

TSS Advisory Council – Message from Mike Turner

Battery Bucks Promotion

As you all know, one of the best ways to grow your business is to get a new or existing customer through the door with marketing. ACDelco is helping us do just that through a “Battery Bucks” targeted consumer promotion. This promotion builds off of the success of ACDelco’s popular summer “Brake Bucks” promotion. Through direct-mail postcards, “Battery Bucks” invites customers to visit their local TSS shop for a battery test and charging system inspection. It offers consumers a \$10 mail-in rebate with the purchase of an ACDelco-branded battery or any other ACDelco part when the invoice totals at least \$70 in ACDelco products. This promotion runs November 1-December 31, 2006.

To participate, TSS accounts need to enroll in MechanicNet by October 13 in order to receive up to 250 postcards for the end-of-October mailing. Even if you can’t participate with MechanicNet, ACDelco is offering you another alternative through RJ Conlin, a traditional direct mail provider. The enrollment deadline for RJ Conlin is September 29, 2006. The cost to participate in either program is a \$50 promotional fee.

I think that we do a good job of marketing to our customers at Portland Automotive, but with the help of MechanicNet and ACDelco we have a distinct advantage against our local competition. With both e-marketing and direct mail we have the tools to help bring customers to us for the service and parts they need.

Mike Turner
Portland Automotive, Portland, CT

Programs/Promotions

2006 Fall Battery Promotion

ACDelco announces the 2006 Fall Battery Promotion. ACDelco is offering two elements to this Fall Promotion. First, "Battery Blitz" is a rebate on batteries sold to all Independent Service Centers (ISC) that will run October 1–November 30, 2006. Second, "Battery Bucks" is a Direct Mail Campaign available to all TSS members and ISC accounts that will run from November 1–December 31, 2006, and offers consumers the ability to receive a \$10 rebate when purchasing an ACDelco battery and/or other ACDelco products. Details on both promotion elements are provided below:

"Battery Blitz" – ISC Trade Rebate

All ISCs will receive a rebate on a same-invoice purchase of qualifying ACDelco batteries between October 1 and November 30, 2006.

- Purchase 6 batteries \$10 Rebate
- Purchase 10 batteries \$20 Rebate
- Purchase 20 batteries \$50 Rebate

The following ACDelco batteries will qualify for the "Battery Blitz" Trade Rebate:

- Professional Series
- 60 Series Car, Truck and Marine
- Heavy Duty
- Voyager Marine

***NOTE: Motorcycle and Lawn & Garden batteries do not qualify for the "Battery Blitz" rebate.

Rebate check maximum is \$250 per rebate form. The rebate amount will be calculated based on units per invoice, as specified below:

- 6 to 9 = \$10
- 10 to 19 = \$20
- 20 to 39 = \$50
- 40 to 59 = \$100
- 60 to 79 = \$150
- 80 to 99 = \$200
- 100+ = \$250

To receive the rebate, the official 2006 Battery Rebate Form and acceptable proof-of-purchase must be submitted. Acceptable proof-of-purchase documentation includes original or photocopied invoice(s). All rebate forms are subject to audit. ACDelco reserves the right to modify or cancel this promotion at any time, for any reason. ACDelco is **NOT** responsible for late, lost, or destroyed submissions. Only batteries purchased by Independent Service Centers in the United States and Puerto Rico qualify for the rebate.

For ISC/TSS to receive a Battery Blitz Rebate, they must complete the official rebate form located on www.acdelcotechconnect.com and mail it along with proof-of-purchase/invoice to ACDelco Battery Blitz Headquarters. The redemption deadline is December 15, 2006. No faxes will be accepted:

Required Documents:

1. Completed Battery Blitz Rebate Form
2. Copy of Invoice from ACDelco Battery Distributor

Rebate Fulfillment Center

ACDelco Battery Blitz Headquarters
11149 Research Blvd., Suite 400
Austin, TX 78759
Phone Number: 877-481-7327 (# will be activated when promotion begins)

*****NOTE:** ACDelco has corrected all technical difficulties experienced with the 2005 battery rebate program. ACDelco will be issuing 2006 battery rebate checks immediately after the rebate form and proof-of-purchase are verified. ACDelco will mail a check to an individual or a business. If the check is made out to an individual, rather than a business, the individual's social security number is required. A 1099 will only be issued if the individual has received over \$600 in total cash incentives from all promotions sponsored by General Motors Corporation during any single calendar year.***

"Battery Bucks" Targeted Consumer Promotion

ACDelco wants to help drive customers to TSS and ISC shops for a battery test and charging system inspection—and sales of ACDelco products. For a \$50 licensing fee (waived to MechanicNet subscribers) TSS members and ISC accounts can get some experience with MechanicNet's Customer Retention System (CRS) technology. MechanicNet will search through the service history of every vehicle in the TSS member's or ISC's shop management system and send 250 personalized postcards to customers who are most likely in need of battery/electrical service.

The postcard also offers a \$10 rebate on the purchase of an ACDelco battery OR any other ACDelco product when the repair invoice totals at least \$70 in ACDelco products. TSS members or ISCs who prefer to use a traditional direct mail provider may participate by using RJ Conlin, also at a \$50 sign-up fee. Interested shops should simply enroll into either of the two programs on the **attached** flyer. Please note that the consumer rebate offering is being made available EXCLUSIVELY through these programs and is funded by ACDelco. A rebate check will be sent directly to consumers. More details and enrollment information can be found on www.acdelcotechconnect.com or on the attached flyer.

NOTE: The "Battery Bucks" consumer rebate is only available to ISC/TSS customers participating in the Targeted Consumer Promotion. "Battery Bucks fulfillment information will be provided with the ISC/TSS enrollment in either of the programs.

\$25/\$50 Rebates on Associated Parts Purchases for GM Engine Installations

Effective September 1, 2006, to December 31, 2006, ISCs, TSS members and Key Fleet accounts can get an additional \$25 or \$50 rebate along with their \$100 "Get-In-The-Game" rebate when they purchase from the provided list of qualified parts below from either a GM Dealer or an ACDelco supplier.

A total parts purchase of \$200-\$299 from the list below of qualified parts categories is eligible for the \$25 rebate, while a purchase of \$300 and up from the list qualifies for the \$50 rebate. To receive the rebate simply download and print the \$100 "Get-In-The-Game" and the \$25/\$50 rebate forms from www.acdelcotechconnect.com, fill in the required information and include the proofs of purchase (box tabs w/ UPC bar codes) for each part number purchased. All rebate forms must be postmarked by January 15, 2007.

1	GASKET
2	BELT
3	COOLANT HOSE
4	ENGINE AND COOLANT PIPE
5	WATER PUMP
6	THERMOSTAT
7	RADIATOR CAP
8	OIL FILTER
9	AIR FILTER ELEMENT
10	FUEL FILTER
11	BREATHER FILTER
12	SPARK PLUG WIRE KIT
13	SPARK PLUG WIRE RETAINER
14	ROTOR
15	DISTRIBUTOR CAP
16	SPARK PLUG
17	PCV VALVE
18	IGNITION COIL WIRE
19	OIL COOLER LINE
20	RADIATOR
21	OIL
22	COOLANT
23	EGR VALVE
24	POWER STEERING FLUID
25	IGNITION MODULE
26	FUEL INJECTOR
27	PRESSURE REGULATOR
28	MECHANICAL FUEL PUMP
29	THROTTLE POSITION SENSOR
30	CRANKCASE SENSOR
31	CAM SENSOR
32	IDLE AIR CONTROL MOTOR
33	MANIFOLD ABSOLUTE PRESSURE SENSOR
34	MANIFOLD ABSOLUTE TEMPERATURE SENSOR
35	MASS AIR FLOW SENSOR
36	COOLANT TEMPERATURE SENSOR
37	ENGINE TUBES

38	ENG HOSES/PIPES/FITTINGS
39	OIL COOLER LINES/FITTINGS
40	INTAKE AND EXHAUST MANIFOLD
41	ENGINE MOUNTS AND BRACKETS
42	PULLEYS, TENSIONERS AND BALANCERS
43	INDICATORS
44	O RINGS
45	SEALS

Reminder - GM Parts Engine and Transmissions "Get in the Game" \$100 Rebate

The more GM Parts engines, transmissions or transfer cases you purchase and install, the more cash back you will receive. ISCs, TSS members and Key Fleet Accounts (KFT) can earn \$100 on any GM Parts engine, transmission or transfer case—up to 10 maximum rebates combined per ISC, TSS or KFT.

Purchases and installations must be made between **June 1, 2006, and September 30, 2006**. Rebate forms can be found on www.acdelcotechconnect.com by clicking on the Promotions tab and then click on GM Parts "Get in the Game." Rebate claims must be postmarked by October 15, 2006. All claims are subject to GM audit. The promotion excludes GM Dealership customer pay and warranty work. This offer is open to ISCs, TSS members and KFT accounts in the U.S. only.

ACDelco Fall "Shock Value" Promotion

From September 1 through October 31, 2006, ACDelco will be offering a cash "spiff" to all service writers at Independent Service Centers who purchase and install qualifying ACDelco Aftermarket Shocks and Struts.

- Each repair invoice with a pair of ACDelco shocks installed will earn \$7.50.
- Each repair invoice with a pair of ACDelco struts installed will earn \$15.00.

Service writers must complete and mail in the following to qualify:

- A completed official tally sheet (located on www.acdelcotechconnect.com)
- Copies of qualifying repair invoices

WIP/WISE October Wire Set Promotion

Beginning on October 1, 2006, all WIP and WISE customers will be eligible to receive a leather, regulation size ACDelco Football with the purchase of three ACDelco wire sets. This promotion runs October 1–31, 2006.

To be eligible for this promotion, you must be an active WIP or WISE customer through ACDelco. To participate in this promotion, you must register. Registration is accomplished by updating your shipping information on the WIP/WISE home page. No shipping information will be shared outside of this promotion. Wire set orders must be placed via WIP/WISE for them to count towards the premium.

The promotion is limited to three footballs per account, so act fast to receive all you can! The tally of sales will be made weekly and premiums shipped at the end of each week. Please check out www.acdelcotechconnect.com and watch for the opportunity to be a part of this promotion on your WIP/WISE home page.

TSS Training Update

Race to Vegas - ACDelco National Convention Recognition Awards

At the National Convention in Las Vegas in October, ACDelco will acknowledge and award a special prize to one technician and one TSS shop who have completed the most training classes from the newly launched ACDelco blended learning curriculum from January 1 through September 30, 2006.

Training Recognition Programs for Technicians and Shop Owners

ACDelco has a long heritage of technical training expertise. Now, to track technicians and shops that commit to staying current with training, ACDelco announces two new training recognition programs.

- **"ACDelco Training Excellence" Award - Technician**

Industry-leading training is a hallmark for ACDelco. Now, ACDelco will provide a 3" custom magnetic medallion to each technician for completing one of the four different curriculum paths. The medallions can be placed on a toolbox or other metallic surface. The more curriculum paths completed, the more medallions they will have to showcase. The four curriculum paths include: Brakes, Engine Performance, Electrical and HVAC (see attachment).

- **"ACDelco Training Excellence" Award - Service Center**

Successful shops know customers expect quality parts and technical service expertise. By taking advantage of ACDelco's industry leading training curriculum, shop owners can be confident that his/her techs can deliver on the promise of technical service expertise. After completing 10 web-based training classes plus six instructor-led classes under the shop's account number, the Service Center will receive a customized ACDelco plaque that can be displayed in the shop.

Product

New ACDelco 47-7YR Professional Battery

ACDelco announces the availability of the 47-7YR Professional Battery. Please contact your local ACDelco Warehouse Distributor for application information.

Expanded All Makes/All Models Coverage for Line 21, Emissions (Bulletin 06D-169)

ACDelco announces the introduction of 317 emission parts for Line 21. These new items include non-GM applications for E.G.R. valves, fuel injectors, camshaft sensors, throttle position sensors and fuel pressure regulators, as well as key All Makes/All Models coverage on several other emission line products. This expanded offering further strengthens ACDelco's All Makes/All Models coverage and provides "one-stop shopping" for all your Emissions System needs.

Catalogs

2006 ACDelco Catalog for 4T65E Passenger Car Transmission Parts

ACDelco announces the release of the 2006 ACDelco 4T65E Passenger Car Transmission Parts Catalog, Publication 37A-4T65E-06-MN3.

2006 ACDelco DuraStop Brake Parts Catalog Volume I (1976-2006)

The 2006 ACDelco DuraStop Brake Catalog 14A-100-06, Volume 1, is now available. This catalog release supersedes catalog 14A-100-05, Volume 1.

Spark Plug Applications Unintentionally Omitted from Catalog 41A-100-06

Some applications for 1966–1981 Chevrolet and GMC trucks, SUVs and 2002–2005 GMC Jimmys were unintentionally omitted from the latest release of the Spark Plug Catalog (**41A-100-06**). A supplement (**41A-100A-06**) is currently being printed and will be bulk mailed to Distributors in September. This issue does not affect any of the electronic catalog systems.

2006 ACDelco Chassis Parts Catalog (45A-100-06)

The 2006 ACDelco Chassis Parts Catalog (45A-100-06) is now available. This publication supersedes 45A-100-05.

2006 ACDelco Catalog for 4T80E Passenger Car Transmission Parts

ACDelco announces the release of the 2006 ACDelco 4T80E Passenger Car Transmission Parts Catalog, Publication 37A-4T80E-06-MH1.

2006 Belts and Hoses Competitive Cross-Reference Catalog

ACDelco's 2006 Belts and Hoses Competitive Cross-Reference Catalog, 35A-138-06, is now available. This catalog supersedes 35A-138-02.

Please contact your local ACDelco warehouse distributor to obtain copies of the catalogs mentioned in this bulletin

TSS Program Elements

CoverageOne Vehicle Service Contract Program

Below is an update on Universal Warranty Corporation's ACDelco Vehicle Service Contract (ACDelco VSC) and CoverageOne. ACDelco VSC and CoverageOne are two separate programs offered by Universal Warranty Corporation (UWC), which is a wholly-owned subsidiary of GMAC Insurance (GMACI). ACDelco TSS members are the preferred service provider for both of these products, and the claims are processed the same way to keep things simple for the TSS member.

ACDelco Vehicle Service Contracts:

ACDelco Vehicle Service Contracts are marketed and sold through authorized independent, non-franchised, car dealers. These contracts can only be sold by these authorized dealers at the time the used vehicle is purchased. Consumers cannot purchase these contracts directly from Universal Warranty Corporation.

Coverage under the contract begins on the date the contract is purchased from an authorized dealer and expires according to the contract time and/or mileage term purchased by the customer. The following coverage applies to all service contracts:

- Powertrain: engine, transmission/transfer case and drive axle
- Powertrain plus additions: steering, brakes, cooling, fuel system and air conditioning
- Most seals and gaskets are excluded unless required in conjunction with a covered breakdown
- Towing for covered repairs will be paid up to \$50

Terms and conditions associated with the vehicle service contracts are as follows:

- Repairs are to be performed by an "in network" ACDelco TSS member facility.
- A deductible of \$500 will be charged if the customer elects to have repairs performed by an "out of network" repair provider. The customer only pays \$100 if the work is done within the TSS Repair Network.
- The liability for repairs under the contract is limited to \$2,500 per repair visit with an aggregate limit on claim payments for all repairs under the contract equal to the NADA retail Actual Cash Value (ACV) of the vehicle at the time of repair or \$5,000 (whichever is less).
- Wear and tear, overheat and pre-existing conditions are excluded from coverage
- The contract is cancelable and transferable subject to a cancellation or transfer fee

CoverageOne:

CoverageOne Vehicle Service Plan: Is marketed and sold directly to the consumer exclusively through the Internet. A consumer can purchase a CoverageOne Vehicle Service Plan contract by visiting www.coverageone.com. Currently, a variety of web marketing media are being tested/used to identify consumers who may be in the market for a vehicle service contract and direct them to the CoverageOne site.

CoverageOne targets two types of customers:

- The first are individuals selling their vehicle on the private market. The program for these customers is Seller's Advantage.
 - Seller's Advantage is intended to give "peace of mind" to the purchaser and increase the value the seller receives for the vehicle.
 - The Seller's Advantage warranties are short term, 3 months/3,000 miles, and provide only powertrain coverage.

- The second are consumers that want to purchase a service plan for a vehicle they already own or are in the process of buying. CoverageOne plan terms (time and mileage) are available for up to 5 years/100,000 miles depending upon the vehicle.

The CoverageOne program encompasses three different types of coverage:

- Seller's Advantage - 3 months/3,000 miles Powertrain
 - Seller can enhance the value of their vehicle and add peace of mind by providing this coverage to the buyer
 - Buyer can upgrade to longer term/mileage and broader coverage
- Basic Coverage - Longer term coverage available to extend the Seller's Advantage 3/3 contract or owners seeking coverage for major assemblies on their current vehicle
- Enhanced - Includes Basic Coverage and additional items like:
 - Steering, brakes, electrical, cooling, fuel system, heating/A/C, suspension, seals and gaskets, high tech (electronics)

Since CoverageOne is available on any eligible vehicle, those where the original manufacturer's warranty has expired are required to have the vehicle inspected prior to coverage being issued. ACDelco TSS members' facilities provide the inspection services. This provides the ACDelco TSS facility the opportunity to establish a relationship with a potential new customer for future maintenance and service, as well as to perform any repairs that may be required for their vehicle to qualify for coverage. If a vehicle is still under a Manufacturer's warranty, no inspection is required.

TSS Members:

TSS members are the preferred service provider for both the ACDelco VSC and CoverageOne. TSS members must obtain prior authorization from Universal Warranty Corporation on all claims. The approval process is fast and courteous, and payments for covered repairs are issued promptly. ACDelco VSCs can be sold by independent dealers in all 50 states. Due to state laws governing the sale of vehicle service contracts, the CoverageOne plans cannot be sold directly to consumers in AK, CA, FL, ID, KY, MD, NJ, OR, PR and VI. Repairs covered under both programs may be performed in all 50 states. UWC reimburses the TSS member shops directly for covered repairs.

During 2006, Universal Warranty has been contacting TSS members to verify their willingness to provide the repair and inspection services under the ACDelco and CoverageOne programs. As the favorable response has been overwhelming, Universal Warranty Corporation will not require signed enrollment forms from TSS members. Universal Warranty will direct customers to any TSS facility that did not verbally decline to provide the repair and inspection services. TSS members who do not want to have repair work and inspections directed to their shops can call UWC at 877-459-3706. To assist shops in recognizing ACDelco and CoverageOne program customers, UWC will contact TSS members when they have referred a customer to their shop for covered repairs.

Helpful Links:

- FAQs about Vehicle Service Contracts:
 - <http://www.acdelcovsc.com/faq.shtml>
- CoverageOne Sign-up Contract:
 - http://www.acdelcovsc.com/pdf/vsc_agreement0106b.pdf
- CoverageOne Website:
 - <https://www.coverageone.com>
- Filing a Claim:
 - <https://www.coverageone.com/contracts/ACD-BASIC-MICG/pdf>
 - See page 6, section 8b of contract.

Neighborhood Marketing

How Women are Different than Men When Shopping for Service

In the last issue we talked about “Women are the Majority.” It’s likely women now represent more than half of your customer base because research indicates they make over 65% of vehicle service decisions. So.... what do they want? What do you have to do differently?

Fundamentally all vehicle maintainers – whether they are men or women – want their cars maintained appropriately to avoid unscheduled service or repairs. And, nobody wants to spend more time than necessary maintaining their vehicles. That being said, we thought you might be interested to know what women seek from a vehicle service provider:

- Professionalism throughout the service facility – Whether it’s your service bays or front counter, convey professionalism in all you do. It builds trust.
- Respectful, courteous and friendly service – It’s the Golden Rule (again!). Treat your customers like you would like to be treated. With each customer interaction, you have the opportunity to demonstrate how much you value her business.
- Clear explanation of services – The complexity of vehicles today can be intimidating. Take the opportunity to really explain what the issue is and what are the options and you’ll earn their trust and loyalty.
- Overall convenience (hours, location, etc.) – To the extent you can make your services available to people when it’s most convenient for them, you’ll be repaid with repeat business.
- Clean, comfortable surroundings – The appearance of your business says a lot about you and the way you conduct business. Really look at your business, like a customer would, and you’ll likely see opportunities to improve its appearance and make it more inviting to prospective customers.
- Punctuality – Busy schedules mean people are rushed—all of the time! Make sure your business opens at the published time and your customer’s car is ready when you promised it. If you run into problems, be sure to communicate with them to ensure they know what to expect.
- Value – This does not mean low price! Women report that all of the above factors weigh more heavily in their service purchase process than does price, and in fact, they are willing to pay more to get more value.

Now you have insight into ways to improve your value proposition for women service purchasers. But, we’re willing to bet that ALL your customers will appreciate your attention to these universal customer needs. Good Selling!