

# **BUICK GMC NEW INTERIOR REFRESH** **FACILITY IMAGE MERCHANDISING**

Showroom, Service Lane & Brand Focused Merchandising

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## FACILITY IMAGE UPDATE INFORMATION

Buick and GMC have introduced a facility design program for all new-build dealerships and facility renovations for new EBE participants. The required merchandising elements for each zone are shown in the first section of this brochure.

If you have questions or would like assistance with your dealership elements, the Brand Focused Merchandising team is here to help. Please call toll-free 1-800-766-5660 or email at [GMBFMService@dcim.com](mailto:GMBFMService@dcim.com), and a GM Dealer Client Relations Specialist will be happy to help you.

## PRODUCT INFORMATION CENTER

### BUICK GMC FACILITY IMAGE REQUIREMENT

Item #800385102B Buick with Literature Holder

Item #800385103G GMC with Literature Holder

The Product Information Center is your customer's showroom reference for exterior color and interior seating options and is intended for placement in the Buick and GMC Lifestyle sections of the showroom. A separate display is required for each lifestyle area.

The display includes a framed picture and color and trim booklet containing exterior paint samples and interior fabric and leather swatches for each vehicle. Each display also includes a literature holder on the back side of the display.

*Note: Dealers planning a facility renovation will be required to have separate Buick and GMC Product Information Center Displays.*





## IN-DEALERSHIP DIGITAL NETWORK (IDDN)

GM IDDN provides dealers an impactful way to communicate with shoppers in your showroom, customer lounge and service write-up areas. Dealers are required to complete a site survey to determine the minimum requirements for digital signs in each of these areas. Please visit [EBEDigitalSignage](#) to view complete digital signage program guidelines, FAQs and enrollment sites for the three approved suppliers. Once you click on this link, you'll be asked to enter your GlobalConnect ID and Password and enter "IDDN" in search bar. If you have any questions, please contact your Zone Team. In the showroom, IDDN monitors are required in each of the following areas:

BUICK LIFESTYLE AREA



CONCIERGE DESK



GMC LIFESTYLE AREA



## BUICK AND GMC BRAND LETTERS

BUICK GMC FACILITY IMAGE REQUIREMENT

- Item #806800054 Buick 3-Color 22" Shield Logo
- Item #806800055 Buick Brand Letters  
Overall dimensions: 9' 10-1/4" wide x 22" high  
Logo only: 22" diameter  
Letters only: 7' 2-1/2" wide x 11-3/8" high

Buick and GMC Brand Letters are designed for placement on the rear wall soffit of the showroom.

- Item #806800056 GMC Brand Letters  
5' 3-3/4" wide x 11-3/8" high x 1" deep



## MULTILINE FACILITIES

Chevrolet dealerships that carry either Buick or GMC are required to have a free-standing In-Dealership Digital Network (IDDN) Lifestyle wall for each brand in the showroom containing an IDDN monitor and the appropriate **1/2 size wall letters and logo** (available right). In addition to the IDDN Lifestyle Wall a Product Information Center Display with color and trim pages is required for each brand.

## 1/2 SIZE BUICK AND GMC BRAND LETTERS

1/2 size Buick and GMC Brand Letters are designed for placement on the IDDN Lifestyle wall.

- Item #806800057** Buick Brand Letters
- Item #806800059** Buick 2-Color 11" Shield Logo  
Overall dimensions: 5' 3/4" wide x 11" high  
Logo only: 11" diameter  
Letters only: 3' 8-1/2" wide x 8'-3/4" high
- Item #806800058** GMC Brand Letters  
3' 2-3/4" wide x 5'-7/8" high x 1" deep





## ACCESSORIES SLATWALL

BUICK GMC FACILITY IMAGE REQUIREMENT  
(FOR GM ACCESSORIES ONLY)

### Item #802404085

Overall size: 99.5" wide x 60.5" high

Laminated wood panel with 3" aluminum inserts to hold Buick and GMC accessories. Mounts to wall with four French cleats. Accessories hardware sold separately.

*Note: Not recommended for hanging vehicle wheels. The Mobile Accessories Display is designed for wheels.*



## ACCESSORIES HANGING HARDWARE KIT

### Item #804135100

Kit includes the following:

- Four 4" chrome peg hooks (Item #804135006)
  - Four 8" chrome peg hooks (Item #804135007)
  - Two floor mat hangers (Item #804135009)
  - Two splash guard brackets (Item #804135010)
  - One license plate holder (Item #804135011)
  - One waterfall bracket (Item #804135008)
  - One brochure holder (Item #804135012)
- Hanging hardware also sold individually*

## ACCESSORIES WALL LETTERS

### Item #804135019

Overall size: 54" wide x 5" high

2" thick dimensional wall letters to identify the accessories selling area in your dealership. Designed for placement above the accessories slatwall.

## ACCESSORIES SLATWALL PRICING HOLDERS

### Item #804135069

Set of six price holders for slatwall. Dealer must provide printed pricing information.

## 5-WHEEL MOBILE ACCESSORIES DISPLAY

REQUIRED FOR NEW FACILITY RENOVATIONS

### Item #802404629

Overall size: 86" high x 48" wide x 43" deep

This 5-wheel merchandising display is designed for use with your Buick/GMC accessories slat wall and replaces the previous 2-sided slat wall accessories display (a Facility Image requirement). Constructed with a durable steel frame and powder coated to match existing Facility Image fixtures, it features:

- 5 fixed mounting brackets and studs to hold 22" rims
- 25 additional studs to display all lug nuts on each wheel (*Note: Wheels and lug nuts are not included with the display and must be ordered separately from your accessories distributor.*)
- Locking casters to hold display in place when in the showroom and make mobility easy when traveling to local events
- 5 acrylic graphic holders to provide features, benefits and pricing details for each wheel
- Meets Facility Image requirement for mobile accessories wheel display



## SERVICE ADVISOR DESK ARTICULATING MONITOR ARM

MEETS REQUIREMENT FOR TRANSPARENCY

Item #806603066

Although there are several ways to meet this requirement, an articulating monitor arm is one easy option. The monitor arm allows service advisors to conveniently share their computer screen with customers to provide accuracy and transparency.

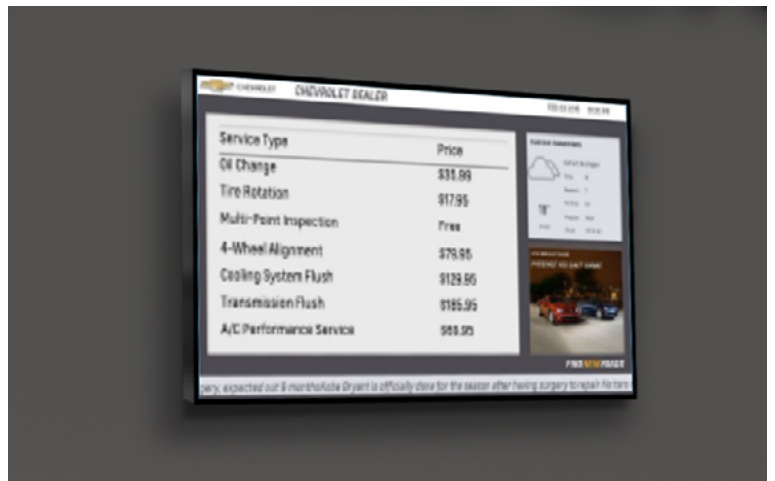
- Mounts to desktop or clamps to counter edge
- Holds 13"- 27" monitors with maximum weight of 19 pounds
- Full motion and Vesa compatible



## DIGITAL MENU BOARDS

BUICK GMC FACILITY IMAGE REQUIREMENT

Digital menu boards are part of the GM In-Dealership Digital Network (IDDN) requirement. The service menu boards allow you to display your menu pricing along with national and dealer service promotions. A site survey and assessment are required prior to order placement online. For more information, please see the Dealer Vendor Advisor site on GM GlobalConnect.



## EXTERIOR LOT PAVEMENT MARKING STENCILS

BUICK GMC FACILITY IMAGE REQUIREMENT

Item #806603009

Navigating customers to your service lane with clear directional signage and pavement markings reduce anxiety and frustration for your customers. Pavement marking stencils are available to help you create a clear path to your entrance. Each stencil includes a standard 7.6" lane line and 44" high x 33.5" wide chevron. Stencils are ~3/8"-thick Styrene for optimal durability. Lane line is ~36" in length.

*Note: Dealer is responsible for application of paint using local contractor.*



## EXTERIOR DIRECTIONAL LANE LIGHTS

BUICK GMC FACILITY IMAGE REQUIREMENT

Item #806603001 - 12" x 12" Directional Lane Light

Item #806603002 - 18" x 18" Directional Lane Light

LED entrance lights direct customers to open lanes and give dealers the ability to open and close lanes depending on traffic requirements.

- Available in two square sizes: 12" and 18"
- Includes 5-year warranty
- Includes single or multi-switch panel depending on number of lights ordered. Recommend 1 light per service lane.

*Note: Dealer is responsible for electrical installation, which must comply with local code.*





## CHARGING PEDESTAL

MEETS CUSTOMER LOUNGE CHARGING REQUIREMENT

Item #806603381 Black Charging Pedestal

Item #806603380 Silver Charging Pedestal

One way to meet your facility requirement for charging amenities in the customer lounge is with the portable charging pedestal. It allows customers to charge their devices while comfortably seated in your lounge.

- Available in silver or black
- 3 120V Outlets
- 1 USB-A Outlet
- 1 USB-C Outlet
- Commercial grade steel construction
- Plugs into standard 120V outlet



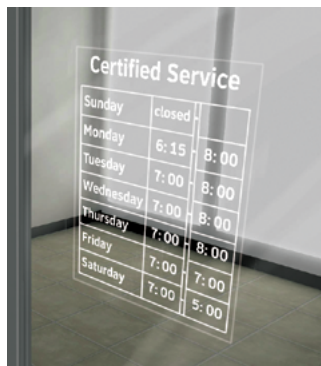
## HOURS OF OPERATION SIGN

BUICK GMC FACILITY IMAGE REQUIREMENT

Item #804715013

Overall size: 12.25" wide x 13.5" high

White lettering on clear vinyl with assortment of numbers to customize your service hours.



## KEY DROP BOX

BUICK GMC FACILITY IMAGE REQUIREMENT

Item #804715015

Overall size: 17.5" wide x 18.5" high x 4.25" deep

Steel box with hinged door. Mounts to exterior of building.





## ADDITIONAL ELEMENTS

### LARGE ACCESSORIES DISPLAY CASE

**Item #804135074**  
40" wide x 73" high x 20" deep

Laminated wood structure with tempered glass windows, sliding glass doors with lock and 4 adjustable glass shelves. Also includes 4 overhead lights.



### TROPHY CASE

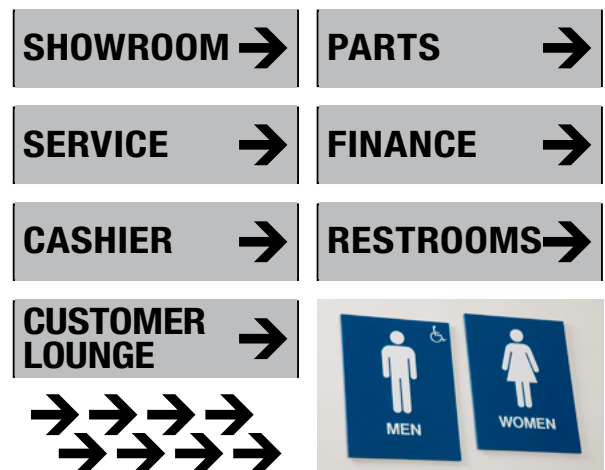
**Item #804135076**  
25" wide x 75" high x 23" deep

Glass display case to hold dealership awards and showcase community involvement. Includes locking glass doors, overhead lighting and 3 adjustable shelves.

### INTERIOR DIRECTIONAL SIGNS

**Item #802404013**  
Size of each sign: 12" wide x 3.25" high

Set of 7 brushed-aluminum sign panels screened in black ink with the following copy: Showroom, Service, Cashier, Customer Lounge, Parts, Finance and Restrooms. Plus, 2 ADA-approved 6" x 8" restroom signs. Also included are 8 directional arrows that can be applied as needed to each sign.



## ADDITIONAL ELEMENTS

### BUICK GMC EXTERIOR TOWER SIGN

- Item #806603186 – Exterior Tower Sign Base with Frame (no graphics)
- Item #806603192 – Buick “Please Pull Ahead.” Graphic Panel
- Item #806603196 – GMC “Please Pull Ahead.” Graphic Panel
- Item #806603191 – Buick “Welcome. Please Drive In.”
- Item #806603195 – GMC “Welcome. Please Drive In.”
- Item #806603193 – Buick “Not an Entrance.”
- Item #806603197 – GMC “Not an Entrance.”
- Item #806603194 – Buick “Certified Service” w/ Arrow
- Item #806603198 – GMC “Certified Service” w/ Arrow
- Item #806603283 – Buick “Welcome. Your Advisor Will be Right With You.”
- Item #806603285 – GMC “Welcome. Please See Your Advisor.”
- Item #806603282 – Buick “Welcome. Your Service Advisor is Waiting for You at the Service Desk.”
- Item #806603284 – GMC “Welcome. Your Service Advisor Will Meet You at Your Vehicle.”
- Item #806603281 – Buick “Thank You. Have a Great Ride.”
- Item #806603286 – GMC “Thank you for Choosing Professional Grade Service.”
- Item #806603251 – Buick “Express Service. Oil Change, Tire Rotation, Car Wash”
- Item #806603253 – GMC “Express Service. Oil Change, Tire Rotation, Car Wash”
- Item #806603252 – Buick “Express Service. Oil Change, Tire Rotation”
- Item #806603254 – GMC “Express Service. Oil Change, Tire Rotation”
- Item #806603048 – Set of 6 Arrows - Black
- Item #806603049 – Set of 6 Arrows - White



The Entrance Tower Sign is recommended for placement on the exterior lot to guide customers to your service entrance. This new taller sign can be easily seen by drivers in any size vehicle and is built to withstand weathering and movement around the exterior lot.

#### Features:

- Heavy concrete base with powder-coated aluminum cover
- Anodized aluminum frame to hold 1 or 2 single-sided graphic panels
- Graphics sold separately
- Built-in rubber wheels for easy movement
- Overall size: 66” high x 30” wide
- Graphic size: 60” high x 23.5” wide
- 3-year weather resistance warranty

## ADDITIONAL ELEMENTS

### MODULAR TIRE DISPLAY

Selling tires is an important part of your service operation and your customers have plenty of options when considering new tires. An effective communication strategy to educate your customers about tire wear and the value of original equipment tires can help you reach your sales goals. This new display is designed to:

- Build Awareness that your dealership is the best place to purchase tires
- Educate customers about tire wear and the importance of selecting the right tire for their vehicle
- Organize a wide selection of tires in an efficient manner that enhances the facility appearance and cleanliness and reduces the need for unsightly tire stacks
- Promote your dealership pricing with customizable inserts and the GM Tire Price Match Guarantee





## ADDITIONAL ELEMENTS

### MODULAR TIRE DISPLAY

#### MODULAR DESIGN TO FIT YOUR SERVICE LANE

Your dealership is unique and the space available for tire displays may be limited or substantial. This new display is designed to provide options that meet your needs.

The minimum tire display includes a right, left and center section to hold:



Six tires & Tire Wear Graphic OR Nine Tires without Graphic  
Item #806603328



Item #806603327



The display can expand as needed by adding additional center sections

Item #806603329

#### DIMENSIONS:

The Six Tires w/graphic and the 9 Tires measures: 106" H x 104" W (outside frame) x 6" D

Each add-on section measures: 106" H x 34" W x 6" D

Tire brackets hold tires ranging from 15"-20"

### CERTIFIED SERVICE TIRE CENTER WALL LETTERS

Item #804135104

To help identify your tire display, a set of wall letters is available. The letters help call attention to the tire display and invite customers to take a closer look to learn more.

**CERTIFIED SERVICE TIRE CENTER**

## ADDITIONAL ELEMENTS

### TIRE INSERT OPTIONS

Item #806603330	Buick 15"-16" Set of 5
Item #806603331	Buick 17"-18" Set of 5
Item #806603332	Buick 19"-20" Set of 5
Item #806603333	GMC 15"-16" Set of 5
Item #806603334	GMC 17"-18" Set of 5
Item #806603335	GMC 19"-20" Set of 5

Tire inserts are available with pre-printed branded messages to communicate various tire features, tire wear indicators and the GM Tire Price Match Guarantee. New, customizable tire inserts allow you to identify tires for specific vehicles with your dealership pricing. Tire inserts are available in 3 sizes: 15"-16", 17"-18", and 19"-20".

### BUICK BRANDED TIRE INSERTS

Set of 5 Buick Tire Inserts



### GMC BRANDED TIRE INSERTS

Set of 5 GMC Tire Inserts



**Note:** Tire Insert copy and graphics are subject to change without notice. Please refer to [gmdw.dcim.com](http://gmdw.dcim.com) for latest versions or call 1-800-766-5660 if you have any questions.

## ADDITIONAL ELEMENTS

### TIRE INSERT OPTIONS

Item #806603336	Buick 15"-16" Custom Inserts
Item #806603337	Buick 17"-18" Custom Inserts
Item #806603338	Buick 19"-20" Custom Inserts
Item #806603339	GMC 15"-16" Custom Inserts
Item #806603340	GMC 17"-18" Custom Inserts
Item #806603341	GMC 19"-20" Custom Inserts
Item #806603325	Vehicle Name Inserts Set of 17
Item #806603326	Printed Numbers & Word Set

### BUICK CUSTOMIZED TIRE INSERTS

The customized inserts include two graphic holders to allow dealers to customize by:

#### THE VEHICLE NAME (12" wide x 2" high channel)

A set of Buick vehicle names are sold as a set

Current set includes: Encore, Encore GX, Enclave, Envision

#### PRICE (12" wide x 4" high channel)

A set of numbers and words that can be used to show your special dealer pricing.

Numbers include: 3-\$, 4 sets of "0-9" numerals, 4 blanks and the following word sets to go along with the pricing: "Each", "Set of Four", "With Mail-in Rebate", "Good", "Better", "Best"



### GMC CUSTOMIZED TIRE INSERTS

The customized inserts include two graphic holders to allow dealers to customize by:

#### THE VEHICLE NAME (12" wide x 2" high channel)

A set of GMC vehicle names are sold as a set

Current set includes: Acadia, Terrain, Yukon, Yukon XL, Canyon, Sierra 1500, Sierra 2500 HD, Sierra 3500 HD, Savana

#### PRICE (12" wide x 4" high channel)

A set of numbers and words that can be used to show your special dealer pricing.

Numbers include: 3-\$, 4 sets of "0-9" numerals, 4 blanks and the following word sets to go along with the pricing: "Each", "Set of Four", "With Mail-in Rebate", "Good", "Better", "Best"





## ADDITIONAL ELEMENTS

### MOBILE TIRE, BATTERY AND WIPER DISPLAY

Item #806603086B Buick

Item #806603086G GMC

For dealers with limited wall space, a 2-sided mobile display is available. Includes brackets, hanging rods to display product, and promotional tire inserts (dealers must provide batteries and wipers).



### MOBILE TIRE MERCHANDISING DISPLAY FOR CUSTOMER LOUNGE

Item #806603035B Buick

Item #806603035G GMC

For dealers with limited wall space in their customer lounge, a mobile floor display is also available.

### WALL-MOUNTED TIRE MERCHANDISING DISPLAY FOR CUSTOMER LOUNGE

Item #806603033B Buick

Item #806603033G GMC

This durable steel-frame display with perforated steel panel is designed to educate customers about tire wear. Display includes poster frame, poster, 1 tire bracket and insert (dealer must provide 16" tire).

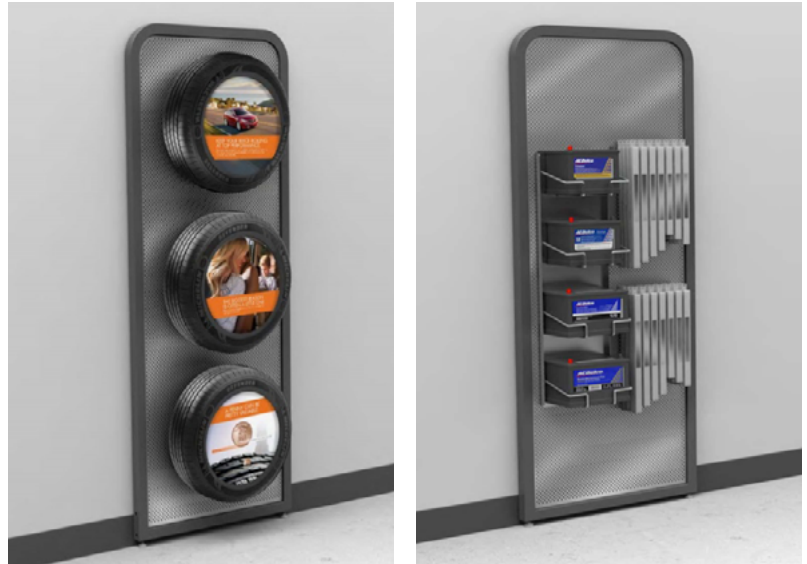


## ADDITIONAL ELEMENTS

### WALL-MOUNTED IN-LANE TIRE DISPLAY

Item #806603028B Buick  
Item #806603028G GMC

Designed to build awareness and promote the sale of tires in your service lane, these durable steel-frame fixtures hold 3 16" tires and include promotional tire inserts.



### WALL-MOUNTED BATTERY AND WIPER DISPLAY

Item #806603165

Durable steel-frame and perforated panel display are designed to hold batteries and wipers to create awareness in your service lane. Includes brackets and hanging rods to display product (dealers must provide batteries and wipers).

### LITERATURE STAND

Item #804135077  
26" wide x 57" high x 18" deep

2-sided unit with 12 literature pockets on each side. Pockets have open sides to fit various brochure sizes.



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