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To: Total Service Support Participants and Independent Service Centers	Category: ACDelco News
From: Dan Carter, Total Service Support Program	Line(s): All

Subject: October ACDelco News

Included in this month's ACDelco News is information on:

Programs/Promotions

- HHR U Gonna Win?
- Non-GM Ignition, Wire & Cable and Emissions Product Promotion
- 5% Discount on Merchandise
- New Extended Subscription Length for GM Service Information
- 2006 "Battery Blitz" Promotion
- ACDelco Fall "Shock Value" Promotion - Last Week
- WIP/WISE October Wire Set Promotion - Last Week

Motorsports

- ACDelco to Discontinue Sponsorship of No. 2 RCR Busch Series Chevrolet

TSS Training Update

- TechAssist's

TSS Program Elements

- 2006 TSS Scholarship Program Deadline Extension

Product

- ACDelco Offers Expanded Coverage for Remanufactured Electronic Control Modules and Mass Air Flow Sensors
- Premium Gas Charged ReadyStrut Assembly Kits (Line 05)

Catalogs

- 2006 ACDelco Suspension Catalog (5A-100-06)
- 2006 ACDelco Valve Lifters and Selected Manifolds Catalog (51A-100-06)
- 2006 Lawn and Garden Belts Catalog (35A-104-06)
- 2006 DuraStop Brake Parts Catalog (14A-100-06, Vol. 2)
- 2006 ACDelco Suspension Catalog (5A-200-06)

Neighborhood Marketing

- Stretching the Status Quo: Marketing to Women

In the News

- ACDelco Drives Business to ISCs with "Battery Bucks" Promotion
- ACDelco Fall Car Care Tips - Start with the "Four Bs"

Programs/Promotions

HHR U Gonna Win?

ACDelco will be giving away five 2007 Chevrolet HHR's. HHR U Gonna Win? For every \$1,500 reported in purchases that TSS accounts make in November and December 2006, an entry will be made to increase the chances of winning a Chevrolet HHR. One HHR will be given away per ACDelco Region. Additionally, TSS customers who achieve minimum reported purchases of \$3,000 during the promotional period will receive a framed poster by Sam Bass commemorating ACDelco's Busch Series racing history. Details, including official rules, will be available on www.acdelcotechconnect.com under the "What's New" Section in November.



Non-GM Ignition, Wire & Cable and Emissions Product Promotion

ACDelco announces the Non-GM Ignition, Wire & Cable and Emission Product Promotion. Effective November 1 – December 31, 2006 Independent Service Centers (ISC) that purchase \$500 to \$1,500 or more of ACDelco Non-GM ignition, wire & cable and emission parts can receive an ACDelco Poker Chip Set and a top Motorsports cabinet and/or bottom Motorsports cabinet.

- \$500 - \$999 receive a Poker Chip Set
- \$1,000 - \$1,499 receive Poker Chip Set and choice of top or bottom Motorsports cabinet.
- \$1,500+ - receive Poker Chip Set and top and bottom Motorsports cabinet.

****NOTE: Motorsports cabinet available while supplies last. Other parts cabinet may be substituted.****

ISCs need to complete and sign the Promotion Commitment Form attached to this bulletin. The Promotion Commitment Form must also be signed by your local ACDelco sales representative. Commitment Forms need to be submitted to the ACDelco Promotional Headquarters no later than November 30, 2006.

After the promotion period, the completed Tally Sheet and copies of invoices need to be submitted to ACDelco Promotional Headquarters no later than January 31, 2007. Promotion headquarters will verify qualifying purchases and distribute poker chip sets and cabinets directly to qualifying Independent Service Center customers.

Prize fulfillment will be based on actual purchases, not commitment amounts.

5% Discount on Merchandise

Effective November 1, ACDelco TSS customers will enjoy a 5% discount on all ACDelco merchandise purchased through our approved supplier, Design Incentives, Inc. ACDelco encourages the use of apparel, image items and other ACDelco-identified promotional products for customer loyalty/retention programs and Holiday gifts. ACDelco promotional merchandise used in your local advertising and sales programs can also be purchased through Design Incentives and receive the discounted price.

This special discount will continue until further notice. All merchandise and apparel prices, both in the catalog and when sourced outside of catalog, will be reduced by 5%, and your invoice will also include a notation that confirms the discount. This does NOT apply to Winner's Circle game cards, gift certificates, gift cards or name-brand merchandise that does not include the ACDelco logo. We hope this discount will help you maximize your promotional fund purchases and continue to build your ACDelco business.

Design Incentives Holiday Promotions

With holidays fast approaching, there's no time like the present to put your holiday promotions in place. A well-planned promotion can help to motivate customers to purchase before the end of the year, and to purchase the lines and products that you'd most like to move.

Enclosed you will find our 2007 ACDelco Calendars and 2006 Holiday Promotional Items flyer filled with all of your favorites and many new items.

- **Early-order Incentive:**
 - **TSS/ISC/Jobber Accounts:** For every order of merchandise placed by October 31, 2006, from the enclosed brochure, you will be entered in a drawing to win 1 of 5 **ACD-TSTLZ Spotter Trigger Lights** featured on page HF-03. Contest is valid within Continental US only.
- **Customer Appreciation & Retention Opportunity:**
 - Because it costs far less to retain a customer than to attract a new one, Holiday gifts and promotions are a terrific way to thank your loyal customers, and to reward referrals.
 - In addition to the items shown in the attachment, there are many appropriate items in our catalog that make terrific gifts as well, such as the ACDelco Image items, watches and a full range of gift cards.
 - Ordering has never been easier – Holiday Gift orders can be charged on your credit card or EY card*.
- **Variety & Flexibility:**
 - As always, if you don't see anything you like in the catalog or in this flyer, we're happy to source something special that fits your budget or promotion parameters.

*An additional 5% charge is required on EY card purchases.

New Extended Subscription Length for GM Service Information

ACDelco is pleased to announce a new, extended subscription length – which results in less expensive pricing – for GM Service Information, or GM SI. Effective September 29, 2006, a new \$20, three-day subscription replaces the former one- and five-day subscriptions. The one-day subscription was available for \$20 and the five-day was available for \$45.

More than ever, GM SI subscription pricing is affordable and is available in three-day, monthly or annual subscriptions to any Independent Service Center, or ISC. The new pricing structure is as follows:

- \$20 for a three-day subscription
- \$150 for a one-month subscription
- \$1,200 for a one-year subscription

As a benefit of the program, ACDelco TSS Program participants receive an even further discount on the purchase of an annual subscription at a price of \$900. For more information or to subscribe, log on to www.acdelcotechconnec.com and click on the "Service Information" icon.

eSI Promotion

Remember too, that WIP users who purchase \$3,000 of ACDelco product in one month get eSI (Service Information) at no additional charge in the following month. All compressor purchases during the promotional period will help WIP users achieve the \$3,000/month required to qualify for eSI at no additional charge during the following month.

2006 "Battery Blitz" Promotion

The "Battery Blitz" Promotion is a rebate on batteries sold to all Independent Service Centers (ISC) that will run October 1 – November 30, 2006.

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.***

ACDelco Fall "Shock Value" Promotion – LAST WEEK

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 – LAST WEEK

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. The following clarifies the registration process for the October Wire Set Promotion:

- All WISE customers will automatically be enrolled in the promotion beginning October 1, 2006; no steps are necessary for registration if an account is a WISE user.
- Beginning on October 1, 2006, all WIP customers will need to register for this promotion. If Wrenhead hosts WIP, then the customers will see at the top of each page, regardless of the tab they are in, a link that will reference "register". If DST hosts WIP, then the customer will need to click the "promotions" link at the top right of their screen and then click the register button to the right of the listed Wire Set Promotion title.
- Beginning on October 1, 2006, customers will have the capability to register from their WIP site to participate in this wire set promotion.

Motorsports

ACDelco to Discontinue Sponsorship of No. 2 RCR Busch Series Chevrolet

ACDelco, a brand of GM Service and Parts Operations (GMSPO), will not return as the primary sponsor of the Richard Childress Racing (RCR) No. 2 Chevrolet in the NASCAR Busch Series in 2007, GMSPO officials announced today.

"Our decision not to continue our involvement in the Busch Series is related to our desire to explore other consumer marketing initiatives, including other motorsports activities," said Jim Moloney, general director, GMSPO Marketing. "We have experienced many successes along the way with the NASCAR Busch

Series and share a rich history with our numerous drivers, Richard Childress, and RCR. We wish them every continued success.”

For over two decades, the ACDelco brand has been intrinsically associated with the Busch Series. As both an event and team sponsor, ACDelco has made significant contributions to the growth and success of NASCAR’s premier feeder series.

During the past decade, an impressive roster of drivers have competed in the ACDelco Chevrolet, including Steve Park, Dale Earnhardt Jr., Kevin Harvick, Johnny Sauter, Ron Hornaday and Clint Bowyer.

From 1997 through 2006, ACDelco drivers have earned an unrivalled three Busch Series championships, two Rookie-of-the-Year titles and 30 victories. In addition, ACDelco drivers have earned at least one Busch Series win in each of the last 10 years, including Bowyer’s victory at Dover International Speedway in September.

ACDelco is a global leader in automotive replacement parts and services, offering products for virtually all vehicles. Headquartered in Grand Blanc, Mich., ACDelco markets automotive replacement parts worldwide under its brand name. For more information, please contact ACDelco at 1-800-ACDelco, or visit them online at www.acdelco.com. ACDelco – the Official Parts Supplier of the Real Car Guys.

TSS Training Update

TechAssist’s

Need quick help on diagnosing and/or repairing a vehicle? TechAssist's are short programs (15-20 minutes) delivered via the internet. They include text, photographs, animations and narrations and are intended as a just-in-time support media delivering key service and product information.

Fifty TechAssist’s are now available on the Learning Management System (LMS). There is a wide range of technical procedures to choose from, such as Bluetooth Operation and Diagnosis, On Star Gen 6, and 2001-2004 Impala/Monte Carlo BCM Repair. If you’re having difficulties in a specific area - check the LMS TechAssist’s for quick answers.

TSS Program Elements

2006 TSS Scholarship Program Deadline Extension

The deadline for the ACDelco TSS Scholarship has been extended from October 15th, 2006 to November 15th, 2006 in honor of the ACDelco National Convention. Read below for details of the program and how to apply. Envelopes must be postmarked no later than November 15th, 2006 in order to qualify.

Each year ACDelco awards 10 nationwide scholarships exclusively to TSS accounts through the ACDelco Scholarship Program. This program is designed to help defray the cost of tuition and books for technicians, dependents of the TSS owner as well as the dependents of TSS employees.

Five \$3,000 scholarships will be awarded to TSS owner and/or employees dependents that are under 25 years of age, and five \$2,500 scholarships will be given to TSS technicians. Technicians and dependents who are interested in applying for the scholarship must meet the following requirements:

- Applicants must have a high school diploma or GED
- Dependent applicants must be enrolled in college full time (12 credits or more per term)
- Technician applicants may attend college on a part-time basis

Each applicant is required to write a one-page, double-spaced, typed personal essay explaining why they wish to pursue their chosen career. Applicants must also provide a letter of recommendation from anyone outside their family and an official copy of their high school transcripts with their GPA - any application received without a transcript with the official raised seal will not be processed. In addition, bonus consideration is given to applicants who are seeking professions in the automotive field. Any

application that is not fully completed or any requirement that is not fulfilled will result in an unprocessed application.

If you are interested in participating in the 2006 Scholarship Program, please log onto www.acdecotechconnect.com for more information or to obtain a copy of the application. An application for the TSS Scholarship Program has also been attached to this bulletin.

Product

ACDelco Offers Expanded Coverage for Remanufactured Electronic Control Modules and Mass Air Flow Sensors

ACDelco announces the addition of nearly 200 "All Makes" remanufactured electronic control modules and mass air flow sensors to our Emission/Fuel Injection Product Line 21. Our additions include remanufactured products for GM and non-GM applications covering Ford, Chrysler and Imports. GM application coverage will include both past and late-model applications where GM new vehicle warranties no longer apply.

Premium Gas Charged ReadyStrut Assembly Kits (Line 05)

ACDelco is pleased to announce the availability of ReadyStruts. There are currently 20 ReadyStrut part numbers. ACDelco ReadyStrut part numbers can easily be identified by the "RS" suffix.

- ReadyStrut part numbers 503-358, 503-359 and 503-365 that are part of our current offering will be superseded to include the "RS" suffix added to them (e.g., 503-358RS).
- ReadyStruts are a complete strut assembly kit which requires no compression tools for installation. The assembly includes an ACDelco Premium Strut, a spring seat, coil spring, strut cushion with boot and an upper mount.
- Features and benefits of ACDelco ReadyStruts are they:
 - Include premium gas charged valving technology for ultimate safety and performance
 - Allow for safer installation since the coil spring does not require compression to service
 - Help eliminate the chance of mismatched parts
 - Save time during installation
 - Require no specialized tools for installation

Catalogs

2006 ACDelco Suspension Catalog (5A-100-06)

The 2006 ACDelco Suspension Catalog 5A-100-06 is now available. This catalog release supersedes catalog 5A-100-05.

2006 ACDelco Valve Lifters and Selected Manifolds Catalog (51A-100-06)

ACDelco announces the release of the 2006 ACDelco Valve Lifters and Selected Manifolds Catalog, publication 51A-100-06. This catalog supersedes 51A-100-04, dated 2004, Weatherly 066.

2006 Lawn and Garden Belts Catalog (35A-104-06)

ACDelco's 2006 Lawn and Garden Belts Catalog, 35A-104-06, is now available. This catalog supersedes 35A-104-04.

2006 DuraStop Brake Parts Catalog (14A-100-06, Vol. 2)

ACDelco announces the release of the 2006 DuraStop Brake Parts Catalog (14A-100-06, Vol. 2). This catalog contains vehicle usage applications for model years 1975 and earlier and supersedes catalog 14A-100-05, Vol. 2.

2006 ACDelco Suspension Catalog (5A-200-06)

The 2006 ACDelco Suspension Catalog 5A-200-06 is now available and supersedes aftermarket catalog 5A-200-05 dated 2005.

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

Neighborhood Marketing

Stretching the Status Quo: Customer Relationship Management

Customer Relationship Management (CRM) is getting a lot of attention by marketers everywhere, and for good reason. Conventional wisdom is that it's more cost efficient and easier to keep an existing customer than it is to conquest a new one. Why? Well, you've already accomplished the most difficult (and expensive) tasks of enticing a potential customer to your shop. If that first customer service experience is positive, it's likely that customer will come back a second time...and perhaps tell others about their positive experience at your shop, creating goodwill. It's generally held that after doing something three times, it becomes a habit. So, focusing your marketing efforts getting customers to come back two additional times, and cultivating that customer relationship is the most efficient and cost-effective marketing investment you can make.

Once you become customer focused, you'll likely find new and different opportunities to improve the total customer experience – thereby increasing the likelihood that the customer experience will be positive. And, you'll become more familiar with each customer, better enabling you to understand their unique needs. In previous bulletins, we've shared with you the changing demographics of service purchasers – more women are proactively participating in the decisions regarding service and maintenance of the family's vehicles. In cultivating relationships with your customers, consider that many of them are women and tailor your service offerings and communications to appeal to their unique needs.

How do women choose automotive service providers? What are those unique needs? Be sure to read the November ACDelco News where we'll share these insights with you.

In the News

ACDelco Drives Business to ISCs with "Battery Bucks" Promotion

ACDelco is pleased to announce ACDelco "Battery Bucks," another promotion to help Independent Service Centers (ISCs) grow their business and improve their customer retention.

To read more about this promotion, copy and paste the following link -- in its entirety -- into your Web browser:

http://media.gm.com/servlet/GatewayServlet?target=http://image.emerald.gm.com/gmnews/viewpressrel_detail.do?domain=2&docid=29114

ACDelco Fall Car Care Tips - Start with the "Four Bs"

Along with the change of seasons from fall to winter comes the likelihood of poor road conditions and reduced visibility. Automotive breakdowns, never convenient, can be even more dangerous in cold weather. Preventive vehicle maintenance can help lessen the odds of mechanical failure.

To read more about this promotion, copy and paste the following link -- in its entirety -- into your Web browser:<http://media.gm.com/servlet/GatewayServlet?target=http://image.emerald.gm.com/gmnews/viewpressreldetail.do?domain=2&docid=29117>