ✓ Retail Sales
- ✓ First Service Visit Utilization
- ✓ Sales & Service Retention
- ✓ Training Completion
- ✓ Dealer Satisfaction
- ✓ GM Team Engagement



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CSSR Package Comparison



Expected Outcomes

- Improved response rates & ROI
- Increased efficiencies – avg CP\$/RO
- **Monthly cost-savings across 73% of network***

Enrollment for the next evolution of CSSR is
January 19 – March 13, 2026

Program enhancements will go into effect
on **April 1, 2026**

Questions? Your Dealer Marketing Consultant is
here to help! Contact your DMC at 800.292.9220

		CSSR Today	Bronze	Silver	Gold
Feature	<u>Channels</u>				
	Channel Optimization		Email Primary	Channel Progression	Media Optimized
Media	Display	Social	Social	Social	
Video and Landing Pages	✓	✓	✓	✓	
SMS	✓	✓	✓	✓	
Multi-Channel Campaign Builder	n/a	✓	✓	✓	
Distance (miles)	100	25	25	25	
Core Years	0-7	0-10	0-10	0-10	
Audiences	<u>Audiences</u>				
	• Onboarding	✓	Optional	Optional	Optional
	• Maintenance Reminder & Follow Up	✓	✓	✓	✓
	• Servicing Owner Welcome	8+ optional	✓	✓	✓
	• After Service Thank You	✓	Plus-Up	Plus-Up	Plus-Up
	• Declined Services	✓	✓	✓	✓
	• At Risk (We Miss You)	✓	✓	✓	✓
	• Serviced Elsewhere (Protector)	✓	✓	✓	✓
	• Engager	✓	n/a	✓	✓
	• EV Connector	✓	Optional	Optional	Optional
	• Lost Customer	0-7	n/a	0-4	Audience Optimizer
	• One Year	✓	Plus-Up	Plus-Up	Plus-Up
	• Mover	✓	n/a	n/a	n/a
• GM Card/Sales Touch w/ Pre-Qual	Elite Package Only	✓	✓	✓	
Creative	Dealer Service Creative	✓	✓	✓	✓
	CSSR Retail Owner Platform	Elite Package Only	n/a	n/a	✓

— *New element*

Media Optimized: Targets customers through the channel they're most likely to engage with.

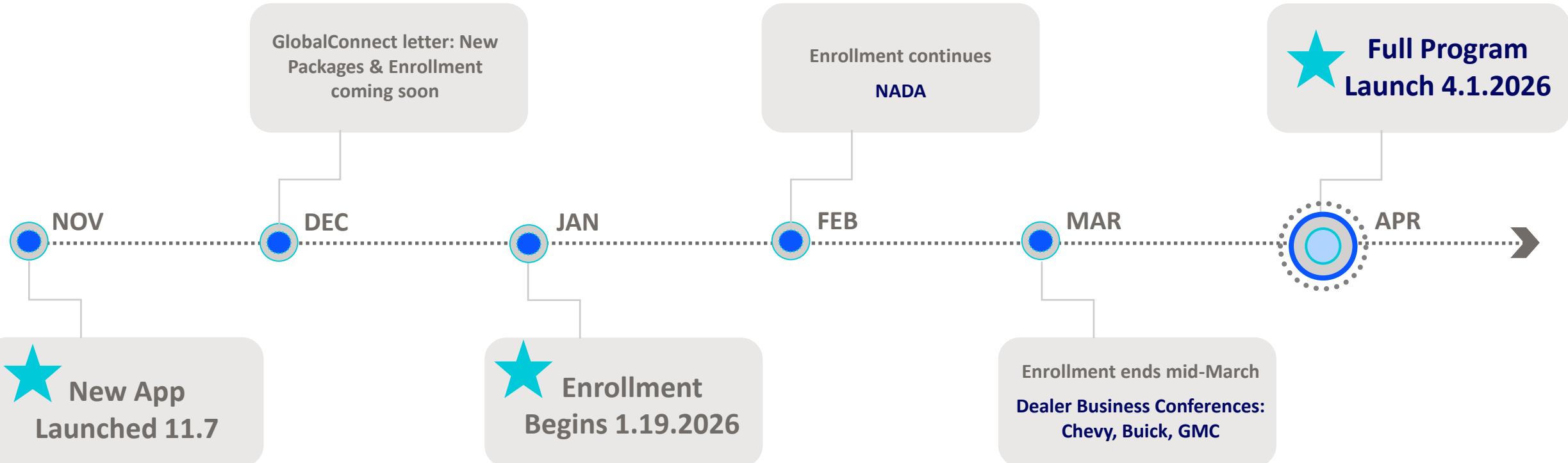
Channel Progression: Starts with digital, email and SMS. If no response, direct mail sent.

Email Primary: Email sent if a valid email address is on file. If not, direct mail sent.



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The Next Evolution of CSSR: Timeline



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