

## ACDelco News - October 2009 Bulletin 09JTI-141



### Training Update

#### **Dan Carter, Manager, ACDelco Global Aftermarket Service Development**

We're proud to say that ACDelco is a leader in offering the latest service training and information to our TSS/ISC customers, and we hope you continue to take advantage of these opportunities. While we continue to provide a robust offering of classes on a variety of topics we're also constantly seeking new training ideas too.

We just launched four new Web-based training courses: GM Global Electrical Systems, Global Diagnostic Systems, Driveline Axles and Propshafts, and GM Chassis Control Systems. New TechAssists are also active and focused on 1.6L and 1.8L Engine Timing Procedures, Side Object Detection Systems and U-Van Power Sliding Door Repair. We will have added more than 50 courses to our Learning Management System (LMS) before the end of 2009.

Identifying new training opportunities is critical to effectively support your needs. Based on recent feedback, we are now offering new instructor lead and web-based classes on hybrids, Toyotas and Chryslers. More than 75 students have taken advantage of the newly released hybrid session and have completed the prerequisite courses and attended at least one ILT session since the launch of the Hybrid ILT class earlier this year! New training topics are also under consideration (including electrical and engine performance for Hondas) based on a recent survey conducted with our Blue and White TSS accounts. We are on pace to have 60,000 course completions in 2009, and we look forward to even more in 2010.

You can experience and learn about all of ACDelco's training opportunities by visiting [www.acdelcotechconnect.com](http://www.acdelcotechconnect.com) and clicking on the Training tab. You can share your feedback by clicking on 'contact us' or call the training help desk at 800-825-5886 prompt 1.

## Marketing

### **ACDelco Advantage Website – Launching to TSS Accounts!**

TSS accounts now have access to the ACDelco Advantage Brand Marketing website and can now access ACDelco logos, product images, POS material and the new customizable ad and point-of-sale template tool. In addition, ACDelco has provided templates that will assist in creating hundreds of different ads for newspapers, flyers, posters, coupon mailers, etc.

Simple step-by-step instructions will guide you in creating and customizing ads to meet the needs of your customers while highlighting ACDelco's support of your business.

Website access is available through Techconnect (either from the Marketplace tab or the Marketing Support tab); no additional logon to Advantage is needed once logged into Techconnect. The Customer Support Center will be making calls to TSS accounts to introduce them to the website and answer questions.

**Take advantage of this exciting tool today to gain additional exposure for your business!**



## Programs & Promotions

### Reminders:

#### **TSS Incentive Growth Program**

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. Don't miss this opportunity to save. For more information about the TSS Incentive Growth Program reference WD Bulletin 09D-114.

#### **ACDelco Game Time Rebate Reminder**

Now through Nov. 30, 2009, TSS/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.



## Training – Las Vegas

#### **ACDelco Training Las Vegas Style**

While you're in Vegas next month for the annual APPEX and CARS expositions, take advantage of these ACDelco sponsored training sessions.

Internal Combustion Engine (ICE) – Advanced Variable Valve Timing Technology (WE23C)

Michael Militello

Wednesday, November 4 from 1:30 – 4:30 p.m.

Islander E - Mandalay Bay Convention Center

Traction Control (TH02C)

Richard Burgard

Thursday, November 5 from 3:00 – 6:00 p.m.

Islander D - Mandalay Bay Convention Center

Back by popular demand and updated for 2009!

Controller Area Network (CAN) Systems (FR04C)

Michael Militello

Friday, November 6 from 7:30 – 10:30 a.m.

Islander D - Mandalay Bay Convention Center





**Additional Advantage Rotor Availability ([WD Bulletin 09D-125](#))**

Great news, the ACDelco has added availability on additional Advantage Drum and Rotors; applications include GM, Toyota, Jeep, Dodge and more. These new rotors can be ordered through the normal ordering process.

**Oxygen Sensor All Makes Expansion ([WD Bulletin 09D-131](#))**

ACDelco is pleased to announce the addition of 39 All Makes oxygen sensors to our Line 21 Emissions product offering. These new numbers allow ACDelco to enhance coverage against major competitors in the emissions category. These parts are competitively priced and include 1998–2008 vehicle applications (e.g., GM, Mazda, Suzuki, Honda, Audi, Ford, Porsche, Volkswagen, BMW, Mercedes, Volvo, Toyota, Hyundai, Kia, Mercury, and Dodge).

**ACDelco Refrigerant Lubricant - Product Retraction ([WD Bulletin 09D-136](#))**

Please refer to the WD Bulletin to determine the proper lubricant for all ACDelco supplied compressors. Note: Use of non-approved lubricants will void the ACDelco warranty on air conditioning system components (Ester oils are not approved by ACDelco or any OEM and will void product warranty).

Vehicle and compressor manufacturers perform extensive testing to determine the correct type and quantity of lubricant approved for their systems. Critical to these lubricants are viscosity and additives. The chart below should be used to determine the proper lubricant for all ACDelco supplied compressors.

Compressor Type	Supplied through GM-ACDelco	Viscosity	ACDelco Part Number	GM Part Number
Radial R-4	All R-134a	150	15-118	12356151
A6	All R-134a	150	15-118	12356151

Compressor Type	Supplied through GM-ACDelco	Viscosity	ACDelco Part Number	GM Part Number
All other ACDelco supplied compressors	All R-134a	46	10-5040 (8 oz. Bottle) 10-5026 (8 oz. Cartridge)	89022191 88901445

**Electronic Catalog - Helping you Look up ACDelco Window Regulators ([WD Bulletin 09D-139](#))**

This bulletin details simple methods to locate window regulators via Tech Connect, Activant, and WHI. Utilizing the three catalog look-up options (below) will make it easy for you to find the right ACDelco Window Regulator for the application you are seeking!

**Catalog Look-up Options:**

#1: ACDelco TechConnect

- Category: BODY-INTERIOR
- Sub-Category: WINDOW REGULATOR

#2: Activant supported catalogs (Activant, DST WIP, etc.)

- Category: Vision, Manuals, & Misc.
- Group: Fuel Caps, Hitches & Miscellaneous

#3: WHI supported catalogs (ACDelco.com, ACDelco WISE, WHI WIP, Nexpart, Nexcat, etc.)

- Group: Body/Cable/Misc
- Subgroup: Door/Window and Tailgate



## Relationships

### **TSS Program Benefits - Life Changing**

**By: Mark Schmidt, National TSS Advisory Council Member**

My family has been involved with the automotive service industry from almost 80 years starting with my grandfather in 1931, my father in the late 1960's, and now it's my turn. I currently own Harley's Amoco in Minot, North Dakota. I can honestly say that with the support of the ACDelco TSS program, our business has grown to a level that has surpassed all of our expectations. This growth has all occurred during a time that has been labeled as the worst economic time of my era.



I thoroughly enjoy being a part of the ACDelco TSS program, including participation on the TSS Advisory Council. I also have enjoyed the many perks associated with being a TSS, including trips, electronics, and most recently, a shopping spree for my wife and kids.

While my grandfather and father both survived hard times and difficulties, I too have had several challenges both personally and professionally. My greatest challenge to date came in 1997 with the premature birth of my twin sons who both suffered from Cerebral Palsy. The addition of the twins changed my entire life to become one that is centered on the assistance of wheelchairs for their mobility, as well as all the other considerations and equipment one must have when using wheelchairs.

ACDelco was there to help my family overcome this challenge by being able to utilize my TSS membership benefits towards the purchase of a new Chevrolet Express Conversion Van equipped with a customer lift to assist my sons in wheelchairs. We were able to use the GM Supplier Discount, which lowered the price considerably, and also received \$1,000 from the GM Mobility Program to use towards the purchase of a wheelchair lift. This vehicle was priceless when it came to meeting the needs of my family. In fact, we were so impressed with it that we upgraded this past spring to a 2009 Model Chevrolet Express Conversion Van utilizing the same benefits.



These vehicles have been an amazing comfort and value to us. Despite the current economic times that have crippled many large corporations, General Motors makes a quality product, and their support system is world class. You can see it in the way they run ACDelco. With ACDelco staying strong through these times, I can only imagine the potential for the revival of the "New GM". If the

support team of ACDelco is any indication, the professionals that represent this company have been unmatched by any of the aftermarket competition in any category. ACDelco takes care of my customers AND my family, and you really can't ask for much more than that!

## Google Local Business Listings Change

Local business results for **auto repair** near **Chicago, IL**



- A. [Midas Auto Service Experts: Chicago, IL](#) - [www.midas.com](#) - (312) 670-2505 - 7 reviews
- B. [Car-X Auto Service: Chicago - North](#) - [www.carx.com](#) - (312) 243-3111 - 10 reviews
- C. [Midas Auto Service Experts: Chicago, IL](#) - [510westrooseveltrd.midaschicago.com](#) - (312) 922-5075 - 5 reviews
- D. [Eliot's Complete Auto Repair Shop](#) - [eliotscompleteautorepair.com](#) - (773) 935-2400 - 52 reviews
- E. [Midas Auto Service Experts](#) - [www.midas.com](#) - (312) 642-0455 - 9 reviews
- F. [Pep Boys Auto Parts, Tires and Service](#) - [www.pepboys.com](#) - (773) 395-4444 - 29 reviews
- G. [Midas Auto Service Experts: Chicago, IL](#) - [www.midas.com](#) - (773) 342-8485 - 14 reviews
- H. [Andres Auto Service](#) - [www.andresautoservice.com](#) - (773) 772-0648 - 30 reviews
- I. [Firestone Complete Auto Care](#) - [www.firestonecompleteautocare.com](#) - (312) 427-1747 - 8 reviews
- J. [Enterprise Rent-A-Car - Sat Howard Orloff](#) - [www.enterprise.com](#) - (773) 227-3200 - 48 reviews

[More results near Chicago, IL »](#)

ACDelco has continued Paid search through Google for all ACDelco TSS locations. However, due to recent changes by Google, ACDelco is **no longer allowed to provide** TSS shop information to Google for their Local Business Listings. But, the TSS can.

### Action Required:

Each TSS shop should **'claim'** their information on Google's Local Business Listings. TSS shops that do not have their own website can still drive consumers to individual landing pages by linking to [acdelco.com](#) and leveraging the ACDelco brand name. Just Login to [acdelcotechconnect.com](#) and follow the path highlighted below to launch the simple instructions—There are only a few steps and it only takes five minutes!

1. Login to [acdelcotechconnect.com](#)
2. Click on the Total Service Support Tab
3. Click on the Marketplace Tab
4. Click on ACDelco Advantage Website and Navigate through the following tabs:
  - o Information
  - o TSS Brand and Product Information
  - o Internet Support
  - o Click on the file 'Google Local Business Center Listing How-to Instructions

*TSS shops without their own website can link consumers via [acdelco.com](#)!*