

**BUICK GMC**

# FACILITY IMAGE MERCHANDISING

Showroom, Service Lane & Brand Focused Merchandising



Click to visit [gmdw.dcim.com](http://gmdw.dcim.com) to place your order today!

## GM 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.

## 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

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

GMC Brand Letters have been updated to include the red GMC color which replaces the previous silver wall letters.

A 3-color Tri-Shield Logo and Buick Brand Letters are required to replace existing wall letters. The Buick logo and letters also need to be separated from the GMC Brand Letters with equal spacing between logos and wall corners.





# FACILITY IMAGE ELEMENTS



## BUICK LOGO SCREEN LOGO

BUICK GMC FACILITY IMAGE REQUIREMENT

Item #806800004

A 3-color Tri-Shield 17" Buick logo is required to replace the existing silver logo on the Buick Logo Screen in your showroom. Includes hanging bracket to attach to existing Buick Logo Screen.



## GMC LOGO SCREEN LOGO

BUICK GMC FACILITY IMAGE REQUIREMENT

Item #806800005

A GMC logo is required to replace the existing GMC Logo Screen Logo. Includes hanging bracket to attach to existing GMC Logo Screen.

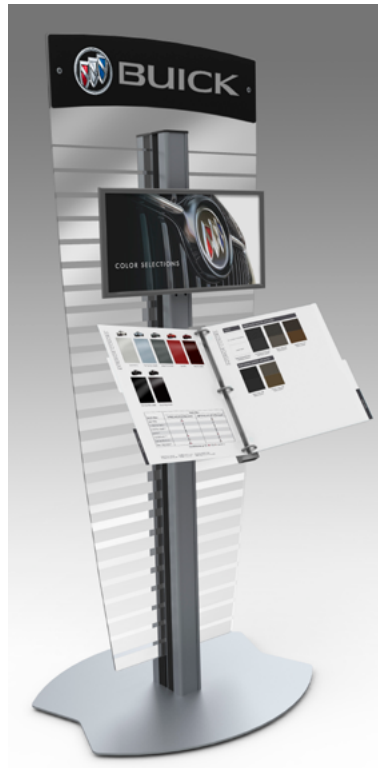


## PRODUCT INFORMATION CENTER HEADER PANELS

BUICK GMC FACILITY IMAGE REQUIREMENT

Item #800385101BG Buick and GMC headers  
Item #800385102B Buick on both sides  
Item #800385103G GMC on both sides

Updated Buick and GMC header panels that reflect the most current Buick and GMC logos are required on all Product Information Center displays. Contact Program Headquarters at 1-800-766-5660 to confirm that you have the most current versions.



## 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 reduces 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" w x 33.5" h 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 2 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.*





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

The same Buick and GMC dimensional brand letters for the showroom also can be used for the back wall of the service lane (behind the desks or podiums).

## 1/2 SIZE BUICK AND GMC BRAND LETTERS

- Item #806800057 Buick Brand Letters 48"**  
**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 32"**  
 32-3/4" wide x 5-7/8" high x 1" deep

For dealerships with limited space in the service area, 1/2 size Buick and GMC wall logos are now available.



Service Advisor write-up stations shown with 1/2 size wall letters and 48" digital menu boards

## 5-WHEEL RIM 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



## 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).





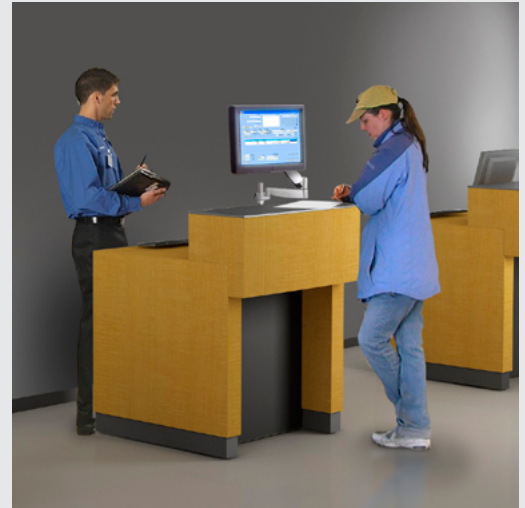
## SERVICE ADVISOR DESK ARTICULATING MONITOR ARM

MEETS REQUIREMENT FOR TRANSPARENCY

Item #806603066

One of the new requirements at the service write-up desk is transparency. 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 desk top or clamps to counter edge
- Holds 13"- 27" monitors with maximum weight of 19 pounds
- Full motion and Vesa compatible



## 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



## 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).





## 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 three 16" tires and include promotional tire inserts.



## WALL-MOUNTED BATTERY AND WIPER DISPLAY

Item #806603165

Durable Steel frame and perforated panel display is 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).



## 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





## 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**

## TIRE INSERT OPTIONS

Item #806603385	Buick 15"-16" Set of 5
Item #806603386	Buick 17"-18" Set of 5
Item #806603387	Buick 19"-20" Set of 5
Item #806603388	GMC 15"-16" Set of 5
Item #806603389	GMC 17"-18" Set of 5
Item #806603390	GMC 19"-20" Set of 5

Tire inserts are available with pre-printed branded messages to communicate various tire features, like the GM Tire Price Match Guarantee, and 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.



# FACILITY IMAGE ELEMENTS



## CERTIFIED SERVICE WALL GRAPHICS

Item #806603380T **Buick Set of 5 graphics**

Item #806603391T **GMC Set of 5 graphics**

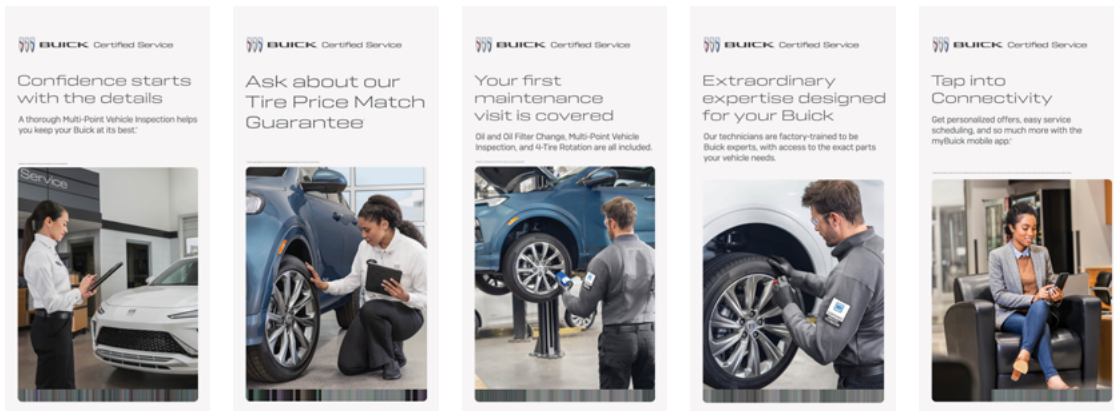
Certified Service Wall Graphics provide vibrant visuals, promote our brands and build awareness of important products and services available at your facility. Printed on a durable, polyester fabric, these graphics are easy to install and update and can be cleaned with water.

Promote your service department's GM Certified Service capabilities with current model year graphics, including:

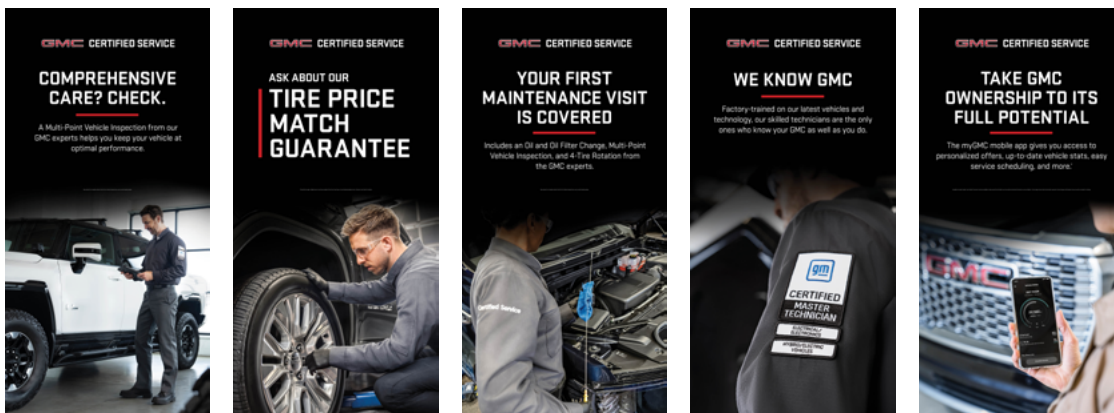
- Multi-Point Vehicle Inspection
- Tire Price Match Guarantee
- First Maintenance Visit Covered
- Extraordinary Technician Expertise
- Mobile App Promotion

Tension graphics are available in 4' x 8' or 4' x 12' formats, with either a Buick or GMC focus. 4' x 8' tension graphics are also available in a set of five for ease of ordering.

### BUICK



### GMC



# FACILITY IMAGE ELEMENTS



THE FOLLOWING ELEMENTS ARE REQUIRED FOR DEALERS WHO ARE UNDERTAKING A COMPLETE FACILITY IMAGE RENOVATION.

## RECEPTION DESK AND BACK WALL

BUICK GMC FACILITY IMAGE REQUIREMENT

Item #802404206 Back Wall  
Item #802404141 Reception Desk

Formaldehyde-free, laminated wood construction with bi-level laminate top. Laminated wood and Plexiglas® back wall with dealership name. Includes ADA compliant guest counter on front side of standard and large reception desks.

### Overall sizes:

Back Wall: 156" wide x 102" high x 22" deep

Reception Desk: 101" wide x 42" high x 45" deep

Large Desk: 166" wide x 42" high x 45" deep

*Note: The Back Wall requires assembly and installation which is not included in the unit price. Please contact DCI for an installation quotation if desired. Professional installation highly recommended.*



## BUICK - GMC LOGO SCREENS

BUICK GMC FACILITY IMAGE REQUIREMENT

Item #802404136 Left Screen  
Item #802404137 Center Screen  
Item #802404138 Right Screen

Each screen overall dimensions: 36" wide x 93" high x 1" deep

Powder-coated steel frame with 1" diameter crossbars and dimensional logos. One logo screen with logo is required for each division represented. Screens attach permanently to the floor and wall.



## BUICK - GMC LOGOS FOR LOGO SCREEN

BUICK GMC FACILITY IMAGE REQUIREMENT

Item #806800004 Buick  
17" wide x 17" high x 1.25" deep  
Item #806800005 GMC  
23.625" wide x 5.25" high x 1.25" deep

Dealers will need to purchase logos for logo screens separately. These logos easily attach to screen with supplied hanging hardware kit. Dealers are required to have logos that match the brands their dealership offers.



# FACILITY IMAGE ELEMENTS



## PRODUCT INFORMATION CENTER

BUICK GMC FACILITY IMAGE REQUIREMENT

**Item #800385101BG** Buick GMC Dual Color & Trim Display  
**Item #800385102B** Buick with Literature Holder  
**Item #800385103G** GMC with Literature Holder

- Small footprint: 47" wide (at base) x 84" high x 34.5" deep (at base)
- Buick and GMC PIC pages sold separately
- Includes 1 Page Deck to hold 1 set of PIC pages

*Note: Brochure Rack, PIC pages, and Second Deck sold separately. Buick and GMC Dealers are required to have either a PIC with a second deck or (2) separate PICs. Buick only or GMC Only Dealers may purchase only (1) PIC.*



## 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.





## 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.

## 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 four 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.



# FACILITY IMAGE ELEMENTS

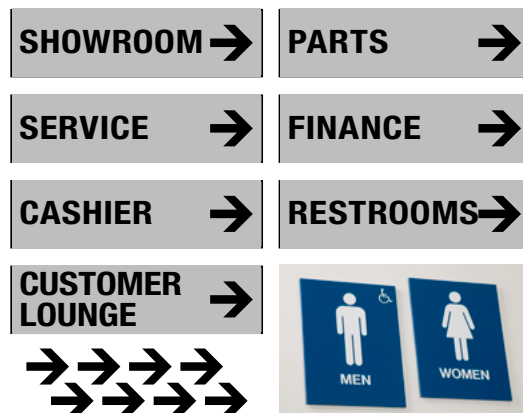


## INTERIOR DIRECTIONAL SIGNS

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, two ADA-approved 6" x 8" restroom signs. Also included are 8 directional arrows that can be applied as needed to each sign.



## 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.

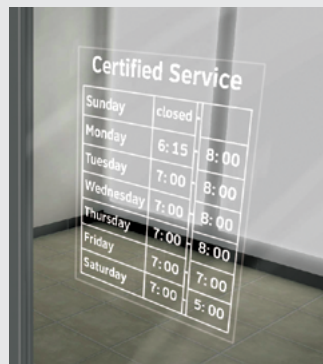
## KEY DROP BOX

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.



## CERTIFIED SERVICE PARKING SIGN

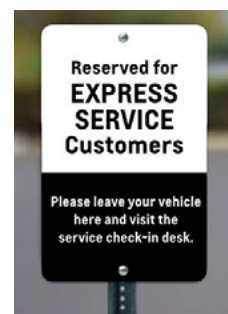
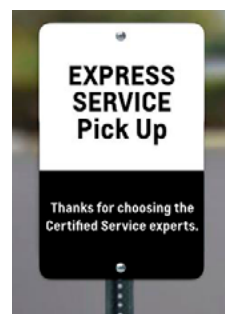
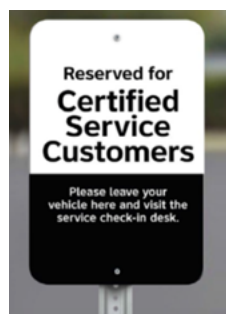
Item #806603011

## EXPRESS SERVICE PICKUP SIGN

Item #806603044

## EXPRESS SERVICE PARKING SIGN

Item #806603045



## MODULAR SERVICE ADVISOR DESK

BUICK GMC FACILITY IMAGE REQUIREMENT.

### Item #804715007

36" wide x 45" high (customer counter) x  
36" high (advisor counter) x 36" deep

A modular desk system has been designed to provide the utility and flexibility to meet a variety of service lane requirements.

Fully functional for use independently or with additional components. The desk includes the following features:

- Pencil drawer
- Locked storage cabinet (9" x 9") for small purse or valuables
- PC cubby
- 2 adjustable shelves
- Access panel and wiring grommets (two on countertop) for convenient wiring of PC and phone
- Weatherized bottom shelf protection to minimize damage from dirt and snow on advisor's shoes or boots
- Heavy-duty levelers with 2" rise for counter adjustment and alignment on uneven floors
- Solid surface customer counter



## BUICK GMC SERVICE DESK EXTENSION WITH FILE CABINET

### Item #804715008

18" wide x 33" high x 28" deep

Features include:

- Hardware to attach cabinet to right or left side of desk
- 2 drawers with standard file hangers
- Access panel and wiring grommets for telephone or electrical cords





## CONNECTION CENTER

Connection Centers offer us a unique opportunity to engage with our customers everyday. Our technology has grown over the past few years and will continue to grow as it is already a major reason for purchase. Technology has enabled us to connect with our customers throughout their entire ownership life-cycle and makes them feel more aligned with our brands than ever before in the history of our organization. We look forward to continuing this partnership and becoming a recognized global leader for customer experience.

### BUICK GMC CONNECTION CENTER

Item #802404163

### CONNECTION CENTER WALL LETTERS

Item #804135180

### CONNECTION CENTER WALL SIGN

Item #804135181

Dimensions: 30" x 6.3" high



#### What is a Connection Center?

A dedicated area where customers can receive tech support. Examples: Bluetooth®, Navigation, OnStar, apps, and more ...

#### Why is this beneficial to my customers?

"I can't learn everything at delivery. I'd rather come back later to review my vehicle's tech with you."

#### How does this impact my dealership experience?

The addition of a Connection Center can favorably impact CSI, DMN, Retention, Loyalty, OnStar and much more ...

#### What tools and resources do I need?

You'll need a tablet device, wireless Internet access, and a flatscreen TV with Google TV and Apple TV applications.

#### Who can help me get this set up?

Your local Connected Customer Specialist is actively working with you to implement Connection Centers. If you want to purchase furniture, please contact your CCS and Zone Manager.

#### Is this a requirement?

Connection Center is NOT a Facility Image program requirement.