

# 2020 CADILLAC SPECIAL SALES PROMOTION FOR AMCHAM



## Detailed Plan

- Period : Feb ~ Mar
- Target customer : AMCHAM Member Company & Employee's Family

## Detailed DC

(KRW)

Model	Trim	Price	D/C Rate	D/C Amount	Final Price
CT6 (19MY)	Sport	89,800,000	25%	22,450,000	<b>67,350,000</b>
	PLT	98,800,000	19%	18,772,000	<b>80,028,000</b>
	Sport +	104,800,000	25%	26,200,000	<b>78,600,000</b>
XT5(19MY)	Pre	66,800,000	19%	12,692,000	<b>54,108,000</b>
	PLT	74,800,000	19%	14,212,000	<b>60,588,000</b>
ESC(19MY)	Lux	129,800,000	25%	32,450,000	<b>97,350,000</b>
	PLT	139,800,000	19%	26,562,000	<b>113,238,000</b>

## Cadillac Korea Contact Point

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# 2020 CHEVROLET SPECIAL SALES PROMOTION FOR AMCHAM



## Detailed Plan

- Period : March
- Target customer : AMCHAM Member Company(Employee only)

## Detailed DC

(KRW)

Model	Trim	<sup>1)</sup> Price	D/C (%)	D/C Price	Final price (reflected D/C)	<sup>2)</sup> ICT reduction max effect example
Spark (w/C-Tech)	LS	12,340,000	7.9%	970,200	11,369,800	-
	LT	12,990,000	9.2%	1,189,700	11,800,300	
	Premier	14,480,000	8.5%	1,234,400	13,245,600	
Malibu	E-Turbo LS	24,080,000	6.7%	1,622,400	22,457,600	<b>1,430,000</b>
	E-Turbo LT	26,340,000	6.4%	1,690,200	24,649,800	
	E-Turbo Premier	28,990,000	6.1%	1,769,700	27,220,300	
	2.0 Turbo LT	30,770,000	7.5%	2,323,100	28,446,900	
	2.0 Turbo Premier	33,080,000	7.2%	2,392,400	30,687,600	
Trax (w/GSL)	LS	18,250,000	7.9%	1,447,500	16,802,500	<b>1,120,000</b>
	LT	20,650,000	7.4%	1,519,500	19,130,500	
	Premier	22,850,000	6.9%	1,585,500	21,264,500	
Trailblazer	LS	19,950,000	3.0%	598,500	19,351,500	<b>1,370,000</b>
	LT	22,250,000	3.0%	667,500	21,582,500	
	Premier	24,900,000	3.0%	747,000	24,153,000	
	ACTIV	25,700,000	3.0%	771,000	24,929,000	
	RS	26,200,000	3.0%	786,000	25,414,000	
Damas	SUPER	10,280,000	3.0%	308,400	9,971,600	-
Labo	DLX	8,730,000	3.0%	261,900	8,468,100	-
Equinox	LS	29,870,000	8.0%	2,389,600	27,480,400	<b>1,250,000</b>
	LT	32,610,000	8.0%	2,608,800	30,001,200	
	Premier	36,520,000	8.0%	2,921,600	33,598,400	
Traverse LT	Leather	45,900,000	3.0%	1,377,000	44,523,000	<b>1,430,000</b>
Colorado	Extreme	38,550,000	3.0%	1,156,500	37,393,500	-
	Extreme 4WD	41,350,000	3.0%	1,240,500	40,109,500	-
	Extreme X	42,650,000	3.0%	1,279,500	41,370,500	-
Bolt EV	LT	45,930,000	8.4%	3,877,900	42,052,100	-
	Premier	48,140,000	8.2%	3,944,200	44,195,800	-
Camaro		54,990,000	10.0%	5,499,000	49,491,000	<b>1,430,000</b>

## Chevrolet Contact Point

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