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

Subject: March ACDelco News

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- 2007 ACDelco Battery Cables Catalog, (16A-300-07)
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- 2007 ACDelco Catalog for 4T65-E (M15) Passenger Car Transmission Parts (37A-4T65E-07-M15)
- 2006 ACDelco Chassis Parts, Competitive Cross-Reference and Wholesale Buyer's Guide (45A-138-139-06)
- 2007 ACDelco Fleet/Heavy Duty Belts & Hoses Catalog (35A-101-07)
- 2007 ACDelco Light-Duty Filter Catalog (42A-100-07)

Advertising

- ACDelco's Brand Equity is Unmatched in the Aftermarket Parts Arena

March ACDelco News

TSS Advisory Council – Message from Robert Wills

TSS Satisfaction Survey

At the last TSS Advisory Council meeting, we reviewed the major issues that the TAC worked on in 2006 as a result of your input from the 2005 TSS Satisfaction Survey. Below are a few of the wins that resulted from your feedback:

- Improved ACDelco's Training by launching the Blended Learning Curriculum (Instructor-led and Web-based Courses)
- Improved communications with the TSS accounts by launching a monthly Trade e-Newsletter
- New image program was announce which incorporated a new color scheme and new graphic kits



Many of you recently completed the 2006 TSS Satisfaction Survey. The TSS Advisory Council (TAC) has been reviewing the verbatims from the survey and we were very happy to see that you recognized the improvement:

- Satisfaction up 5.1 points to 95.6% (Very Satisfied/ Somewhat Satisfied)
- 7 of 8 ACDelco issues improved from 2005 (Very Satisfied)
- 8 of 8 ACDelco issues improved from 2006 (Very Satisfied / Somewhat Satisfied)

With assistance from ACDelco, we will be working on the issues that still need improvement over the next months, including:

- Improving overall communication and teamwork between TSS accounts and our DDG suppliers
- Improve ACDelco's advertising so that it brings more business into the TSS shops
- Develop and Communicate sales promotions that can be maximized at the local level

On behalf of the TAC, we thank all of you who took the time to provide feedback via the TSS Satisfaction Survey; it is with this input that we can make our collective businesses better and continue to win customers together!

TSS Program

Communication with TSS Advisory Board Members

The TSS Advisory Council (TAC) is made up of TSS accounts from across the country. As noted above, they meet once a month with ACDelco to work on issues that will improve our mutual businesses. Your feedback is critical to the success of the team! Therefore, we encourage TSS accounts to submit issues or comments through our new feedback tool located on the ACDelco Techconnect website. To submit your comments or questions go to www.acdelcotechconnect.com – scroll to the bottom of the page and click on “contact us”. There will be a drop down menu on the page that will allow you to select “Contact your TSS Advisory Council Member”. Let us know how we can better our communications and improve teamwork. We look forward to hearing from you!

New Training Center Opens in Charlotte, NC

ACDelco recently celebrated the opening of its newest training center in Matthews, N.C. (just outside of Charlotte). The state-of-the-art facility – located at the Joe Hendrick Center for Automotive Technology on the Levine Campus of Central Piedmont Community College (CPCC) – boasts over 34,000 sq. ft. and a layout which allows the classroom to act as a lab.

Vehicle lifts simulate a repair service center bay, and classrooms make use of technology that gives instructors a broad range of techniques. Students also benefit from technology that allows them to train on individual automotive systems and components.

To obtain a copy of the regional training schedule log onto www.acdelcotechconnect.com and click on the “Training Program” button on the left-hand side of the homepage.

ACDelco Learning Management System Updates (LMS)

The ACDelco Learning Management System (LMS) continues to evolve with enhancements to add new functionality.

- The status and news page has been simplified to create a more streamlined look
- Both Mexican Spanish and Canadian French LMS navigation have been added
 - One TechAssist is available in both languages; more classes will be available in both languages in the second quarter
- Currently whenever a language other than English is selected, the course content will be displayed and narrated in English.

ACDelco currently offers thirty Business Classes (9 seminars and 27 web-based courses), Thirty-four Technical Classes (9 instructor-led and 25 web-based courses) and sixty TechAssist to help you deliver on the promise of technical service expertise. The following new service seminars will be available in April:

- **Service Seminar - Emerging Technologies I**
This seminar is designed to familiarize technicians with some of the latest technology found on General Motors vehicles. Some of the topics include: E85 vehicles and their expansion in the industry. Spark Ignition Direct Injection introduced on the 2007 Pontiac Solstice and Saturn Sky Red Line, Variable Valve Timing and Active Fuel Management and 2007 Duramax update.
- **Vehicle Communication Systems Diagnosis – available April 2007**
This seminar is designed to familiarize technicians with communication systems found on all makes/all models. Topics covered include various types of serial data lines, such as: UART, E&C, SBI, SPI, LIN, Keyword 81, 82 and 2000, Class 2 and CAN (GMLAN). Various networking configurations such as ring, star and ring/star hybrid will also be covered. Functional diagnostics as it relates to scan tool and vehicle interface will also be discussed.
- **Advanced Charging and Starting Systems Diagnostic – available April 2007**
This seminar is intended for electrical technicians. The course will focus on various Starting and Charging Systems utilized on Ford, Daimler/Chrysler, GM and select imports - from stand-alone controls to PCM or BCM interface. Electronic Power Management will be discussed which will cover the vehicles' electronic integration of charging systems responsibility, which will include: Regulated Voltage Control (RVC), Load Shedding and battery rundown protection. An emphasis will be put on proper diagnostics and service procedures for each system. Fundamentals will be covered only as a review.

To view the changes in the LMS or register to attend one of the classes, visit www.acdelcotechconnect.com and click on the Training tab.

2007 Winning Hand Consumer Direct Mail-In Rebate Promotion

ACDelco wants to drive more business to your shop by creating awareness around the need for consumers to properly maintain their vehicles. During peak preventative maintenance periods throughout 2007, the direct mail postcards will invite consumers to come into your shop and also offers a \$10 main-in rebate with the purchase and installation of ACDelco automotive replacement parts when the repair invoice totals at least \$70 in ACDelco products.

Both TSS and ISC accounts who install ACDelco parts are eligible to participate in these consumer mail-in rebate promotions. More details including enrollment instructions can be found on www.acdelcotechconnect.com or on the attached flyer.

\$100 "High Octane Powertrain Booster" Rebate

All ISCs/TSS and Fleet accounts can earn a \$100 rebate on the purchase of a GM Parts Engine or Transmissions, or eligible Performance Parts engine (circle track or race applications excluded).

- Up to 10 rebates per location, per quarter.
- GM Parts Engine and Transmission purchases will no longer be eligible for the 2% ACDelco Rewards program. This \$100 rebate is in lieu of an ACDelco Rewards deposit.
- Rebate claims must be submitted by January 15, 2008. The rebate check will be mailed directly to the qualified ISC, TSS or Fleet account approximately 6-8 weeks after submission.
- The rebate form can be found on www.acdelcotechconnect.com under the Promotions tab.
- The "High Octane Booster" rebate takes the place of the "Get-in-the-Game" rebate which expired December 31, 2006.

Drive to Win Sweepstakes

When Kurt Johnson wins...you, and your customers, can win too! Great prizes will be awarded for every Kurt Johnson win through a sweepstakes promotion for both the service trade AND the general public. This multi-faceted promotion will drive consumers to the acdelco.com website where they will be exposed to current promotional offerings AND have access to the service locator system that can drive them to your business for their vehicle repair needs. Enroll today and help spread the news that may drive YOU to WIN more business.

March 15 – October 7, 2007, Service trade customers can visit www.acdelcotechconnect.com while consumers may visit www.acdelco.com and select the "DRIVE TO WIN" icon to review official rules and to enter to win one of many instant prizes. Additionally, an entry will be made to win a trip for two to the ACDelco Las Vegas NHRA Nationals. Winners will be selected after each time Kurt Johnson wins a race. At the ACDelco Las Vegas Nationals, the winners will have a chance to win a fully accessorized 2007 Chevrolet Cobalt SS.

To obtain more information on this promotion or to receive the promotional kit, please log onto www.acdelcotechconnect.com and select the "Drive to Win" icon.

ACDelco "Tune Up and Tune In" Promotion

This spring get ready to earn your way to the latest digital gadgets with ACDelco's "Tune Up and Tune In" Promotion. ACDelco will award 1300 prizes (Video I-Pods, I-Pod Nanos and MP3 Players) to top TSS and KFLT accounts based upon their purchases of ACDelco products from March 1 - May 31, 2007. To obtain additional information log onto www.acdelcotechconnect.com.



OE Water Pump Kit, Part Number 89017900 / 251-660 Availability

OE Water Pump 12597885 (This is a part that is in kit number 89017900/251-660.) will be temporarily unavailable due to inventory constraints. If a water pump is required for an immediate need, you may use either the ACDelco part number 88926221/252-707 or 89017467 until inventory becomes available.

Wire & Cable All-Makes Expansion

ACDelco announces the addition of 162 all-makes aftermarket ignition wire sets to the Wire & Cable product line. These new parts are competitively priced and fit a variety of all-makes applications, along with GM vehicles. Competitive cross-reference and part information is available through acdelco.com.



Ford F150 Two-Wheel Drive Spindle Nut

In 2004, Ford redesigned the F150 truck and introduced six new rotors. The two-wheel drive trucks use a special spindle nut on the front rotor. Ford does not recommend reusing this nut and clearly marks it on the nut, "DO NOT REUSE." This special nut is now available separately from ACDelco under part number 18K1128 (each kit contains one nut). This nut can be found in the Rotor Section of the ACDelco DuraStop Catalog 14A-100-06 VI as a separate line item. This nut fits all 2004–2007 Ford F150 two-wheel drive trucks, and it is used on two DuraStop rotors, 18A1623 and 18A1624.

Conventional Wiper Blade Coverage added for Late Model Applications

ACDelco announces added wiper blade coverage for applications using pinch tab wiper arms. The new parts are traditional style wiper blades for late model beam wiper applications and are in the ACDelco Performance blade category. Applications for this new coverage include:

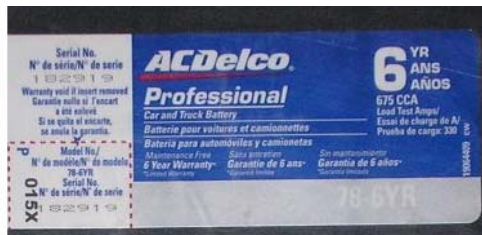
- 2007 Chevrolet Avalanche, Suburban and Tahoe; 2007 GMC Yukon; 2007 Cadillac Escalade
- 2005-2006 Pontiac G6
- 2006 Buick Lucerne
- 2007 Saturn Aura



Also added is a 10" wiper blade for various all makes applications including Hummer.

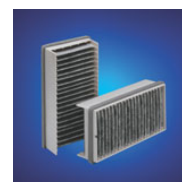
New ACDelco Professional Battery 78V6YR

A new battery, 78V6YR, has been added to the ACDelco Professional battery lineup. The 78V6YR is a vented battery and replaces the 78-6YR as the warranty replacement battery for late production 2005 and all 2006 - 2007 Saturn Ions. The Saturn Ion battery is located in the trunk and must be vented. Please note that the battery for the Saturn Ion changed from a 75V6YR to a group 78 battery. The replacement battery should be the same group size as the battery used in production. The 78V6YR will have a temporary label until April 2007, which has 675 CCAs (see below).



Cabin Air Filter Expansion

ACDelco is pleased to announce the addition of thirty all-makes cabin air filters. New point-of-sale materials including a quick reference chart (48-QR-0100-07) and consumer brochures (48-BR-0397-06) will be available in late March to assist in selling the cabin air product line.



TP1298BF Fuel Filter Durapack Now Available

ACDelco announces the release of the TP1298BF fuel filter to the Durapack Program. General applications include:

- 2001-2007 GMC Sierra V8 6.6 Diesel
- 2001-2007 Chevrolet Silverado V8 6.6 Diesel

Please refer to single pack TP1298B for specific applications.

Merchandising Materials

New Merchandising Materials Now Available!

The following new merchandising materials are now available to order from your local ACDelco distributor or through www.acdelcotechconnect.com (for TSS account only).



Drive to Win Sweepstakes
AM-KT-0094-07



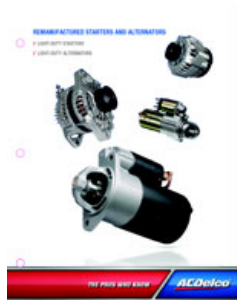
acdelco.com Consumer Brochure
EB-BR-0559-06



2007 Product Line Card
AM-SS-0060-07



ECM Sell Sheet
21-SS-0090-07



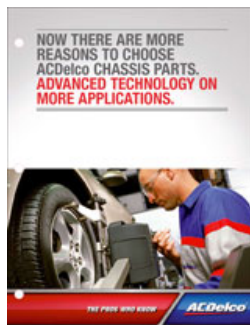
Starter & Alternator Brochure
33-BR-0196-05



UNICOIL Sell Sheet
35-SS-0508-06



ReadyStrut Sell Sheet
09-SS-0089-07



Chassis Trade Brochure
45-BR-0001-07

The following items were listed with incorrect numbers in the last ACDelco News:

- Preventative Maintenance Poster (AM-PO-0331-06)
- Battery Inspection Poster (AM-PO-0329-06)
- Shock and Strut Inspection Poster (AM-PO-0330-06)
- "Simply the Best" Banner (07-BA-0107-06)

Catalogs

New Catalogs from ACDelco

- 2007 ACDelco Battery Cables Catalog, 16A-300-07
- 2007 ACDelco Catalog for 4T45-E (MN5) Passenger Car Transmission Parts, 37A-4T45E-07-MN5
- 2007 ACDelco Catalog for 4T65-E (M15) Passenger Car Transmission Parts, 37A-4T65E-07-M15
- 2006 ACDelco Chassis Parts, Competitive Cross Reference and Wholesale Buyer's Guide, 45A-138-139-06
- 2007 ACDelco Fleet/Heavy-Duty Belts & Hoses Catalog (35A-101-07)
- 2007 ACDelco Light-Duty Filter Catalog (42A-100-07)

Advertising

ACDelco's Brand Equity is Unmatched in the Aftermarket Parts Arena

The ACDelco brand continues to maintain positional superiority in the eyes of independent service centers (ISCs) when it comes to familiarity, overall opinion, and the ability to meet their customers' needs according to the latest trade tracking study conducted by an independent research company.* In fact, 89% of the ISCs surveyed in the study said they carry or install ACDelco parts in comparison to only 70% for Champion, 65% for NAPA or even lower for the other brands measured.

Even more impressive is our leadership standing among the image endorsement attributes measured that have the most impact on purchase consideration. And that these measurements have remained relatively stable over the past 6 quarters, indicating the true value of a quality brand..... the ability to deliver consistent quality and service over an extended period of time.

One of the most compelling findings from the study is the brand's substantial improvement in perception as being appropriate for all makes and models of vehicles. Second only to NAPA, this finding indicates that technicians are starting to accept ACDelco as a credible all makes all models brand and to understand the true benefits of using ACDelco's quality aftermarket parts line for the majority of their vehicle repair needs.

What does all of this mean? Well, for our customers, it provides solid support for their decision to sell or install quality ACDelco parts. The ACDelco brand consistently ranks highest in terms of delivering quality, durability, and dependability – attributes which are among the most important criteria in purchase consideration. Additionally, the brand is well established and accepted among their customer base as a dependable, quality made product. And of course, our broad product line features parts for most vehicles on the road today making the ACDelco brand your “one-stop” source for all your aftermarket parts needs. This is why we are able to say, the Pros who know, use ACDelco.

For questions about these research findings, please contact Chris Brandt, ACDelco Advertising Manager at Christian.j.brandt@gm.com.

**Millard Brown Independent Service Center (ISC) Marketing Initiatives Tracking Study, Quarter 4, 2006*