



1. Why is Sincro exiting the GM Canada Choice program?

- Since joining our program in 2018, and even before as CDK, Sincro has been valued partner and supplier to GM Canada dealers. This is entirely Sincro's business decision and in the weeks and months ahead, Sincro has committed to working closely with GM Canada, Shift Digital, and our dealers, to smoothly transition dealers to other suppliers in our program.

2. Will Sincro continue to offer automotive websites and digital marketing tools in Canada outside of the GM Canada program?

- Sincro informed us it is not their intention and they have no immediate plans to reenter the Canadian market at this time.

3. Are there plans to replace Sincro in the Dealer Digital Solution with another website supplier?

- Yes. We are working on replacing Sincro with a new, 6th supplier. As soon as the decision is finalized all GM Canada dealers will be advised. Alternatively, dealers are free to change from Sincro to one of the other five certified suppliers in our program.

4. I see Trader was just added to the certified supplier program. Are Sincro dealers required to transition to Trader as a new supplier?

- No, with the addition of Trader all our dealers have six suppliers to choose from, and enrollment process is unchanged.

5. Does Sincro's exit impact my dealership's Retail Performance Program (REP) status?

- No. However to continue to qualify for GM Canada REP program funds dealers must operate a website using one of our certified website suppliers as their only website. To continue to qualify for REP Sincro dealers will need to enroll with a certified supplier.

6. Does Sincro's exit apply as well to my Cadillac-specific Pinnacle program website?

- Yes. If you operate a Cadillac-specific Pinnacle program website with Sincro you will need to transition to an alternate certified supplier to remain compliant with the Pinnacle program requirements.

7. What information and materials are available to my dealership to help in making the decision about which new supplier to enroll with?

- The Dealer Digital Solution enrollment websites: <https://www.gmdealerdigital.ca/> and <https://www.cadillacdealerdigital.ca/> have been updated with fresh product information and pricing from our remaining five suppliers. Once we have confirmed our new, 6th supplier their information and materials will be made available also.
- Additionally, each of the suppliers will be running schedule of online information sessions. You may also request personal sessions with suppliers to discuss your specific dealership's needs. These can be arranged by contacting the GM Digital Consultant team at 1-800-655-2594, info@gmdealerdigital.ca

8. What will be the impact on billing, the cost of my website?

- You will continue to be charged monthly for your Sincro website until you transition to your new supplier. Billing for your new website will begin once the new site is live, and



will be based on your choice of supplier, website package, and add-on choices. The monthly billing process through the dealer open account remains unchanged.

9. Once I enroll with my new supplier what are the next steps in the transition?

- As soon as your enrollment is received your chosen supplier will be notified by Shift Digital to begin working with you to start the website development process. It is critical in the development of your new website to designate a primary contact person to work with your supplier. As your website is being developed, ongoing two-way dialogue between your contact and your supplier on content decisions, design preferences, and approvals is essential.

10. Is there a deadline by which I need to choose my new supplier?

- Yes. Sincro dealers must enroll with their new supplier by Monday, February 28th, 2022. Meeting this deadline is essential to launching your new website as soon as possible.

11. Is there a deadline by which I need to move to a new website with another supplier?

- Yes. Sincro provided four months' notice of their intention to end their contract with Shift Digital and GMCC but have agreed to extend their support for migration to a new supplier. **The deadline for Sincro dealers to migrate to their new supplier is June 1st, 2022.**

12. Will all my integrations and digital tools transfer over to my new website?

- Yes, part of the website build process for each one of our website suppliers is ensuring that your GM-managed tools (Shop Click Drive, OSS etc.) are working as expected before you launch. Beyond that, your new provider will be implementing any 3rd party tools (digital retailing, chat, additional service schedulers etc.) onto your new website.

13. What can I do to ensure my new website is ready in time for the launch deadline?

- Ultimately the timing of your new website being live will come down to your satisfaction and approval to launch. In this case though, Sincro's decision to leave the market means there is a deadline for your new site to launch. Keeping your dealership team engaged and working well with your supplier from enrollment through to launch is the best path to a smooth development and timely launch of your new website.
- Supporting you throughout your transition will be the Shift Digital and GM Digital teams. Individual dealer statuses will be tracked closely to ensure progression and mitigate any disruption to your business. We will also be keeping your Regional GM team, District Managers, current with your progress so they can be ready to support you as well.

14. What can I do to prepare for the transition to the new website?

- Moving to a new website is a lot like moving to a new home. A big part of the transition will be deciding what content to move, what new content needs to be created, and what to leave behind. A full review of your website by each of your department areas will help you to identify what you need to prioritize, and what you no longer require. The lighter the load the faster your supplier can set up your new website.
- It is essential for you to validate whether you own your website domain. This is very important to a timely shift from the old site to new. Many of our Sincro dealers are CDK



legacy dealers and it is possible that this knowledge has been lost over time. Your new supplier, and your GM Digital Consultant team can help you with this.

- If you anticipate changing the dealership domain URL take stock of all the places where your current URL is presented. Ideally you will not need to change the domain, but if you do there will be many places and documents that will require updating.