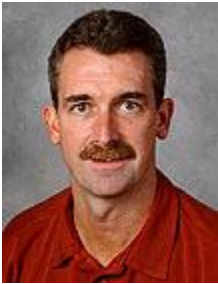


## ACDelco News - September 2009 WD Bulletin 09JTI-118

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### Leadership Message – re: inventing GM & ACDelco



#### **Leadership Message – Line 33 Upgrade Status** **Timothy Murray, Director, Maintenance and Repair Business**

As you may have read in your recent ACDelco Newsletters, we recently upgraded Line 33 earlier this summer. I'm happy to report that sales of our alternator and starter products have increased, and we have received a number of favorable comments about the improved quality of the product and the execution of the inventory conversion.

The upgrades on our alternator and starter products have made ACDelco the only brand using 100% NEW regulators and solenoids in our most "popular" parts, and demonstrate ACDelco's continuing commitment to provide the highest quality parts in the aftermarket.

Our goals with upgrading Line 33 were to:

- Reposition our ACDelco alternator and starter line by offering quality and price competitive products.
- Stand out above the competition and increase sales of this important part of ACDelco's product offering.

With Phase I completed and Phase II kicking off in the fall, I think we're well on our way to exceeding these goals. By the time Phase II is completed at the end of the year, more than 80% of the entire line (based on sales volume) will have been converted to our improved alternators and starters.

The majority of the feedback we've received from customers and the field has been extremely positive. Customers have been impressed with the implementation of the Line 33 product exchange. Many customers complimented us for acknowledging there was a product line issue and for getting the problem resolved quickly. People have also been pleased with the improvements made to the products, and believe they can sell more ACDelco remanufactured starters and alternators in the future.

We still have some additional work to do as we transition into Phase II, but I think the upgrade has truly provided our customers another solid ACDelco option to grow their business with a product that has a competitive advantage in the market.

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### Programs & Promotions

#### **TSS Incentive Growth Program (WD Bulletin 09D-114)**

TSS shops can earn up to 50% off the annual 2010 TSS Program Charges of \$540 by increasing their ACDelco parts purchases year-over-year during the months of Oct., Nov., and Dec. 2009. This is yet another advantage, in addition to over 30 other benefits, of being a TSS account. Don't miss this opportunity to save \$270!

Excerpts & examples from the TSS Incentive Growth Program bulletin are outlined below:

#### **Qualifications**

- A \$500 increase in reported ACDelco purchases in **one** month during the program period compared to the same month in 2008, earns **two** months' credit towards TSS charges in 2010 (\$90 value).

- A \$500 increase in ACDelco reported purchases in **two** months during the program period compared to the same months in 2008, earns **four** months' credit towards TSS charges in 2010 (\$180 value).
- A \$500 increase in ACDelco reported purchases in **three** months during the program period compared to the same months in 2008, earns **six** months' credit towards TSS charges in 2010 (\$270 value).

**General Information**

The minimum monthly objective for this program is \$1,500 per month. Therefore, if a TSS account is newly signed or has had purchases below \$1,000 in any month between October and December 2008, that account's objective for the corresponding month in 2009 is \$1,500. Here are two examples where one account qualified and the other didn't:

**Example 1:**

<u>Month</u>	<u>2008 Purchases</u>	<u>2009 Purchases</u>	<u>Difference</u>	<u>Months Credited</u>
October	\$3,200	\$3,300	\$100	0
November	\$2,800	\$3,500	\$700	2
December	\$2,700	\$3,200	\$500	2
Total Credited Months				4 (\$180)

**Example 2:**

<u>Month</u>	<u>2008 Purchases</u>	<u>2009 Purchases</u>	<u>Difference</u>	<u>Months Credited</u>
October	\$800	\$1,400*	\$600	0
November	\$700	\$1,500	\$800	2
December	\$1,100	\$1,500	\$400	0
Total Credited Months				2(\$90)

\* Didn't make \$1,500 minimum purchase of ACDelco parts.

**ACDelco Game Time Rebate (WD Bulletin 09D-108)**

This fall (Sept 1, 2009 – Nov 30, 2009) ISC employees who install ACDelco professional series batteries, aftermarket starters/alternators or fuel pumps may earn points worth up to \$500 in gift certificates toward the purchase of more than 3,000 products including merchandise, travel, event tickets, food and more.



**2009 Winning Hand Fall Promotion (WD Bulletin 09D-038A)**

ACDelco is offering a great promotion to help the TSS/ISCs communicate to their consumers via customized ePostcards. Shops need to enroll in this program between 9/8/09-10/16/09. Once enrollment has been completed, customized ePostcards will be sent to their consumers via MechanicNet. The cost of this program is only \$25 (this fee is waived for existing ACDelco MechanicNet subscribers). Shops who elect to offer complimentary vehicle inspections will receive a pack of 100 ACDelco Multi Point Vehicle Inspection forms. Please reference WD Bulletin 09D-038A for more information.

Excerpts from the Winning Hand Fall Promotion bulletin have pasted below to provide you with all the details!  
*With today's economic conditions it is critical for businesses to continue to spend marketing dollars to attract*

consumers in need of maintenance and repair. ACDelco wants to drive business to TSS and ISC shops by communicating to consumers the need for proper maintenance and repair for their vehicles at a time when they need it most. During the month of November, TSS and ISC shops can send ePostcards to encourage their consumers to come into the shop for a service or inspection they may need.

In March 2009, a bulletin announcing the 2009 Winning Hand promotions outlined two mail-in rebate periods (May & October). Based on results, as well as feedback indicating that shops would like to have more control over promotional offerings the fall ACDelco Consumer Rebate has been cancelled and funds have been re-allocated to support the trade promotions, like "Game Time" (highlighted above) that will be running September 1 - November 30, 2009.

Although we are cancelling the nationally funded rebate, we are not cancelling the promotional elements that target and help communicate to your customers, which we strongly support and continue to show good return on investment. This change in direction is intended to allow them to best determine what local promotions they may want to offer to their consumers. Additionally, the promotional period to send ePostcards to consumers has been moved from October to November. Shops that enrolled for the fall promotion back in March will be contacted by the ACDelco Customer Support Center to advise them of the change and confirm their participation going forward.

The ePostcard communication will be sent on behalf of shops that enroll in the 2009 Fall Winning Hand Promotion utilizing the ACDelco Customer Retention System, powered by MechanicNet Group Inc. MechanicNet will leverage its Selective Consumer Locator to match a shop's existing consumer database to one of ACDelco's five different ePostcards. The five available this fall include: Brakes, Starters & Alternators, Wiper blades, Batteries and General Maintenance.

Each ePostcard will include an invitation option for shops to offer consumers a multi point vehicle inspection (MPVI). For shops that elect to offer this complimentary MPVI, ACDelco will send a pack of 100 ACDelco MPVI forms at no charge to the shop (Additional forms may be ordered from [acdelcoestore.com](http://acdelcoestore.com) using item number AM-FM-0065-09). The form is designed to cover key areas of vehicle inspection and provides carbon copies for the customer and the service writer. By offering an inspection, the shop can responsibly prepare their customers for the winter months ahead and better gauge where maintenance may be necessary to prevent major repairs down the road. This activity fosters great consumer loyalty and trust.

## Product

### **[New RTV Engine Sealant \(WD Bulletin 09D-110\)](#)**

Part number 10-2006 is a new one-component, room-temperature vulcanizing (RTV) engine offering. It has high viscosity, cures when exposed to air, offers superior adhesion and elongation properties, and is resistant to engine oils and coolants. It is also oxygen sensor safe and will not corrode metal surfaces. This is the original production sealant used in GM engine plants.

### **[Replacement Oxygen Sensors \(WD Bulletin 09D-111\)](#)**

Effective August 25, 2009, new oxygen sensor part numbers will be available for post-converter position applications in place of ACDelco numbers 213-1633 (213-4671) and 213-1148 (213-4670).

### **[New ACDelco All Makes Clutches Now Available \(WD Bulletin 09D-121\)](#)**

Twelve new ACDelco All Makes clutch part numbers are now available. Three of the new part numbers are flywheel applications. Refer to the bulletin and Buyer's Guide for specific part numbers and applications.

## Relationships

### **TSS FAQs**

We recently compiled a list of the five most frequently asked questions from our TSS account members regarding everything from e-Business to ey Rewards. We wanted to share these questions, and answers to these questions, in case you had similar inquiries.

**Where do I renew my subscription to tis2web (next generation technical information system)?** You can renew your subscription online in just a few clicks. One month prior to your subscription expiring, you will

receive an email notification which will include details on the expiry. This will be sent to the email for the user on record.

1. Take a minute to login into the Tech Connect Web Site selecting the tis2web button on the top left hand side of the site.
2. Review your subscription offerings and select the subscribe button.
3. If at any time you have questions on the different offerings, please call the e-Business Help Desk at 1-800-825-5886, prompt 3, or directly at 888-212-8959.

**Who do I call for tis2web problems?** If you're having issues with your Technical Information System (TIS) subscription, please call the e-Business Help Desk at 1-800-825-5886, prompt 3, or directly at 888-212-8959.

**Do I need a company code for the New Vehicle Purchase Program?** You don't need a company code to access the Web site for this program. If you see this indicated on the web page you've gone to the general NVPP and need to go to another web site page. To access the page for TSS members:

1. Log into TechConnect at [www.acdelcotechconnect.com](http://www.acdelcotechconnect.com).
2. Select the MarketPlace tab.
3. Scroll down until you reach the GM Vehicle Supplier Discount link and select this page.
4. Once on the GM Vehicle Supplier Discount page, click on the link to the GM Web site.

**How do I find the full list of TSS benefits?** There is a full list of benefits on the TechConnect Web site. Go to [www.acdelcotechconnect.com](http://www.acdelcotechconnect.com) and select the Total Service Support tab. If you want more details, log into the site and view the MarketPlace tab and other tabs on that page.

**How do I find my "Exclusively Yours" Rewards Program totals?** To find your year to date ey Rewards totals or to look at an opportunity report that shows more details, visit the incentives site found at ACDELco TechConnect. To access:

1. Go to the Home Page at [www.acdelcotechconnect.com](http://www.acdelcotechconnect.com).
2. Select the ACDELco Incentives – Rewards and Travel section on the top left hand side of the page.
3. Make sure you know your account number. Your login is your TSS Account Number + the last four digits of your Social Security Number.

## 360 eBusiness

### TSS Internet Leads and Call Tracking Tool Update

ACDELco recently announced its new Internet Leads Tool that will allow White and Blue level TSS accounts to view how many internet leads ACDELco is sending them each month via our advertising efforts. This advertising is appearing on the most popular search engines like MSN, and Yahoo. The advertising drives an auto repair and service shopper to ACDELco provided TSS landing pages where consumers can find additional information specific to each shop.

For Blue level customers that have opted in to participate in the 2009 Call Tracking Program, you will also see detailed data on calls that you received via the ACDELco Locator. This includes:

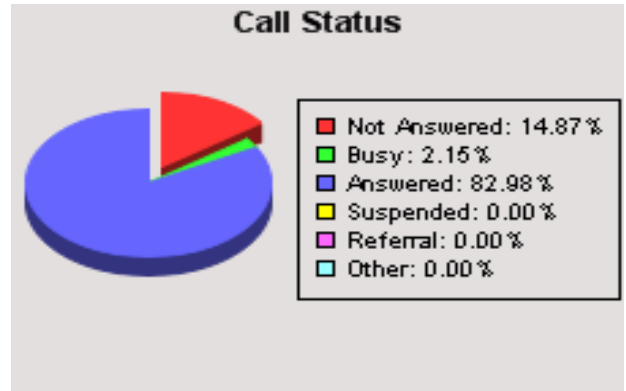
- Total YTD calls and calls by day of week
- Total calls answered, buys or unanswered
- Ability to listen to recorded calls



The link to enter the site can be accessed via [acdelcotechconnect.com](http://www.acdelcotechconnect.com) ([http://www.acdelcotechconnect.com/html/tss\\_leads\\_tracking.jsp](http://www.acdelcotechconnect.com/html/tss_leads_tracking.jsp)). Click on the Total Service Support tab and then Internet Leads and Call Tracking Program and follow the directions on the home page of site. The data is updated by the 15th of each month. Both White and Blue Level TSS accounts should have received a letter from ACDELco/SMG with their login information. If you did not receive your letter please contact Maura Sullivan or Shirley Gurski at 800-438-2222.

## **TSS Telephone Etiquette**

Are you looking to increase your business? Then one of the first places you should look at is your telephone. According to recent statistics from the 2009 Call Tracking Program almost 15% of calls that come into independent repair shops go unanswered, 82% of these calls were during regular business hours.



Of course answering the phone is only the first step, the greeting is just as important too. Answering your shop's telephone is often the first contact and, therefore, the best opportunity to make a favorable, lasting impression of concern, care and professionalism to your customers.

ACDelco offers fantastic training for service consultants and customer handling skills. You can find out more about the entire ACDelco offering by checking [www.acdelctotechconnect.com](http://www.acdelctotechconnect.com) or by contacting your ACDelco representative.

Remember....be polite, speak clearly, and show concern for your customer and their needs.

## **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 2009. Our objective is to drive consumers to the [acdelco.com](http://acdelco.com) Web site to locate a service center in their area.

We target three types of consumers:

1. The Do-It-For-Me's who are looking for parts or service
2. The Do-It-Yourselfer's looking for parts
3. The trade customers looking for parts.

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



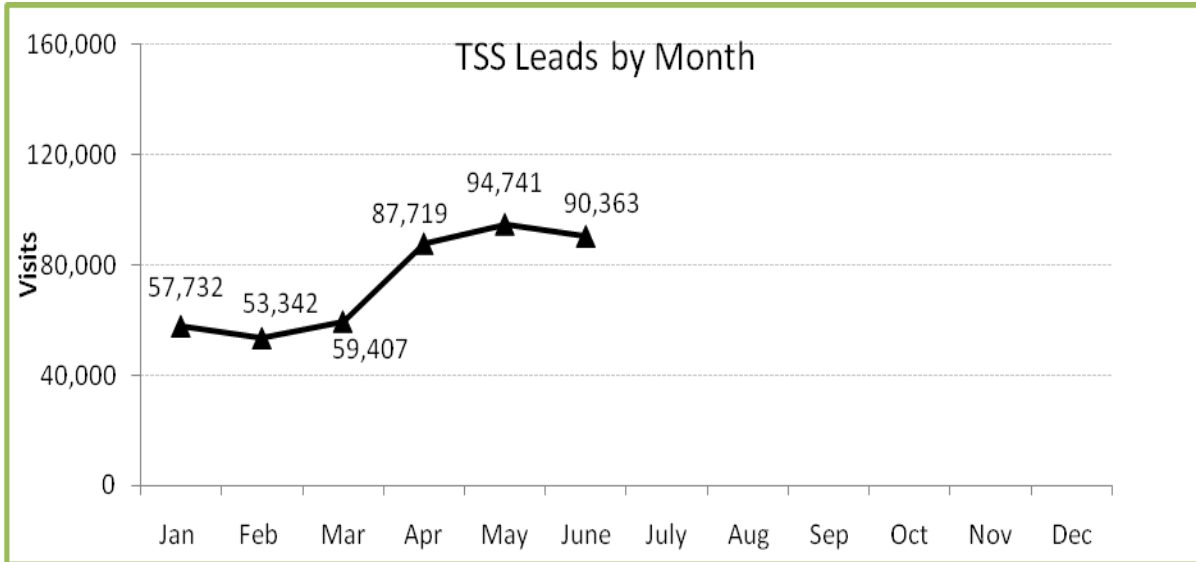
A recent survey by Google indicated that consumers have spent more time on parts websites. In fact, data shows a 35% increase from 2007 to 2008 on visits to parts and service websites. Clearly, paid searches will continue to play a very important role in research and offline purchasing.

## **People Visiting **Parts**, **Accessories**, **Services** and **Tire Sites****

(Clickstream data: unique number of people (millions) visiting the categories of sites, Mar 2008 through Mar 2009)



In the first half of 2009, ACDelco had over **30 million** impressions due to our paid search efforts. This means that the ACDelco ad was shown over 30 million times to consumers. As a result, we have seen consumers locating TSS shops for their service needs. In fact, ACDelco has already sent over 500,000 leads to our TSS accounts during the first half of 2009!



So, as consumers continue to search for automotive service, ACDelco will continue to drive them to your TSS shops. Let's continue to put on high quality ACDelco products!