

August ACDelco News



TSS Advisory Council Message



Service Writer Is Making A Difference- Richard A. Jindra, Dependable Auto

I have a very busy repair facility that is growing annually. I feel that much of this success is due to my service writer Elizabeth Armstrong. Her smile, positive attitude and honesty are what help us sell service! Every time a customer comes in they are greeted by a smile and "How can we be of service to you"? Even if the customer was upset they would have to relax a bit and appreciate Elizabeth's warmth. Liz and I also developed a service schedule that keeps the facility very busy and determines the approximate amount of time each repair

will take so that she knows if she can schedule more work for the technicians. This has eliminated down time and slow days. When Liz calls a customer to discuss the repair they are very receptive and are less apt to give her a hard time. I think that a woman's perspective in selling is a huge advantage for us. Also, she is so sincere when she calls that she gives a feeling that she is helping you - not selling you.

A while back a father came in for service and said, "I don't want you people trying to sell things and take advantage of my daughter". Liz replied, "I would never allow anyone to take advantage of your daughter – you can depend on that!". The customer was very pleased after that and has been a great customer ever since. Women definitely have a place in the automotive repair business, especially since over half of my service customers are female.



Elizabeth Armstrong-
Service Writer



Program/Promotions

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. The results from last year's participants were impressive with redemption rates averaging 20% and repair orders averaging almost \$300! 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 is an innovative technology which 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 up through 6 different promotions, to match consumer needs, 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.

2008 Promotions	Spring Car Care	Back to School	Fall Car Care
TSS/ISC Enrollment Period	Completed	6/2/08 - 7/11/08	9/29/08 - 11/7/08
Consumer Mail-In Rebate Period	Completed	8/1/08 - 8/30/08	*10/1/08 - 10/31/08
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

*** Rebate period date change**

Please note the information below for additional details on the program.

- 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.

Select Your Succe\$\$ With ACDelco Promotion

Effective September 1 - October 31, 2008, TSS customers will have an opportunity to earn additional exclusively yours® (ey) rewards points with ACDelco's Select Your Succe\$\$ promotion. Total Service Support (TSS) customers purchasing ACDelco products have the opportunity to select their own success by earning additional ey rewards points...just in time for the holiday shopping season! Thousands of ey rewards are available to TSS accounts that increase their purchases in September and October 2008.

TSS Program Level	2-Month Base Objective (Aug. 07 – Jul.08 monthly average X 2)	Grand Prize exclusively yours rewards Amounts	Number of Top Accounts to Receive Awards		Consolation Prize Objective	Consolation Prize Award
Gold	\$9,000 +	250 Points (Top 30)	Top 15 for \$ increase first, then top 15 for % increase	OR	15% Incremental Increase over 2-Month Base Objective	50 ey Rewards Points
Silver	\$6,000 - \$8,999	250 Points (Top 20)	Top 10 for \$ increase first, then top 10 for % increase		20% Incremental Increase over 2-Month Base Objective	35 ey Rewards Points
		150 Points (Next 50)	Top 25 for \$ increase first, then top 25 for % increase			
Bronze	\$3,000 - \$5,999	250 Points (Top 10)	Top 5 for \$ increase first, then top 5 for % increase		25% Incremental Increase over 2 - Month Base Objective	25 ey Rewards Points
		100 Points (Next 200)	Top 100 for \$ increase first, then top 100 for % increase			

All ACDelco TSS program participants will be automatically enrolled. Only purchases, as reported through the ACDelco exclusively your rewards database will be counted. Key Fleet customers are not eligible for this promotion. Participant program levels and base objective will be posted on acdelco.programhq.com starting September 1, 2008. Standings results will be posted throughout the promotional period with final results posting by November 30, 2008.

Fall Shocktabulous ePromotion

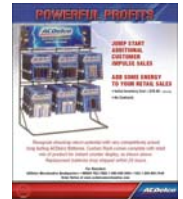
ACDelco is offering an ePromotion to WIP/WISE/WISEConnect customers on aftermarket Shocks, Struts and Strut Mounts. The ePromotion will run September 1- November 30, 2008. Beginning August 25, 2008 WIP/WISE/WISEConnect customers MUST REGISTER via the link from the promotional dashboard, located under the promotions tab on the WIP/WISE/WISEConnect screen. Registration must be completed by November 30, 2008. Customers may register throughout the promotional period. Customers can view their promotional dashboard to keep track of the rebate dollars earned. Watch for more details in our September newsletter.

Fall Trade Rebate

ACDelco will be announcing a Fall Trade Rebate promotion very soon. Please watch for your September newsletter for complete details.

ACDelco Licensed Alkaline Batteries Now Available

ACDelco is pleased to announce the licensed Alkaline Battery Program. Add some energy to your retail sales with a rack of alkaline batteries. The custom rack comes complete with a retail mix of competitively priced product for an instant counter display. This is a chance to add impulse sales at a consumer level. To order please contact the ACDelco Merchandise Headquarters at 1-888-600-3065 or order online at www.ACDelcomerchandise.com



Product

Original Equipment Disc Brake Pads 171-0934 and 171-641

There has been a recent supersession in part numbers 171-0934 (Front) and 171-641 (Rear) as a result of a source change. The contents of each part changed, and the sensor is not included with the new part. We are currently working to add the sensor to each of the new pad kits and will include the sensor components as soon as possible.

In the interim, the sensor will have to be added when required for replacement separately from the pad set. Please consult the table below as to the appropriate pad kit and its associated wear sensor. It is important to note that the pads are not incorrectly boxed or defective. We apologize for any inconvenience this causes and are working to resolve the issue.

GM Parts	ACDelco	Abbreviated Application	Associated Wear Sensor
19152643	171-0934	Front of 1998-2002 Cadillac Seville	18026765
19150908	171-641	Rear of 1998-2002 Cadillac Seville	18024538

Expanded Filter Coverage

In a continuing effort to expand coverage, ACDelco has released 41 light duty filter part numbers and 32 heavy duty filter part numbers. The light duty parts are contained in the 2008 catalog distributed in June 2008. Parts will be in Activant and Wrenthead starting in September/October. The heavy duty parts will be in the 2008 heavy duty catalog to be distributed and available in the 4th quarter of 2008.

Improper Use of Conductance Type Testers on New Batteries

Conductance is a measurement of a battery's current producing capability. Conductance testing technology can help accurately identify batteries that have reduced performance after being in service. Conductance type battery testers should never be used to determine state of health, state of charge, or CCA rating of a new, never installed battery. New batteries will develop their full performance capabilities only after a period of cycling in a vehicle.

- If an installer wishes to check the condition of a battery prior to installation, ACDelco recommends only measuring open circuit voltage (OCV). An OCV of 12.24V is adequate to provide the power requirements for starting most vehicles under most conditions.
- All batteries will self discharge and deteriorate in condition over time, therefore making proper rotation of inventory essential.

- Conductance testing of new batteries should never be used to determine the warrantable condition.

Proper Battery Testing Procedures when using Conductance Testing

When using a conductance type battery tester on side terminal and top stud batteries, certain procedures must be followed to properly assess the battery being tested in order to achieve accurate results. This is particularly important on batteries with higher CCA ratings.

- Make sure the battery in the tester is not weak or inaccurate readings may result. If the tester indicates low open circuit voltage (OCV) on the batteries being tested when compared to a known good digital volt ohm meter (DVOM), or the tester indicates low CCA on the batteries being tested, replace the battery in the tester and test again.
- When testing side terminal or top stud batteries with a conductance tester, always use lead terminal adapters, such as those provided with most testers. Make sure the terminal adapter makes good contact with the lead pad of the battery or inaccurate readings will result. Basic hand tools may be needed to ensure the terminal is tight.
- Never use steel bolts/nuts/washers, etc., when testing a side terminal battery with a conductance tester.
- Never clamp the tester's leads directly to the studs when testing a top stud battery with a conductance tester.
- ACDelco ST-1201 side terminal/top stud adapters are for the charging and load testing of batteries only. They should not be used when testing a side terminal or top stud battery with a conductance tester. Inaccurate readings will result due to the coating on the ST-1201 adapters.

New All Makes Pigtails, Lamp Sockets and Trailer Connectors

ACDelco is pleased to announce the addition of 145 all makes pigtails, lamp sockets and trailer connectors into our Line 16 product offering. These new parts are available immediately. Please contact your local ACDelco distributor.

Expanded All-Makes Coverage for Ignition & Emission

ACDelco announces the introduction of 73 ABS Wheel Speed Sensors plus 351 Emission 'All-Makes' parts. The new emission items include non-GM applications for: Cam/Crank Shaft Position Sensors, EGR Valves, Fuel Injectors, Fuel Pressure Regulators, Idle Air Control Valves, and Oxygen Sensors. This expanded offering enhances our coverage against major competitors in the ignition and emission categories providing "one-stop shopping" for all your system needs. The parts are competitively priced and include 1974 - 2007 model year application coverage.



Marketing

ACDelco Techconnect Marketing Support – Materials you can customize for your market

In the annual survey we conduct among our Total Service Support (TSS) accounts each year, we are reminded that what you seek most from ACDelco is business support. Well, you asked and ACDelco listened! The ACDelco Internet Search Marketing Media Plan provides a foundation upon which you can build by driving consumer traffic to your shop via national and local Internet search marketing. Log onto www.acdelcotechconnect.com and choose the Marketing & Support tab to view the following customizable marketing materials.

- [Promoting ACDelco in Your Market \(Find Out How!\)](#)
- [Brand and Logo Use Guidelines](#)
- [Events and Sponsorships](#)
- [Newsletters](#)

ACDelco Continues to Drive Business to TSS Accounts through Paid Search

Driving business to our TSS accounts through paid search is a major focus for ACDelco in 2008. Our objective is to drive consumers to the acdelco.com website to locate a service center in their area.

We target three types of consumers:

- The Do-It-For-Me's who are looking for parts or service
- The Do-It-Yourselfers looking for parts
- The trade customers looking for parts.

Our paid search ads currently run on (Google, Yahoo, MSN, Internet Yellow Pages, Internet Super Pages & City Search).

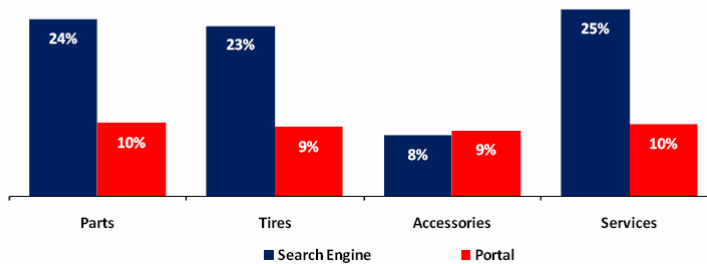


Paid search plays a very important role in the parts research and offline purchasing. Parts and service is gaining consumer interest online and people visiting parts and service websites have grown 35% from 2007 to 2008. Over the past year consumers are spending more time on parts websites.

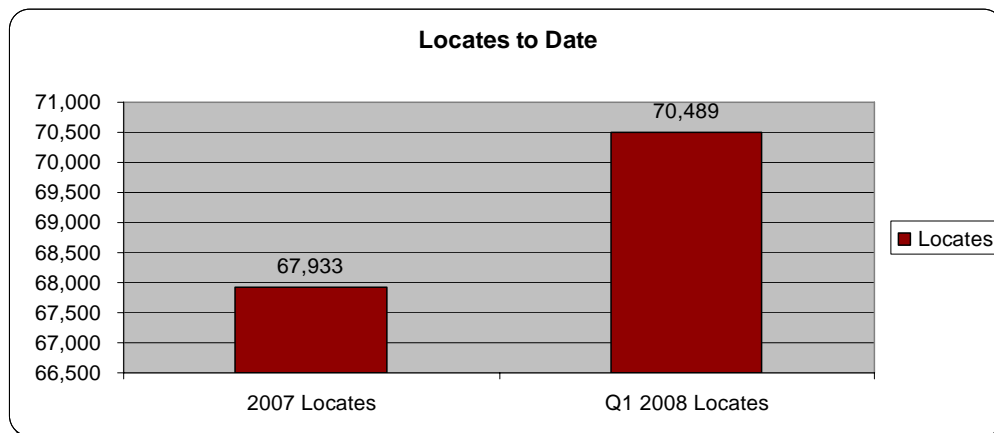
Search is the single largest source of referrals

- Search drives more than double the referrals that major portal websites provide to all four categories

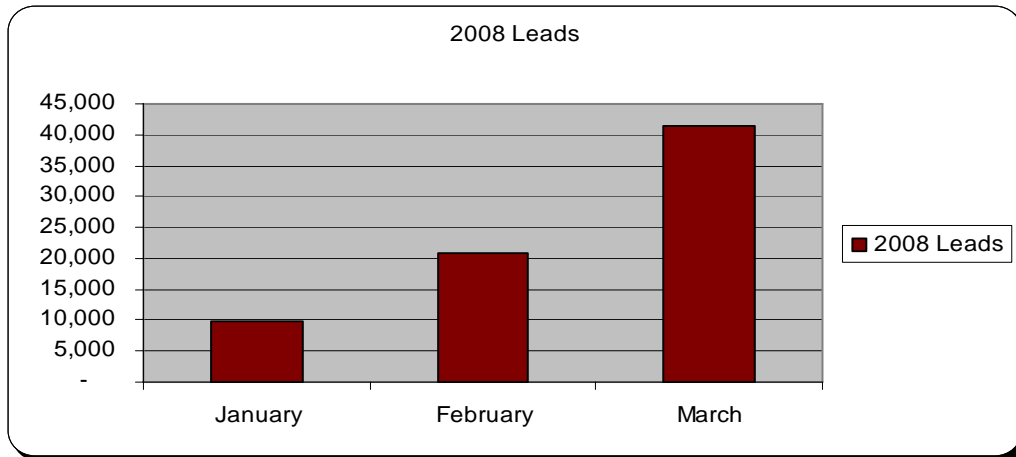
Search Share of Total Sessions
(Percentage of visits driven by search, Q1 2008)



In the first quarter of 2008, ACDelco had over 10 million impressions due to our paid search efforts. This means that the ACDelco ad was shown over 10 million times to consumers. As a result, we have seen consumers locating TSS shops for their service needs. In Q1 of 2008, we have already exceeded the amount of service locates we generated compared to all of 2007!



This equates to ACDelco sending over 72,000 leads to our TSS accounts in the first quarter of 2008.



So, make sure you are giving the consumers what they want by installing ACDelco parts on their vehicle. And, while you may not see ACDelco on TV you will see us where your customers are when they need service, on the internet!