

150 West Jefferson Avenue  
Suite 1700  
Detroit MI 48226  
USA

Tel 313.496.8980  
Email GMFI\_compliance@gensler.com



**Re: 2017 EBE Facility Image Compliance Review Submission Requirements for the General Motors Retail Facility Image Program**

**\*Please read carefully, failure to follow the below instructions will delay compliance review\***

Upon completion of the non-compliant items noted in the compliance review report, digital photographs demonstrating compliance must be submitted for review. For Brand Focused Merchandise items, a copy of an order form from DCI may be submitted as evidence of compliance. For building signage, a copy of an order form from AGI may be submitted as evidence of compliance. Please submit only after ALL delinquent items have been corrected; do not send partial re-submissions. Be sure to label each photo with its location. Only send the photos that address non-compliant items from the checklist.

**DO NOT:**

1. Send in documents before the facility is 100% complete with non-compliant items and all elements are installed.
2. Wait until the end of the quarter to submit, submit documents as soon as non-compliant items are 100% complete.
3. Send pdf's, movies, slide shows or other multimedia presentations. Still photographs in .jpg format are required.
4. Send Construction Documents.
5. Send Photographs over 1 MB in size.
6. Send hard copies or print outs of photographs.

All information is to be shipped via a verifiable/trackable overnight delivery service to:

Compliance Review Team  
Gensler  
150 West Jefferson  
Suite 1700  
Detroit, MI 48226

The package should include a contact name, office telephone number, mobile telephone number, and email address should Gensler need to contact someone for additional information. Gensler will not accept any electronic mail (email) files, hard copy photographs, etc. **USB Flash Drives are required for compliance purposes.**

Gensler will review the submitted materials and provide the completed 2017 Facility Image Compliance Report to the Dealer's Main Contact, General Motors Zone Manager, and General Motors Brand Manager advising them of facility image compliance or non-compliance.

In all cases, final approval of a GM facility is the responsibility of GM. After reviewing Gensler's evaluation, GM will make final determination of the facilities compliance or non-compliance.

A charge of \$650 will be made for all reviews 4 or more for each location.