

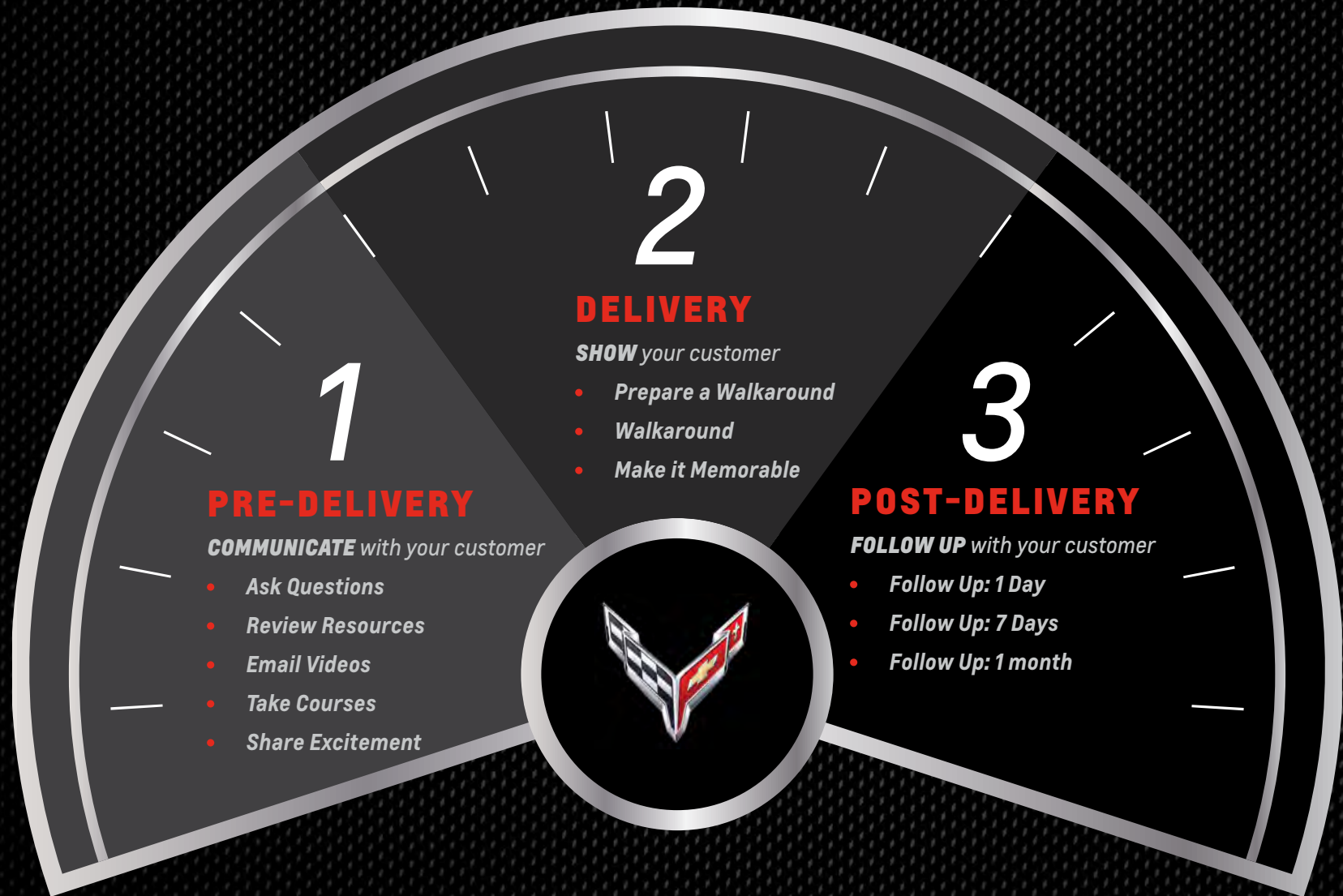
CORVETTE | **DELIVERY**

YOUR GUIDE TO AN EXCEPTIONAL DELIVERY EXPERIENCE



DELIVERY | STEPS

EVERY STEP, EVERY CUSTOMER, EVERY TIME





2020 CORVETTE DELIVERY GUIDE

PRE-DELIVERY



COMMUNICATE WITH EVERY CUSTOMER BEFORE DELIVERY

Corvette customers deserve a premium purchase experience – and it begins the moment they meet you. Follow these steps to make sure they know everything they need to know before they take delivery of their new Corvette.



CLICK EACH OF THE STEPS OR TURN THE PAGE TO LEARN MORE

- 1 ASK QUESTIONS**
What are some questions to ask? Make sure your customer is informed.
- 2 REVIEW RESOURCES**
Materials to review and plan for the delivery.
- 3 EMAIL VIDEOS**
Email link to videos for customers to watch and review.
- 4 TAKE COURSES**
Learn all about Corvette from these Center of Learning courses.
- 5 SHARE EXCITEMENT**
Send your customer a customized communication about their Corvette.





2020 CORVETTE DELIVERY GUIDE

PRE-DELIVERY



1. ASK QUESTIONS

Be sure to ask these questions with every customer.

<p>ASK "Have you previously owned a Corvette or GM Vehicle?"</p>▶	<p>"YES" Make sure you are ready to tell how the C8 is different from the C7. Review the Generational Comparison in the Introduction Course.</p>
▶	<p>"NO" Spend time reviewing Infotainment Systems, OnStar, HVAC controls and Seat Functions. Click here for the Getting to Know Your 2020 Corvette Guide.</p>
<p>ASK "Have you ever driven a mid-engine vehicle before?"</p>▶	<p>"YES" Highlight benefits of the mid-engine design.</p>
▶	<p>"NO" Make sure your customer understands the differences. Click here.</p>
<p>ASK "Have you ever driven a dual-clutch transmission?"</p>▶	<p>"YES" Highlight benefits of the DCT.</p>
▶	<p>"NO" Make sure your customer understands DCT behaviors. Click here.</p>
<p>ASK "What is your use of the vehicle?"</p>▶	<p>"CASUAL" Inform them there are requirements if they change their mind.</p>
▶	<p>"TRACK" Make sure your customer understands Track Prep Requirements. Click here for the details.</p>
<p>ASK "Are you aware of the break-in requirements?"</p>▶	<p>It's important to make sure your customer understands the break-in procedure. Click here for the details.</p>
<p>ASK "How much time do you have to review vehicle features?"</p>▶	<p>Be respectful of their time. Map out how much time you need to spend and adjust your presentation length to cover the features they need to know.</p>





2020 CORVETTE DELIVERY GUIDE PRE-DELIVERY



2. REVIEW RESOURCES

Review all of the resources to boost your Corvette knowledge.

- **REVIEW THE VEHICLE BUILD**
Make sure you understand what options your customer's vehicle has and does not have. Ensure you have enough information to make your communications personalized to them.
- **REVIEW COURSES AND RESOURCES**
If you would like a refresher, take the 2020 Chevrolet Corvette Stingray Introduction course [B10YY.L20W1](#). In this course:
 - Introduce the 2020 Chevrolet Corvette Stingray
 - Share the Next Generation Chevrolet Corvette performance story
 - Discuss the styling, design, safety and engineering updates
 - Compare the 2020 Chevrolet Corvette Stingray to the prior generation
 - Download Corvette Pack job aids

TAKE THE CORVETTE STINGRAY INTRODUCTION COURSE

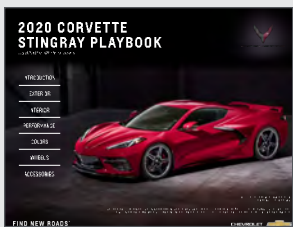
AND SELECT RESOURCES TO DOWNLOAD ALL 15 CORVETTE PACK JOB AIDS

You can view the entire Center of Learning Corvette curriculum in the [Learning Journey](#).

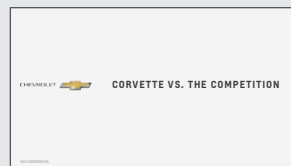
RESOURCES

Take Center of Learning courses and click on Resources to download essential 2020 Corvette PDFs. These resources will help prepare you prior to delivery.

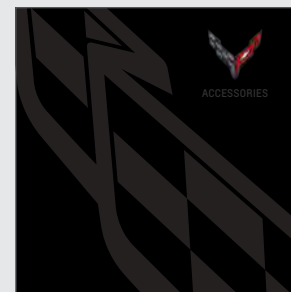
CORVETTE PLAYBOOK



CORVETTE VS. THE COMPETITION



CORVETTE ACCESSORIES



CORVETTE GENERATIONAL COMPARISON

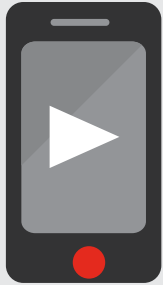
	2014 CORVETTE STINGRAY	2020 CORVETTE STINGRAY
EXTERIOR		
Body Style	2-door	2-door
Length	176.0 in	183.1 in
Wheelbase	107.0 in	112.2 in
Ground Clearance	5.0 in	5.0 in
Weight	3,500 lbs	3,500 lbs
INTERIOR		
Seating Capacity	2	2
Storage Capacity	14.0 cu ft	14.0 cu ft
PERFORMANCE		
0-60 mph (sec)	3.9	3.9
Top Speed (mph)	193	193
Engine	6.2L V8	6.2L V8
Transmission	7-speed manual	8-speed dual-clutch automatic
Drive Type	Rear-wheel drive	Rear-wheel drive
Fuel Consumption (City/Hwy)	19/27	19/27
FUEL CONSUMPTION		
City	19 mpg	19 mpg
Hwy	27 mpg	27 mpg
MSRP		
Starting	\$42,995	\$42,995
Destination	\$1,000	\$1,000
Options	\$1,000	\$1,000





2020 CORVETTE DELIVERY GUIDE

PRE-DELIVERY



3. EMAIL VIDEOS

Do you know all of the details on the 2020 Corvette? More importantly, does your customer?

We've curated a list of videos to share with your customer. You can locate all of them [here](#). Send links of the videos your customers may be interested in prior to delivery, to keep them informed and excited about their new Corvette. Following the link will take you to a folder with the videos. From there, view or gather the videos you'd like to share with your customer.

VIDEOS YOU CAN SHARE DURING PRE-DELIVERY

HISTORY - Explore the vision of legendary Corvette designer Zora Arkus-Duntov.

MID-ENGINE TRANSFORMATION - 2020 Corvette is the new shape of precision performance.

TRACK TESTING - 2020 Corvette was truly put to the test, enduring thousands of hours at the track, where engineers became one with the car, pushing it beyond its limits.

AERO, COOLING AND DOWNFORCE - 2020 Corvette was born in the wind tunnel, with its gorgeous aircraft-inspired design providing a number of aerodynamic and cooling benefits.

DRIVER-CENTRIC COCKPIT - The 2020 Corvette features a cockpit that wraps around the driver.



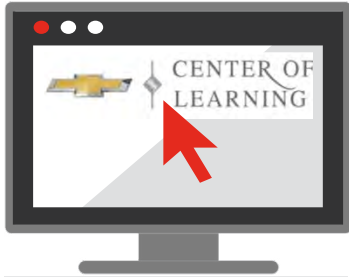


2020 CORVETTE DELIVERY GUIDE

PRE-DELIVERY



4. TAKE COURSES



These Center of Learning courses will help bolster your selling skills, become an expert on Corvette's infotainment system and provide an overview of the all-new 2020 Corvette.

Click an icon at right to launch the course.

2020 CHEVROLET CORVETTE STINGRAY INTRODUCTION | B10YY.L20W1

The 2020 Chevrolet Corvette Stingray Introduction prepares Sales Consultants for discussing the vehicle by highlighting key features and benefits from a styling, design, safety and engineering perspective compared to the prior generation.

SELLING SKILLS: DELIVER THE VEHICLE | SSMSS.018W17

Learn how to truly personalize the delivery experience so your customers walk away feeling good about you and their new purchase. Those last moments with the customer are important for building the relationship and making referrals.

SELLING SKILLS: PERFECTING THE VEHICLE DELIVERY | SSMVD.B19W1

Deliver the vehicle with confidence. Listen in as Delivery Specialists share their tips and secrets. Join your colleagues and practice, through role-playing, the best techniques in delivering a vehicle. Explore coaching techniques, follow-up opportunities and more.

SELLING SKILLS: PLANNING MEMORABLE DELIVERIES | SSMVD.B19W2

The delivery is just the beginning step to developing a lifelong customer for you, your brand and your dealership. Listen in as GM customers and Sales Consultants describe their most memorable delivery experiences and how they established relationships. Pick up a few new tips and ideas to use at your next delivery.

INFOTAINMENT: DELIVERING THE NEW SYSTEM | SCFC1.018W1

This course will help you demonstrate and deliver the infotainment system to your customer. Learn how to ensure your customers are getting the most out of their new system.

INFOTAINMENT: SUSTAIN SATISFACTION | SCFC1.018W4

Your job doesn't end with the sale. Learn how to maintain customer satisfaction so you can continue to create true "Customers for Life."





2020 CORVETTE DELIVERY GUIDE

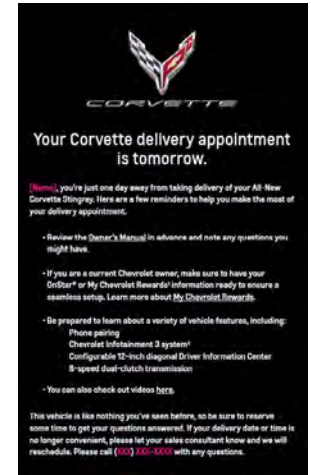
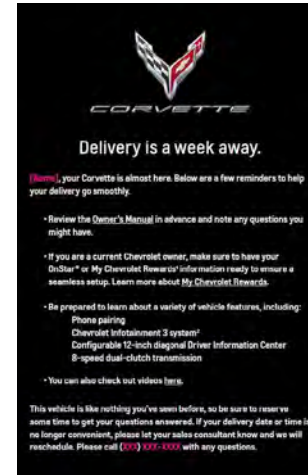
PRE-DELIVERY



5. SHARE EXCITEMENT

Send a personalized email to your customer to inform and prepare them for their delivery appointment. You can also write them an email to keep them excited.

- 2020 Chevrolet Corvette Pre-Delivery Email (Recommend sending 1 week prior to delivery)
- 2020 Chevrolet Corvette Pre-Delivery Reminder Email (Recommend sending 1 day prior to delivery)



ESTRIKE INSTRUCTIONS

1. Access eStrike.
2. Click *Build New Campaign*. A new window will open to display the eStrike Dashboard.
3. Select *Template Options*.
4. Select *Flyers*. Scroll down to locate the *2020 Chevrolet Corvette Pre-Delivery Email* or *2020 Chevrolet Corvette Pre-Delivery Reminder Email*.
5. Update magenta copy to customize the *Invitation* and *Reminder*.
6. For detailed step-by-step instructions click [here](#).

Need assistance?

Contact Epsilon/CSSR Headquarters at (800) 292-9220 or click [here](#).

GM ASSET CENTRAL INSTRUCTIONS

1. Access [GM Asset Central](#).
2. Select the *Current Assets* tab.
3. Search for the appropriate asset numbers:
2020 Chevrolet Corvette Pre-Delivery Email: 1669489
2020 Chevrolet Corvette Pre-Delivery Reminder Email: 1669491
4. Select and edit all details in the gray text boxes to customize Email and Reminder Email templates.

Need assistance?

Contact the Commonwealth Detroit Asset Management Team at (313) 202-3664 or email [here](#).





2020 CORVETTE DELIVERY GUIDE

PRE-DELIVERY



SPECIAL DELIVERY

If your customer ordered Museum Delivery, you can include information about it in your customer interactions. Although the delivery steps may be different for these customers, it's important to include the steps in Pre- and Post-Delivery modules to keep your customer satisfied.

To further this excitement, you can offer that they purchase a personalized [Corvette Photo Album](#). This leather-bound album will commemorate the assembly of their Corvette – but note that it must be ordered 30 days prior to their build date.

During the follow-up, in particular, you may want to have your customer return for a second walkaround to cover any questions they've recorded.





2020 CORVETTE DELIVERY GUIDE

DELIVERY



DELIVERY DAY: WHAT YOU NEED TO KNOW

Your customer's big day is here. Be prepared and you can make it a moment they'll remember forever.

CLICK EACH OF THE STEPS OR TURN THE PAGE TO LEARN MORE

1 PREPARE A WORLD-CLASS WALKAROUND

Have a space defined to provide a world-class walkaround presentation.

2 PRESENT THE WALKAROUND

Review the key features of their Corvette and answer any questions they may have.

3 MAKE IT A MEMORABLE MOMENT

Provide your customer with resources where they can find out more about the functionality of their Corvette.





2020 CORVETTE DELIVERY GUIDE

DELIVERY



1. PREPARE A WORLD-CLASS WALKAROUND

Before your customer arrives, have a space defined to provide a world-class walkaround presentation. Using the information you have gathered from your customer – tailor a delivery experience to them.



Understand the time constraints the customer may have and make sure the delivery is done within their expectations.



Review the vehicle build – make sure you understand what options the vehicle has and does not have.



Make sure you have a premium delivery location identified – make sure you can open both doors.



Check over the vehicle to make sure it is clean, has no marks or scratches, and whether it has a full tank of gas.



CENTER OF LEARNING COURSES

Want to ensure a professional delivery? Prepare by watching the following courses. Click a link to launch a course.

[SELLING SKILLS: DELIVER THE VEHICLE](#) | SSMSS.018W17

[SELLING SKILLS: PLANNING MEMORABLE DELIVERIES](#) | SSMVD.B19W2

[SELLING SKILLS: PERFECTING THE VEHICLE DELIVERY](#) | SSMVD.B19W1

[INFOTAINMENT: DELIVERING THE NEW SYSTEM](#) | SCFC1.018W1





2020 CORVETTE DELIVERY GUIDE

DELIVERY



2. PRESENT THE WALKAROUND

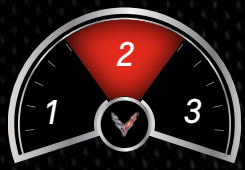
While performing the walkaround with the customer, make sure to cover all of the key features below. Additionally, ensure that you've personalized the vehicle – set the profiles, vehicle settings and radio to suit them.

During the walkaround, present these owner resources which are located in the glovebox:

- [Getting to Know Your 2020 Corvette Guide](#)
- [Getting to Know Your 2020 Corvette Performance Features Guide](#)
- [2020 Corvette Owner's Manual](#)

Click on each feature to watch the video.





2020 CORVETTE DELIVERY GUIDE

DELIVERY



2. PRESENT THE WALKAROUND – INTERIOR

While performing the walkaround with the customer, make sure to cover all of the key features below. After you've completed your walkaround, make sure to complete the [Delivery Checklist](#). Click on each feature to watch the video.



ELECTRIC SHIFTER





2020 CORVETTE DELIVERY GUIDE

DELIVERY



3. MAKE IT A MEMORABLE MOMENT

After the walkaround, provide your customer with a notepad for questions and share resources to help them. Make it memorable.

NOTE THE OCCASION

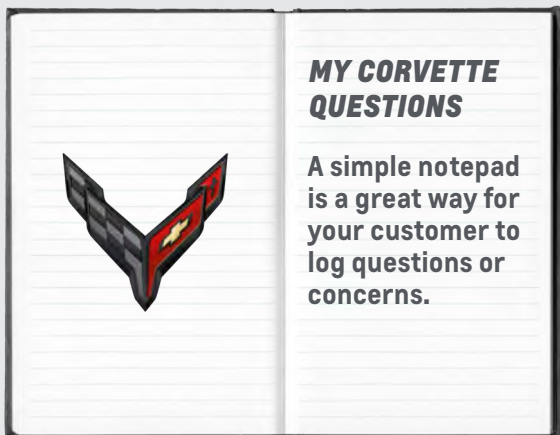
- Give them a notepad at the end of the delivery to write down any questions they may have after they leave and let them know you will follow up with them.

SHARE RESOURCES

- Share resources where they can find out more about the functionality of their Corvette.

MAKE THE MOMENT MEMORABLE

- Celebrate the delivery of your vehicle with the customer. At delivery you can:
 - Introduce them to other members of your team, including the service manager.
 - Provide a gift. A high-quality journal, for example, can be used for questions and also as a keepsake. Visit [Corvette Store](#) for officially branded merchandise.
 - Take a photo of the customer with their vehicle.
 - Thank them for their business.



VIDEOS TO SHARE

We understand ... your customer is excited. Share these videos so they can learn about these complex systems on their time. Additionally, they can be a handy reference for when they're ready to use them.

What Is PDR? – Take a quick primer course on the available Performance Data Recorder, a digital driving coach that lets you log videos of your driving sessions along with performance data so you can analyze technique and improve your abilities.

What Is Z-Mode? – The press of a button can change everything. From steering feel to throttle control, Z-Mode puts you in ultimate control of your 2020 Corvette.





2020 CORVETTE DELIVERY GUIDE

POST-DELIVERY



FOLLOW UP WITH CUSTOMERS AFTER PURCHASE

After delivery, your relationship with the customer is far from over. It's just begun. Follow up with them at regular intervals to keep them informed, answer any questions – and keep them as your customer for life.

CLICK EACH OF THE STEPS OR TURN THE PAGE TO LEARN MORE

1 FOLLOW UP: 1 DAY

Contact your customer to thank them and answer questions.

2 FOLLOW UP: 7 DAYS

Call to answer questions and set up a service visit.

3 FOLLOW UP: 1 MONTH

Follow up to work with your customer on their first service visit and introduce them to owners clubs.





2020 CORVETTE DELIVERY GUIDE

POST-DELIVERY



1. FOLLOW UP: 1 DAY

The day after delivery, call your customer to thank them, ask for questions and remind them about special break-in procedures.

1 DAY

THANK YOUR CUSTOMER

- Be sincere and thank them for their purchase.
- A simple phone call or message can affirm that they've purchased the right vehicle and that you have provided an exceptional sales experience.
- Thanking your customer can also have a positive impact on Sales Satisfaction scores.



ANY QUESTIONS?

- Ask them whether they have any questions. If you've provided a notepad, remind them to refer to it.
- Common questions may relate to infotainment operation or personalization.
- If they have questions, answer them – but also offer to send them a video or refer them to the *Getting to Know Guides*.

SERVICE BREAK-IN

- Remind your customer that Corvette has special break-in procedures.
- For example, did you know your customer should not drive on a track until the vehicle has reached 1,500 miles?





2020 CORVETTE DELIVERY GUIDE

POST-DELIVERY



2. FOLLOW UP: 7 DAYS

After 7 days, ask them again if they have questions – and set up a service visit.

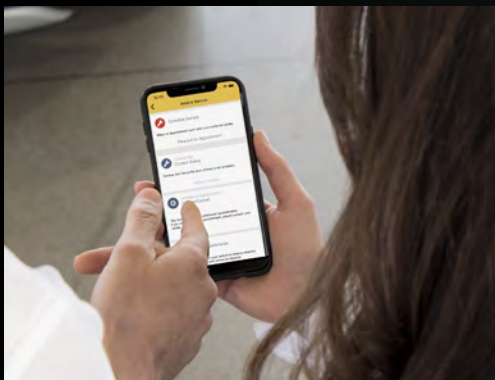
7 DAYS

CALL THEM

- Call them after one week. What questions do they have since taking delivery?

INVITE THEM

- Invite them back to your dealership for a second, more in-depth walkaround and answer additional questions they may have after one week of ownership.



SET UP

- Help them schedule their first service visit.
- You can even review the Chevrolet Owner's Center on their computer and myChevrolet app on their phone. You can show them how they can schedule a visit electronically using their phone app or through the myChevrolet app in the infotainment system.
- Help them set up My Rewards and inform them they have points to use toward accessories or service.

REMIND THEM

- Remind them about the opportunity to attend the Owner School at the [Spring Mountain Raceway](#) and drive Corvette on a racetrack. A special discounted rate is available to them.





2020 CORVETTE DELIVERY GUIDE

POST-DELIVERY



3. FOLLOW UP: 1 MONTH

After 1 month, ask them again if they have questions – and walk them through their first service visit.

1 MONTH

MEET SERVICE

- When they come in, greet them and do a warm handoff to the Service Advisor.

REMIND THEM

- Remind them they can experience driving at the Spring Mountain Raceway.

WELCOME TO THE CLUB

- You can also invite them to any owner events at your dealer.
- Share information about local Corvette clubs.

Click logo for more information.





2020 CORVETTE DELIVERY GUIDE RESOURCES



VIDEO LIBRARY

Here is a library of all the videos available to send. You'll find the entire list [here](#), or click on a video title for a direct link.

DESIGN

RETRACTABLE HARDTOP - Corvette continues our top-down heritage with our first-ever production retractable hardtop.

DRIVER-CENTRIC COCKPIT - The 2020 Corvette features a cockpit that wraps around the driver, providing an immersive and intuitive driving experience.

HISTORY - Explore the vision of legendary Corvette designer Zora Arkus-Duntov and see how the 2020 Corvette is the realization of his dream.

MID-ENGINE TRANSFORMATION - 2020 Corvette's new mid-engine architecture provides improved visibility, more direct steering and more fun behind the wheel.

HIDDEN DOOR AND HATCH RELEASES - Engineers used hidden door and hatch releases for uninterrupted lines and improved aerodynamics.

REMOVABLE ROOF PANEL - Learn how every 2020 Corvette comes standard with open-air capability, thanks to a removable roof panel.

THREE SEAT OPTIONS - Three seat options put you in control of where you take the 2020 Corvette.

COLOR AND TRIM - With 12 colors to choose, there have never been more ways to make your Corvette a reflection of you.

DUAL TRUNK - The mid-engine configuration allowed engineers to create two storage areas on the 2020 Corvette, with a total of 12.6 cubic feet of space.

PERFORMANCE

AERO, COOLING AND DOWNFORCE - 2020 Corvette was born in the wind tunnel, with its gorgeous aircraft-inspired design providing a number of aerodynamic and cooling benefits.

DUAL-CLUTCH TRANSMISSION - This standard transmission provides the best of both worlds - the feeling of a manual and the comfort of an automatic.

ENGINE AND DRY-SUMP OIL SYSTEM - The all-new 6.2L V8 engine features a world-class lubrication system that lets you push even further at the track.

TRACK TESTING - 2020 Corvette was truly put to the test, enduring thousands of hours at the track, where engineers pushed it beyond its limits.

ELECTRONIC SHIFTER - The electronic shifter is an all-new and intuitive way to put Corvette into gear.

ELSD - The available Electronic Limited-Slip differential modulates torque between the rear tires, letting the wheels roll independently of one another.

Z51 PERFORMANCE PACKAGE - From performance tires to enhanced cooling and more, this package is designed to help you find a faster line around the track.

MAGNETIC RIDE CONTROL - This available next-generation damping system reads the road every millisecond, quickly adjusting to your every input.

TECHNOLOGY

FRONT LIFT - This ingenious available feature allows Corvette to clear small obstacles by lifting the front of the vehicle approximately 2 inches in under 3 seconds.

KEY FOB CAPABILITIES - Learn about all the capabilities of the 2020 Corvette key fob.

WHAT IS PDR? - The Performance Data Recorder, lets you log videos of your driving sessions along with performance data so you can analyze technique and improve your abilities.

WHAT IS Z-MODE? - From steering feel to throttle control, Z-Mode puts you in ultimate control of your 2020 Corvette.

DRIVER MODE SELECTOR AND MY MODE - These let you choose your own adventure when it comes to the performance of your Corvette.





2020 CORVETTE DELIVERY GUIDE UPCOMING RESOURCES



ACCELERATE YOUR CORVETTE KNOWLEDGE

New Corvette training is warming up. There's more to learn – keep connected to Center of Learning and DSA for these upcoming resources.

MY CORVETTE TRAINING COMING SOON



VIDEOS

HOW THINGS WORK
WALKAROUND

COURSES

CORVETTE STORY
ELEVATING THE CUSTOMER EXPERIENCE
DESIGN ELEMENTS
POWERTRAIN

Later in the year,
attend the
2020 Corvette
In-Dealership Event.



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