



Marketing

Date: September 4, 2008	Bulletin Number: 08TSS-135
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: September 2008 ACDelco News

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ACDelco Global Aftermarket Service Development Greg St. Aubin, ACDelco Technical Program Manager



Do you know your Market Area Service Manager (MASM)? If not, you're missing out. Your MASM is your technical contact and is a great resource for helping answer technical questions relative to ACDelco products. Your MASM works with the warehouse distributor to process warranty and complete field product reports. In addition, all ACDelco MASMs have the required ASE certifications and have completed the training necessary to be the market area expert. He's THE person at ACDelco that you want to know.

One of the most visible things that your MASM does for your shop is present technical service training in the form of evening service seminars. ACDelco technical seminars can be from 30 minutes to 3 hour long training sessions presented at a local TSS shop, a hotel conference room, or WD. There are over 20 technical seminars which cover a wide array of training topics keeping you in-the-know about current and future technologies including:

- Service Programming for the Aftermarket (S-EL06-01.01SEM) - Intended for electrical and engine performance technicians. Flash programming is an important part of repairs on most vehicles. Some newer vehicles include a large number of on-board computers which are each dedicated to performing specific tasks and may require programming during service. The course focuses on various controller learning, programming/reprogramming procedures for several computers such as engine control modules, body control modules, transmission control modules and numerous other modules that manage electronic systems through-out the vehicle. Pass-through, off-board and remote programming will be discussed with a key focus on SAE J2534 regulations for pass-through programming.
- Another popular seminar keeps you up-to-date on the latest technologies including Hybrid Technology (S-EL06-41.01SEM). This new seminar presents the latest technology found on current production hybrid vehicles. Some of the topics include the history of hybrid vehicles, hybrid designs, the benefits of electric propulsion, energy storage, power delivery & transfer, hybrid vehicle controls and service overview. This seminar will familiarize you with the implications associated with the various types of hybrid vehicles currently appearing out on the roadways.
- Some late-breaking topics are incorporated in Emerging Technologies (S-EP08-01.01SEM) - Designed to focus on some of the latest technology found on current production vehicles. Current topics in this popular seminar include E-85 fuels, spark ignition direct injection, cam phasing and Duramax diesel engine updates.
- Other seminars focus on more traditional training, for example Clutch Kit Seminar (S-MT03-01.01SEM)- Details ACDelco clutch kit features and benefits as well as the procedures recommended for diagnosing customer concerns. Clutch system operation, inspection, testing, symptom diagnosis, clutch repair and customer communications is discussed in detail.

- Still, other available seminars go beyond what is “out there on the road right now” and keeps you ahead-of-the-curve of future trends in the automotive industry. Hydrogen Fuel Cell Technology (S-EL06-60.01SEM)- Explains the rapidly evolving technology found on hydrogen fuel cell equipped vehicles. Some of the topics include the evolution of vehicle power, aspects of hydrogen fuel cell service, hydrogen as a fuel, fuel cell overview, system components, system operation and dispelling common hydrogen fuel cell myths. This seminar will familiarize technicians with the implications associated with this exciting new direction in automotive design.

Whether you are looking for traditional service training, training to help put money in your pocket today or simply keep you ahead of the upcoming future of your business, ACDelco has a training seminar that you will want to attend. Talk to your area MASM for scheduling details. If you do not know your Market Area Service Manager, please ask your District Manager or call our ACDelco Customer Support Center at 1-800-825-5886 Prompt “0”. The Customer Support Center is there to help you when you have questions about this or any other ACDelco TSS Program or Process.



Program/Promotions

Fall Shocktabulous ePromotion

ACDelco is offering an ePromotion to WIP/WISE/WISEConnect customers to help sell, Line 09, Shocks, Struts and Strut Mounts. For every two (Line 09) SHOCKS, STRUTS and/or STRUT MOUNTS purchased, the TSS or ISC will qualify for a \$6 rebate check. Register early to begin watching your rebate dollars grow. The promotion 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. All orders MUST be placed using WIP, WISE or WISEConnect. Any orders placed outside of WIP, WISE or WISEConnect DO NOT qualify.



All rebate checks will be sent at the end of the promotional period, in accordance with the contact information that is provided on the registration page of this promotion. Customers can view their promotional dashboard to keep track of the rebate dollars earned. ACDelco reserves the right to change this promotion, or cancel this promotion, at any time, without prior notice.

2008 ACDelco Cash Box! Fall Trade Rebate

What would you do with an extra \$100 bucks? Pay for some gas; go to dinner and a movie, help pay off those holiday bills? ACDelco is pleased to announce the 2008 Cash Box! Fall trade rebate. After 100 years ACDelco is still one of the leading automotive aftermarket brands in the world, offering parts and services for most vehicles on the road today.

Incentive

Independent Service Center/TSS Service Writer's Promotion

From October 1 to November 30, 2008, service writers who purchase and install the ACDelco parts below can receive a cash-back rebate from ACDelco:



Line	Part	Rebate	Max Rebates	Max Rebate (\$)
8	Wiper Blades	\$2.00	5	\$10
14	DuraStop Brake Pads or Shoes	\$4.00	5	\$20
33	Aftermarket Starters/Alternators	\$5.00	5	\$25
35	Belts/Hoses	\$3.00	5	\$15
43	Fuel Pumps	\$10.00	3	\$30
			Total Max Rebate	\$100

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

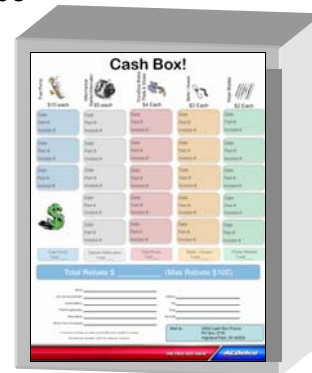
1. An official rebate tally sheet (www.acdelcotechconnect.com)
2. Copies of qualifying repair invoices with the ACDELco part numbers circled

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 Cash Box! Promo
PO Box 3730
Highland Park, MI 48203

For rebate inquiries please call (888) 899-1173

The rebate form can be obtained by going to www.acdelcotechconnect.com or by contacting your local ACDELco distributor.



Bosch Diagnostic Equipment Rebates



As part of the relationship between Bosch Diagnostics (formerly Vetronix), GM and ACDELco, TSS participants, Key Fleets, and AJP accounts are eligible for a special rebate on Bosch Diagnostics equipment, including scan tools, software, engine analyzers and other diagnostic tools and accessories. Tool purchases include onsite setup and training from a Bosch Diagnostics representative. For additional information, Rebate Sheet, or to place an order, visit acdelcotechconnect.com and click on the Total Service Support tab and then the Bosch link. Fill out the online information / order request, and a representative from Bosch Diagnostics will contact you.

2009 ACDELco TSS Scholarship Program

In 2009, ACDELco and the TSS Advisory Council will award nationwide scholarships exclusively to TSS accounts through the 2009 ACDELco TSS Scholarship Program. Applications will be accepted now through March 31, 2009. Winners of the scholarship awards will be announced in May of that year to coincide with spring graduation. To download the application, go to www.acdelcotechconnect.com. To qualify the applicant must:

- Be currently employed as a technician OR is a dependent of an owner or employee
- Have a high school diploma or GED
- Be enrolled as a full-time or part-time student in an accredited two or four-year college, university or vocational school in the fall term of 2009
- Be a citizen of the United States or have eligibility to permanently work in the United States

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.



2008 Promotions	Spring Car Care	Back to School	Fall Car Care
TSS/ISC Enrollment Period	Completed	Completed	7/28/08- 9/19/08
Consumer Mail-In Rebate Period	Completed	Completed	*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 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.





Line 33 Quality

Jeff Spitzer, Director of Product Service & Training



One of our key product offerings in the ACDelco line-up of automotive parts is Remanufactured Starters and Alternators. For years, starters and alternators have been a challenging product line, but design and process improvements continue to enhance overall product quality and durability. Line 33 units are designed and performance specifications developed through a reverse engineering process from actual OE samples to ensure this high quality and durability- which we believe makes it one of, if not the best offering in this category.

Although there have been some quality issues with this line since the introduction, each issue has been diagnosed and addressed through process or component changes, training or other corrective actions deemed necessary. We continue to work diligently with our supplier and with warranty product testing to ensure that this line can be sold with confidence. By following the steps outlined in the ACDelco quality process, issues are discovered and corrected in a timely manner. As technology and the sophistication of vehicles change, we will continue to offer the highest quality and most technologically advanced remanufactured starters and alternators possible- as we do with all of our lines.



In The News

How is ACDelco positioned to deal with the challenges of a weak economy? And, what's the biggest opportunity in the aftermarket? Paul Johnson, general director of SPO's Global Independent Aftermarket, answers these and other questions in the August issue of *Aftermarket Business* magazine.



In the interview, Johnson highlights the many advantages that enable ACDelco to vigorously maintain a global leadership position, including training, cutting-edge technologies and the continued innovation of quality, branded products recognized around the world. Type the url listed below into your internet browser to read the entire article:

<http://motorage.search-autoparts.com/motorage/article/articleDetail.jsp?id=532521>

Intune Magazine- 3rd Quarter 2008

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