



**Subject: PASE 2024 Retention Plus Up Clarification**

**Effective Date: April 2024**

We are providing a clarification regarding the Retention Plus Up opportunity in the 2024 PASE program. This new addition to PASE is **not a Qualifier**, but rather an opportunity to plus up dealer retention performance for participating in certain key enablers. The only Qualifiers for PASE 2024 are RIM Compliance, RIM Purchase Loyalty and Sales Loyalty.

New for PASE 2024: Dealers will have two opportunities to earn the new Retention Plus-Up based on the enablers listed below.

Dealers must meet the requirements for at least 2 of the 6 enablers to earn the Retention Plus-Up. Meeting 3 of the 6 enablers, with one being the EV First Service Visit or EV Retention, enhances the dealership's opportunity on the Retention Plus-Up grid.

**Plus-Up Enablers:**

- Enrolled in UVeye
- Actively participating in CarBravo
- Matching 1 Service Technician at 100% in the 2024 Technician Excellence Program
- Selling > \$100 through D2DLink
- EV First Service Visit > 89%
- EV Retention > 75%

Retention Plus-Up			
<ul style="list-style-type: none"> <li>- Enrolled in UVeye</li> <li>- Actively participating in CarBravo</li> <li>- Matching 1 Service Technician at 100% in Technician Excellence Program</li> <li>- Selling ≥ \$100 through D2DLink</li> <li>- EV First Service Visit ≥ 89%</li> <li>- EV Retention ≥ 75%</li> </ul>			
Retention Plus-Up	Target	YoY	BTR
Meeting 2 of 6	1pp	0.25pp	0.25pp
Meeting 3 of 6 (one being EV FSV or EV Retention)	1.5pp	0.35pp	0.35pp

If you have any questions regarding the PASE Program, please contact your GM Field Representative, PASE Program Headquarters at [\(810\) 606-2000](tel:8106062000) or [pase.support@gm.com](mailto:pase.support@gm.com).

**About this Article**

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