

GENERAL MOTORS FLEET  
SPECIAL VEHICLE MANUFACTURER



## GENERAL MOTORS FLEET SPECIAL VEHICLE MANUFACTURER (SVM) APPLICATION

### BECOME AN SVM PARTICIPANT

Thank you for your interest in becoming an SVM Partner. An SVM has a signed Agreement with GM and has a floorplan and orders vehicles directly from GM also referred to as a bailment or pool. SVM also provides quality, work-ready trucks and specialized vehicles to our customers while leveraging the marketing/sales efforts of the SVM with GM and Dealers.

#### Program Requirements/Contractual Agreements:

- Ability to secure GM Financial financing for SVM floorplan
- \$10M product/general liability insurance
- 3 year/36K Warranty on upfit and components
- Minimum sales volume of 150 units (SVM Team will consider exceptions)
- Suitable facility (min 5,000 sq./ft. facility & fenced in storage area)
- Dedicated sales force to contact dealers or manufacturer distributors
- Maintain an established distributor network
- Membership in a recognized trade association (NTEA/RVIA)
- Strategy for marketing and advertising programs

Please complete the following application and return it to SVM.mailbox@gm.com.

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### CONTACT INFORMATION

**UPFITTER NAME**

**ADDRESS**

**EMAIL**

**PHONE NUMBER**

**NAME OF OWNERS**

**TITLE**

**% OF OWNERSHIP**

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### SVM QUALIFICATIONS

#### VOCATION AND PRODUCT

1. What Vocation Types are being offered? (Bus, Ambulance, Commercial etc.) *(max 450 characters)*

2. GM Vehicle Lines being requested? (Medium Duty, Silverado/Sierra, Express/Savana etc.) *(max 740 characters)*

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### FACILITY

1. Please tell us about your facility. Is it fenced in? If not, are you willing to provide a fenced area? *(max 1,025 characters)*

2. Do you have multiple locations?

**YES**      **OR**      **NO**

If YES, please list locations *(max 995 characters)*

3. Does your facility have at least 5,000 sq/ft of shop space, not including offices?

**YES**      **OR**      **NO**

4. Are you okay with obtaining a \$10M dollar product liability insurance policy?

**YES**      **OR**      **NO**

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### SALES AND FORECAST

1. Please provide your 3-year sales forecast and growth opportunity based on this projection? *(max 1,025 characters)*

2. What region/market area do you plan on selling in? *(max 740 characters)*

3. How many employees are currently in your salesforce? *(max 740 characters)*

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4. What GM Dealerships are you currently doing business with? *(max 1,150 characters)*

5. Do you have pools with other OEM's? **YES**   **OR**   **NO**

If YES, please list OEM's and locations? *(max 995 characters)*

6. What is your current sales structure? (ex. order through dealership etc.) *(max 1,150 characters)*

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### MARKETING AND ADVERTISING

1. How do you plan on interfacing with the dealer network and/or distributor network? *(max 1,150 characters)*

2. Are you a member of NTEA?

**YES**   **OR**   **NO**

If YES, are you an MVP Member?

**YES**   **OR**   **NO**

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Additional Comments *(max 1,740 characters)*

Thank you for completing this application. As mentioned above, please return it to [SVM.mailbox@gm.com](mailto:SVM.mailbox@gm.com). GM Fleet will keep you posted on the status of your application.