



Marketing

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

Subject: March ACDelco News

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March ACDelco News

TSS Advisory Council Message



2008 ACDelco TSS Scholarships' – Terry Wynter Auto Service Center, Inc.

One of the most valuable benefits of the TSS program is the educational scholarships awarded each year. There are scholarships in the amount of \$3,000 awarded to technicians employed at a TSS shop who are furthering their education in the automotive field. These significant scholarships are designed to assist with the high cost of education, further the advancement of our industry and encourage employee retention. To recognize the need for business operations and educational support, ACDelco also awards \$3,000 scholarships to TSS Shop Owners and their dependents.

There are just a few days left in the 2008 application process. In order to be eligible for the 2008 award, an application must be received by March 31, 2008. This year's recipients will be announced in May of 2008...just in time for graduation and planning for the fall semester. Complete details, application and instructions can be found at: www.acdelcotechconnect.com. Dependant applicants displaying an interest in an automotive related industry receive preference, although this is not a requirement.

As an Advisory Council member, it has been a great pleasure assisting with the scholarship awards, and I appreciate the benefit they provide our industry. I encourage all TSS shops to "spread the news" to students who are eligible for the 2008 scholarships.



TSS Advisory Council Action Items for 2008 – Johnny Putnam, Manager, Total Service Support Programs

Thank you for taking time out of your schedule to complete the ACDelco Satisfaction Survey late last year. Your input is vital in our efforts to improve the parts and services we provide to all of our customers. Hearing the voice of our customers allows us to further understand and act upon your concerns. I want to especially thank you for supplying your written comments. We do read them, **all** of them, as they provide the insight required to take appropriate and effective actions.

The TSS Advisory Council (TAC) recently reviewed the results and verbatims from the survey. Many comments revolved around product quality, product availability from your distributor, and field support / communication regarding our programs, so the TAC team will be focusing on the following issues for 2008:

1. Overall Parts Quality and Coverage
2. Improve the TSS Program Benefits and Communication
3. More Contact from ACDelco at the Local TSS
4. Training Locations / Times
5. E-Business Integration / Satisfaction
6. Marketing and Advertising for TSS Shops
7. Coverage and Delivery from your Dedicated Distributor

We'll keep you updated all year with the improvements and progress that we make. You can contact your TAC member if you would like to supply more input or suggestions. If you don't know your local or national TAC member, please contact your ACDelco District Manager. It is with this input that we can make our collective businesses better and continue to win customers together!

Total Service Support Program Participants

Image Program Testimonials - We Want to Hear from You!

The ACDelco Image Program is one of the many benefits offered to you as a Total Service Support (TSS) member. The program helps you take advantage of ACDelco's well-known reputation by displaying ACDelco signage. This consistent and recognizable appearance helps customers visually identify your service center as a source for quality ACDelco parts. With an array of signs and graphic elements for the inside and outside of your shop, you can be sure your customers will notice them and feel confident they've made the right choice.

Tell us what the Image Program has done for your business by visiting acdelcotechconnect.com. Simply fill out the form on the site and upload pictures from your shop! We may even feature your shop in our upcoming marketing materials!

2008 TSS Benefit Kit

TSS Accounts were mailed the new 2008 TSS Benefits Kit starting the week of February 25, 2008. The Benefits Kit is all-inclusive of every element of the TSS Program including:

- A "How To" section for each element
- Phone numbers
- Benefit enrollment and participation guidelines
- Details by element that will assist in maximizing participation, therefore, retaining more TSS Accounts



Also included in the kit is a new TSS Overview Folder, which gives a brief description of each element along with phone numbers and referral information.

Congratulations to the 2007 Scholarship Recipients

The ACDelco TSS Scholarship Program is aimed at helping develop quality technicians, as well as future shop owners and operators. ACDelco awarded the 2007 scholarships exclusively to its TSS accounts through the ACDelco TSS Scholarship Program. The scholarships are for technicians as well as the dependents of owners whose Independent Service Centers (ISCs) participate in ACDelco's Total Service Support (TSS) program. The 2007 Scholarship recipients are:

Five dependents of TSS owners who each will receive a \$3,000 scholarship:

- Alex Bush, of Elma, WA, sponsored by Custom Auto, Elma, WA
- Tiffany Cannon, of Sylvania, GA, sponsored by Auto Aid, Sylvania, GA (*two-time recipient*)
- Daniel Coffey, of Granite Falls, NC, sponsored by Auto Master of Hickory, Hickory, NC
- Alisha Monsibais, of Bakersfield, CA, sponsored by Parrell's Automotive, Inc., Bakersfield, CA
- Michael Ragan, of Jackson, TN, sponsored by Old Hickory Car Care, Jackson, TN

As well as five TSS technicians who each will receive a \$2,500 scholarship:

- Brian Lapointe, of Pelham, NH, sponsored by Ray's Auto Service, Haverhill, MA
- James Sarros, of Okeechobee, FL, sponsored by Autoworks Service Center, Okeechobee, FL (*three-time recipient*)
- Kenneth Bryson, of Burleson, TX, sponsored by Crowley Transportation, Crowley, TX
- Timothy Higgs, of Olympia, WA, sponsored by Terry's Automotive, Olympia, WA
- Christopher Steiner, of Apple Creek, OH, sponsored by Mt. Eaton Auto Care, Mt. Eaton, OH

Details on the 2008 TSS Scholarship Program are on the next page.

Programs/Promotions

2008 TSS Scholarship Program

This year ACDelco and the TSS Advisory Council will award nationwide scholarships exclusively to TSS accounts through the ACDelco TSS Scholarship Program. There is a very short time-frame this year as we are changing the announce dates of the winners to coincide with the time of graduation, **so ACT NOW** if you know a good candidate - dependent or technician - for this scholarship. The application deadline is March 31, 2008, and the scholarship winners will be announced in May 2008. To download the application, go to www.acdelcotechconnect.com.

2008 Winning Hand Consumer Mail-In Rebate Promotions

ACDelco wants to drive business to TSS and ISC shops by providing a means for shops to communicate to consumers the need to properly maintain and repair their vehicles at a time when they may need it most. Three times throughout 2008, the direct-mail postcards will invite consumers to come into the shop for their maintenance and repair needs.



During these times, ACDelco also offers a \$20 mail-in rebate with the purchase and installation of ACDelco automotive replacement parts when the repair invoice totals at least \$80 in ACDelco products.

What's New in 2008?

- The 2008 consumer rebate has been changed to three, 30 day promotional periods, and the mail-in rebate opportunity has been increased to \$20. This was done based on results and analysis of past Winning Hand promotions showing overwhelmingly that consumers came back within the first 30 days.
- The Selective Consumer Locator. This innovative technology searches through each shop's entire customer service area to best match one of ACDelco's promotions to a vehicle's current need. By cascading through up to six different promotions, to match consumer need, the shop can take better advantage of the 250 postcards and unlimited emails sponsored by ACDelco. More importantly, it brings back as many consumers as possible to each shop for service.

Effective Dates

2008 Promotions	Spring Car Care	Back to School	Fall Car Care
TSS/ISC Enrollment Period	2/15/08 - 3/21/08	6/2/08 - 7/11/08	9/29/08 - 11/7/08
Consumer Mail-In Rebate Period	4/1/08 - 4/30/08	8/1/08 - 8/30/08	12/1/08 - 12/31/08
Promotional Focus Areas	Brakes Filters Batteries Wiper Blades Maintenance Air Conditioning	Belts & Hoses Air Conditioning Water Pumps Timing Belts Maintenance	Starters & Alternators Batteries Belts & Hoses Wiper Blades Maintenance

General Information

- Both TSS and ISC accounts who install ACDelco automotive replacement parts are eligible to participate in these consumer mail-in rebate promotions.
- Shops who sign up for each promotion individually will pay a \$50 enrollment fee for each promotion.
- For existing MechanicNet subscribers, promotional fees will be waived.
- Enrollment fees will be paid via credit card. The credit card will be charged when postcards are mailed.

2008 DuraStop Brake Bucks Trade Rebate Promotion

Effective March 1–April 30, 2008, ACDelco is offering a **cash-back trade rebate (\$10 per axle, \$20 per vehicle maximum)** to all service writers at Independent Service Centers who purchase and install qualifying ACDelco DuraStop friction (pads, shoes and loaded calipers). You can have confidence in ACDelco DuraStop brakes because they were one of the first aftermarket lines to be validated and tested by Dual Dynamometer Differential Effectiveness Analysis or D³EA (where platform is available). This helps to make them some of the most thoroughly tested brake products in the aftermarket industry.



To participate in the promotion service writers must complete and mail in the following to qualify:

1. An official rebate tally sheet (located on acdelcotechconnect.com)
2. Copies of qualifying repair invoices

In return, ACDelco will mail a check to the service writer or repair facility. It's that simple. (If the check is made out to an individual rather than a business name, a social security number will be required. A 1099 will only be issued if the individual has received over \$600 in total incentives from all promotions sponsored by General Motors Corporation).

Send all required documentation to:
2008 ACDelco Brake Bucks Promotion
P.O. Box 3730
Highland Park, MI 48203



For rebate inquiries please call (888) 899-1173.

General Information

- This service writer "spiff" is **not valid** at new vehicle Dealerships or on product being replaced under any warranty. All tally sheets must be postmarked by May 31, 2008.
- It is recommended that each service writer keep copies of documentation, INCLUDING copy of proof of United States Postal Service postmark.
 - The United States Postal Service will deliver to P.O. boxes and has tracking services available.
 - Forms sent via UPS have no guarantee on their delivery times as UPS does not guarantee shipment to P.O. boxes and an address correction charge may apply.
 - Do not ship via Federal Express as they do not deliver to P.O. boxes.
- Supporting DuraStop merchandising and point-of-sale items are available to order through your local ACDelco Distributor.
- All purchases reported are subject to audit by ACDelco.
- ACDelco may change or discontinue this promotion at any time with 30 days' written notification.

Congratulations to the Harold Martin "Pros Who Know" Scholarship Program Recipients

The following individuals have received scholarship awards from the Harold Martin "Pros Who Know" Scholarship Program, as voted on by the national ACDelco TSS Advisory Council members and Harold Martin. The recipients will each receive \$2,500 and an additional \$500 will go to their college.

- Angelica Gonzales, of Galveston, TX will be attending Northwestern University in Evanston, IL
- Evan Scott, of Seattle, WA will be attending Universal Technical Institute in Sacramento, CA
- Brandon Daile, of Schoolcraft, MI will be attending Nashville Auto Diesel College in Nashville, TN
- Joel Zastrow, of Troy, MI will be attending College for Creative Studies in Detroit, MI

2008 Future Technician Training Program

ACDelco is excited to offer NATEF schools an opportunity to enhance their curriculums by offering their students a chance to take the latest state-of-the-art training to prepare them for the competitive field of automotive service.

For the first time ever, a portion of our award winning technical, Web-based training that our professional customers use will now be made available to high school level students (14 years or older) at National Automotive Technicians Education Foundation (NATEF) certified schools nationwide at no cost to the school or students. A total of 12 technical courses are available for use as a complete curriculum or can be taken separately to compliment an existing curriculum or as extra credit. An additional six Business Management Training courses are also available for use at no cost to the students.

Below is what we provide the instructors:

- A state-of-the-art, no-cost curriculum from an industry leader
- Registration/participation process description and form
- PDF-downloadable handout you can use to promote the program to your students and other staff members
- Instructions on how to enroll your students in the Future Tech Training Program

Below is what we offer the students:

- The Future Tech Training Program is state-of-the-art training
- Course completion certificates
- Access to job openings at independent service centers that support ACDelco
- Students who complete six of 12 classes will be considered for one of multiple \$1,000 scholarships that will be awarded in June 2009

To participate or obtain additional information on this program Instructors from the NATEF schools should log onto acdelcotechconnect.com and click on the "Future Tech Training Program" located under the "What's New" section on the homepage.



Product

New Heated and Unheated Oxygen Sensor Parts

ACDelco is pleased to announce new part numbers superseding 17 ACDelco OE oxygen sensors in our Line 21 Emissions product offering. These new parts offer a new design, incorporating the following improvements:

- New upper-shield design and Gore-Tex Filter provide greater resistance to water intrusion improving quality and durability
- Inconel lower shields on ALL newly released heated oxygen sensors provide stable operation up to 1,000 degrees Celsius
- New SS-310 shield on newly released unheated oxygen sensors provide stable operation up to 1,000 degrees Celsius
- Stainless steel core wire with copper sheathing improves heat resistance, durability and conductivity
- Sensors have been tested to meet ALL GM standards for emissions, durability and quality

Improved quality and durability from new design translates to improved customer satisfaction and reduction of returns from Independent Service Centers.

ACDelco Rust Penetrant and Inhibitor (Part Number 10-4020)

Effective immediately, the new ACDelco rust penetrant and inhibitor (part number 10-4020), now Volatile Organic Compound (VOC) compliant, is available. This product replaces part number 10-6000. This new rust penetrant is designed to penetrate corroded parts and break them free.

PF457GF Oil Filter Durapack Now Available

ACDelco announces the release of the PF457GF oil filter to the Durapack Program. General applications include:

- 2005-2008 all GM ecotech engines L4 L61 2.2L, L4 2.4L, L4 2.2L, L4 2.0L

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

Effective immediately, ACDelco announces the addition of 136 "All Makes" remanufactured electronic control modules and mass air flow sensors to our Emission/Fuel Injection Product Line 21. These additions include vehicle applications for 1966–2007, as well as 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. The new all makes parts are competitively priced.

- ACDelco electronic control modules and mass air flow sensors have a 12-month/12,000-mile/20,000-km limited warranty.

PF25/PF35 Classic Oil Filter Featuring the "AC" Logo

ACDelco is pleased to announce the reintroduction of two Classic "AC" filters (PF25 and PF35). These filters are aimed at the classic car owners of the 60's and 70's who want the original design for their restoration. These original designs are white in color with the classic "AC" bull's eye. They include today's Duraguard media, improving on the original.

- Features traditional white can with the red "AC" bull's eye
- Manufactured to original size and shape and includes Duraguard media
- Covers 900,000 registered GM vehicles
- Fits popular Corvette, Camaro, Belair, Monte Carlo, Nova, Chevelle, Firebird and Cutlass Models from the 60's and 70's



Catalogs

New 2008 ACDelco Catalogs Released

ACDelco announces the release of the following new catalogs. Bulk quantities of these catalogs were shipped to Distributors beginning February 11, 2008. For additional catalogs, contact your ACDelco Sales Representative.

- **2008 ACDelco Chassis Parts Alignment Products Catalog (45A-120-08)**
 - This catalog supersedes 45A-120-06.
 - This publication includes updated chassis alignment product information for light-, medium- and heavy-duty applications.
- **2008 ACDelco Shocks, Struts and Cartridges Catalog (5A-100-08)**
 - This catalog supersedes catalog 5A-100-06.
 - 2008 catalog includes applications coverage for OE Service.
 - Catalog combines application information for passenger cars, light-, medium-, and heavy-duty trucks.
 - Catalog features a revised horizontal layout with shading in a more user-friendly format.

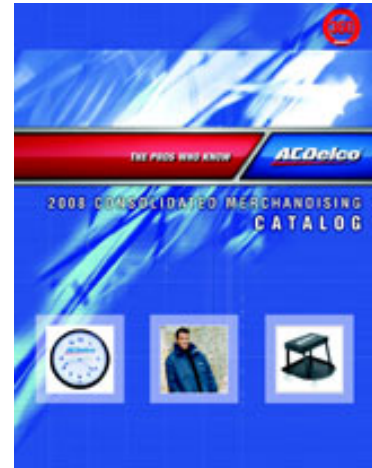


2008 ACDelco Merchandise Catalog

ACDelco announces the release of the new and improved 2008 ACDelco Merchandise Catalog. The catalog and order form is included with this mailing and is also available for download on ACDelcotechconnect.com. For TSS customers, items in the catalog may be purchased using ey Rewards points or major credit cards.

A new merchandising supplier, FMReps was contracted for the ACDelco merchandising business. With this change, you will receive an overall price decrease on merchandise, expanded selection, significantly improved cataloging, and coming in April, a website that will not only have ordering capabilities, but it will also give you the ability to check and track orders and order history. Below are some of the great features that you'll enjoy with the new Merchandise Catalog:

- Price decrease on most items.
- Improved catalog with all new sports and leisure sections.
- Website with ordering capabilities, order tracking and order history.
- The catalog and order form is available in many different forms to suit your needs. Including a hard copy included with this newsletter and a PDF on ACDelcotechconnect.com.
- Many of your favorite items from the past are available along with hundreds of new ACDelco merchandise items to help promote your ACDelco business.
- A number of items may be personalized at your discretion.



Many shops use ACDelco Merchandise items to help promote their business and increase customer retention. Take a look at catalog for great ideas on how you may use them to help grow your business. To place orders call **1-888-600-3065** or, effective April 1, 2008, access **ACDelcomerchandise.com**.

ACDelco Electronic Parts Catalog CD, 60A-CD-US-2008A

ACDelco announces the release of the latest version of our Electronic Parts Catalog CD-ROM as a supplement to our electronic catalogs located on ACDelcoEPIC, ACDelcoTechConnect.com, ACDelco.com, and to our paper catalogs. All product lines for cars and light-duty trucks are in this catalog.

ACDelco DuraStop Catalog 14A-100-08-V1 Corrections

Two corrections:

- Page 640 of the 2008 ACDelco DuraStop Catalog 14A-100-08-V1 is missing an entry for Rainier 2007-06 front pads.
 - The entry for Rainier 2007-06 front pads should have been 17D1169CH.
- Page 640 incorrectly lists the usage FY/LY for a Rainier as 2008 - 06. Rainier production ended in 2007.
 - The correct usage FY/LY should be 2007 – 06

Training Update

New Learning Management System (LMS) Seminar

You asked and we responded! Some of our customers have demonstrated interest in our web-based training, but don't feel comfortable navigating the Learning Management System (LMS). There is now a seminar entitled "LMS Seminar" available that walks you through the process. By the time you're finished you will be competent in creating your profile, launching web-based classes, reviewing the schedule of classes, registering for instructor-led technical and business classes and reviewing your training history. There is even a special component of the class for managers where they learn how to enroll a group of people into a class and review their entire team's training history. If you're interested in attending a seminar, please check with your sales representative about scheduling one in your area.

Learning Management System (LMS) Updates

By the end of March, the following changes are being made to the LMS to make navigation easier:

- New filters in the profile search
- The manager no longer needs to know in advance a trainee's login ID, it can be searched by name
- The SUBMIT button on the login page will be larger and more visible.
- Enhancement to make it more obvious that the new user will get an email with their temporary password and that, in some cases, certain spam blockers must be adjusted.
- All instances of "User ID" will now be "Login ID".
- Web-based Training (WBT) courses will now indicate whether the course is translated in the language the user is currently navigating.

ASE Certification Testing

The ASE Registration is going on right now for the Certification Testing in May 2008. The deadline for registration is March 31, 2008. To help technicians prepare for the ASE test, ACDelco has added a new section to the LMS: ASE Self Study Assessment. This assessment is available in the following categories:

- ASE engine repair
- ASE automatic transmission/transaxle
- ASE manual drivetrain and axles
- ASE suspension and steering
- ASE brakes
- ASE electrical/electronic systems
- ASE heating and air conditioning
- ASE Engine performance
- ASE Automobile service consultant
- ASE light vehicle - compressed natural gas
- ASE exhaust system



TSS Acknowledgements

Sosebee Auto Company, Celebrating their 50th Anniversary

Sosebee Auto Supply Company is celebrating their 50th anniversary this year. They are located in Lawrenceville, Georgia, adjacent to the building in which the business began in 1958.

Sosebee Auto Supply Company was established in July 1958 in Lawrenceville, Georgia, and became a Delco distributor. At that time, the founder, Ray Sosebee Sr. was the only employee working out of the 5,000 square foot store in downtown Lawrenceville. He grew the business steadily and incorporated in 1969. In 1972, when AC and Delco joined forces, Sosebee Auto Supply Company became a full-line ACDelco distributor. In 1988, they moved into a neighboring building where they now operate with 19,000 square feet of floor space.

Ray Sosebee was named The Small Business Person of the Year for the State of Georgia in 1992, and is now semi-retired. His sons, Dan and Jim, now operate the business as a valued ACDelco affiliated jobber.



From left to right: Jim Sosebee, Ray Sosebee and Dan Sosebee

Sosebee Auto Supply Company is a valued ACDelco customer, and a valued member of the Gwinnett County business community. They distribute ACDelco product to many of their loyal independent service center customers, and operate a busy retail store.