

■ Product

Line 36 – Power Steering Line Improvements

(WD Bulletin 09D-184)

ACDelco power steering pumps now have improved traceability for end of the line test validation. An independent shop reminder card titled “Tips for Successful Installation” is also included with each part that provides installation reminders and tips. To assist automotive technicians with power steering service, ACDelco now offers a power steering training module in our new Comeback Prevention Seminar.

ACDelco’s power steering pump line has always provided customers with an industry-leading product that is backed by outstanding technical support. ACDelco tests every power steering pump for pressure, flow and leakage to maintain quality. We also have a more robust degreasing process prior to painting each pump that provides an improved appearance. This is just a sampling of the numerous product enhancements ACDelco has made to the power steering pump line over the past year, and we will continue to monitor and provide a quality product moving forward.

Line 11 - All New All Makes Window Regulator Product Launch

(WD Bulletin 09D-167)

ACDelco is pleased to announce a new All Makes Window Regulator line. The Line 11 ACDelco Window Regulator program is a high quality aftermarket line offering the fit, form and function of a premium aftermarket offering at a competitive price. Line 11 features 862 regulators, motors, assemblies and window switches covering GM, Ford, Lincoln, Mercedes, Jeep, Chrysler, Toyota, Honda, Nissan, Mitsubishi, and Dodge vehicles.

Vent Port Location Change on the 100-6YR Battery

(WD Bulletin 09D-160)

As a running change, the vent ports have been moved on the ACDelco 100-6YR battery, GM part number 19002274. The change moves the vent ports two inches (2”) away from the battery terminals. This change does not impact the dimensions of the vent port itself, nor does it affect the vent tube in the vehicle. There is no change required for the installation method used on the 100-6YR Battery. There will be no part number change.



Changes in Specifications for Select 60 Series Batteries

(WD Bulletin 09D-132)

You will see that some 60 Series battery part numbers have different specifications than in the past. With more electronics and increased electrical accessories that are being added to vehicles, Reserve Capacity (RC) is becoming more important in today's vehicles. There are small decreases in Cold Cranking Amps (CCA) which, in many cases, are offset by increases in Reserve Capacity (RC) to accommodate increased electronics. Affected 60 Series Group sizes are 24, 24F, 25, 35, 49, 65, 2670, 75 and 78. There will be minimal application loss as a result of these changes. Also at this time, customers will see a label change with the removal of the warranty booklet that mirrors the changes that are occurring on the Professional Battery Line. (*Chart below*)



| BCI | ACDelco Part # | GM Part Number | Today | | | | Future | | Interstate MT | | Interstate I | | East Penn | | Exide | |
|------|----------------|----------------|-------|-----|-------------------|-------------------|--------|---------|---------------|-----|--------------|-----|-----------|-----|-------|-----|
| | | | RC | CCA | Old Weight (Lbs.) | New Weight (Lbs.) | New RC | New CCA | RC | CCA | RC | CCA | RC | CCA | RC | CCA |
| 24 | ACD24-60 | 88900671 | 95 | 630 | 36.54 | 35.95 | 113 | 600 | 110 | 600 | 90 | 530 | 90 | 550 | 90 | 525 |
| | ACD24F60 | 88900683 | 95 | 630 | 36.54 | 36.05 | 113 | 600 | 110 | 600 | 90 | 530 | 90 | 550 | 90 | 525 |
| 25 | ACD25-60 | 88900685 | 85 | 560 | 32.63 | 32.46 | 100 | 550 | 100 | 550 | - | - | 90 | 550 | 80 | 525 |
| 35 | ACD35-60 | 88900681 | 85 | 540 | 32.63 | 29.04 | 88 | 500 | 100 | 550 | 80 | 450 | 90 | 550 | 85 | 525 |
| 49 | ACD49-60 | 88900692 | 125 | 895 | 49.46 | 48.30 | 130 | 825 | 130 | 750 | - | - | 185 | 900 | 110 | 690 |
| 65 | ACD65-60 | 88900677 | 140 | 875 | 41.78 | 40.92 | 120 | 750 | 130 | 675 | 120 | 575 | 130 | 675 | 130 | 650 |
| 70DT | ACD2670 | 88900672 | 95 | 580 | 31.22 | 29.95 | 100 | 550 | - | - | - | - | 80 | 540 | | |
| 75 | ACD75-60 | 88900669 | 90 | 680 | 33.48 | 32.17 | 90 | 630 | 93 | 650 | 80 | 550 | 90 | 650 | 90 | 630 |
| 78 | ACD78-60 | 88900682 | 100 | 710 | 37.58 | 35.89 | 110 | 670 | 120 | 700 | 90 | 550 | 110 | 690 | 100 | 630 |

Programs/Promotions

2010 TSS Program and Enhancements

(WD Bulletin 09D-182)

Changes have been made to the TSS program for 2010 that increase the incentive to buy ACDelco parts. These changes will provide the ability for TSS accounts to earn more ey points than ever before, receive more training at no extra charge, and drive more business to TSS shops from the acdelco.com retail locator. TSS accounts will be placed in either the red, white, or blue level based on their reported 2009 purchases. For 2010, Red level accounts will have now access to free instructor-led training courses and the White level has been expanded too. Listed below are the benefits by level:

Red Level TSS Benefits: Less than \$12,000 in reported purchases for 2009

- Earn up to 5% on ey card
- All web-based training, including seminars and Tech Assists, are available at no extra charge.
- One student for each instructor-led training course will be provided for no extra charge. Additional instructor-led courses will be available for \$175.
- Consumer Assurance Program
- Customer Satisfaction Index (CSI) program
- Use of ACDelco customizable advertising materials on acdelcoadvantage.com
- Marketplace Discounts (Over 30 member benefits!)
- Automotive Service Educational Programs (ASEP)

White Level TSS Benefits: \$12,000 - \$35,999 in reported purchases for 2009

- All red level benefits
- Up to three students for each instructor-led training course
- Accounts placed into acdelco.com retail locator and Internet leads tool, which currently sends over 60,000 monthly business leads to TSS accounts
- Eligible for ACDelco image materials and signage
- Eligible for technician contests

Blue Level TSS Benefits: \$36,000 or more in reported purchases for 2009

- All red and white level benefits
- Unlimited access to instructor-led training
- Accounts given preferred recognition on acdelco.com retail locator and Internet leads tool
- Eligible to participate in call tracking program
- Additional marketing and technical support as available



2010 ACDelco exclusively yours® TSS Rewards Program

(WD Bulletin 09D-177)

TSS accounts earn prize points for every ACDelco-reported purchase, once the minimum monthly requirement is attained. In 2009, the monthly minimum is \$1,500, and in 2010, this changes to \$1,000. The maximum payout is 4% in 2009 and that is being increased to 5% for 2010. These funds can be put back into your business or spent on yourself. Rewards increase as your purchases increase and are paid out monthly based on prior month's purchases. For more details, log onto www.acdelcotechconnect.com, click on the Total Service Support tab, then click on Marketplace. You will find details on this and every other benefit available to our TSS customers!

ACDelco GM Service Information (SI) ePromotion

(WD Bulletin 09D-174)

ACDelco will continue to run the promotion for WIP/WISE/WISEConnect users to receive GM Service Information (SI) at no additional charge (for the following month once they reach a target of \$3,000 in ACDelco purchases, via WIP/WISE/WISEConnect in any given month). Users may combine their purchases from multiple accounts, such as WISE, WISEConnect and even WIP accounts from multiple places can count toward the GM Service Information (SI) ePromotion, as well as all other ACDelco nationally administered ePromotions.

For Jobbers that Service Fleet Accounts: 2010 ACDelco Key Fleet Program

(WD Bulletin 09D-181)

This is an overview of the 2010 ACDelco Key Fleet Program, effective January 1 – December 31 2010, including enhancements related to the training benefit qualification levels to help grow ACDelco parts purchases. Key Fleet accounts will be placed in either the red, white, or blue level based on their reported 2009 purchases. In 2010, Red Level accounts will have now access to free instructor-led training courses. Listed below are the benefits by level:

Red Level Key Fleet Benefits: Less than \$12,000 in reported purchases for 2009

- All web-based training, including seminars and Tech Assists, are available at no extra charge.
- One student for each instructor-led training course will be provided for no extra charge. Additional instructor-led courses will be available for \$175.
- GM Service Information (SI) Discount
- Diagnostic Hotline Access
- Bosch Diagnostic Equipment Availability
- SPX Equipment Discount
- WIP Availability
- GM Service and Training Manual Discounts
- Complimentary Babcox Magazine Subscription
- TechConnect Website & Newsletter
- GM New Vehicle Discount (Excludes Government Fleets)

White Level Key Fleet Benefits: \$12,000 - \$35,999 in reported purchases for 2009

- All Red Level benefits
- Up to three students for each instructor-led training course

Blue Level Key Fleet Benefits: \$36,000 or more in reported purchases for 2009

- All Red and White level benefits
- Unlimited access to instructor led training



Beware – Vehicle Towing & Repair Telephone Scam

A number of auto repair shops and towing businesses are currently being targeted with a vehicle repair towing phone scam that abuses the Telecommunications Relay Services (TRS). The TRS is a telephone service that allows persons with hearing or speech disabilities to place and receive telephone calls. Essentially this is how the scam works; first the scam artist places a call through the TRS to a local auto repair business stating they want to send their vehicle to the shop for repairs. The scammer then gives the shop a credit card (in some cases, up to three credit card numbers) to charge repairs and shipping fees. The scammer asks the company to wire the shipping amount to the “towing company” that will be delivering the vehicle. The money is actually being wired to the scam artist. Later, the shop receives a call from their credit card processor informing them the card was a stolen card and charges will be reversed on the shop’s merchant account. The shop has been scammed and is unable to recover funds.

This scam currently appears to be heavily targeting businesses in the major automotive repair industry; however, the wire money scam has been around for a long time and can easily be altered to target other business types.



One of our very own ACDelco TSS shops recently got hit with this same scam. Mark Schmidt of Harley’s Automotive Service in Minot, North Dakota sent us a note that said: *“I’ve received at least three of these “relay” calls in the past couple of months. With the last two I figured out it was a scam. The first one I actually listened to for a while but figured something was amiss and finally just hung up after about a half-hour conversation with an AT&T operator.*”

Have any of you been hit with this scam or fell victim to a similar scheme? Feel free to share your thoughts by e-mailing Steve Sheldon at steven.sheldon@gm.com.

The Better Business Bureau reminds **ALL** businesses:

- To keep their guard up and never wire money to any unknown person(s) regardless of whether they have given you a credit card to cover the cost
- Inform all of your employees to beware of similar phone calls
- Make policies about payment processes and make sure all employees follow protocol regardless of whom the individual is making the purchase

Individuals who receive a TRS/towing or vehicle repair request communication, such as the one described above, are encouraged to file a complaint at www.fcc.gov reporting the incident.

ACDelco’s Intune Gets a Makeover!

The Q4 2009 edition of ACDelco *Intune* should have arrived on TSS/ISC doorsteps in November. You will notice it has taken on a new look, feel and message. *Intune* has been overhauled to be more helpful and intuitive for consumers by focusing on maintenance reminders, auto tips and feature stories that complement the services you provide. The new ACDelco *Intune* allows shops to personalize each issue for their individual shop, and is a great piece for customers to read while sitting in your waiting area. Even better, *Intune* will be available electronically on acdelcoadvantage.com (for TSS accounts) so additional copies can be downloaded.



To better position content to the appropriate reader, technical content previously included in the quarterly *Intune*, will now be integrated into the TechConnect News. We hope you enjoy the changes we’ve made to the publication as we continue to be committed to helping you strengthen customer relationships with the new ACDelco *Intune*.

AAPEX / CARS / SEMA Highlights

ACDelco Made an Impact at Industry Week

Automotive Aftermarket Industry Week (AAIW) descended upon Las Vegas November 2 - 5, and so did ACDelco and GM Performance Parts (GMPP) by making its presence known at the Automotive Aftermarket Products Expo (AAPEX), Congress of Automotive Repair and Service (CARS), and the Specialty Equipment Market Association (SEMA).

As many of you know, AAPEX and SEMA generate the largest group of key decision-makers for our industry. More than 132,000 professionals from around the globe attend AAPEX and represent the \$405 billion global automotive aftermarket. CARS is a source of the most current and relevant product and service offerings, management and technical skills training available in today's market. The SEMA show also attracts over 100,000 industry leaders from over 100 countries.

Here is a quick snapshot of some of the exciting GM and ACDelco activities that took place in Las Vegas:

- ACDelco supported CARS with training classes on internal combustion engines, advanced variable valve timing technology, traction control and controller area network systems.
- At SEMA, GM Performance Parts introduced the E-ROD concept vehicle, a '55 Chevy, powered by the innovative, new E-ROD crate engine that includes a complete LS3 engine, emissions equipment and supporting components that enable classic cars to pass California's stringent emissions requirements.
- ACDelco's Steve Sigg was a key participant in a panel titled "The Role of the Internet in Shaping Parts and Accessories Sales in 2009 and Beyond" to discuss our innovative ebusinesses solutions.
- GM showcased five new Camaro concepts, including a race-ready, twin-turbocharged V-6 concept built for talk show host and auto enthusiast Jay Leno.



ACDelco TSS Owners Participate on Industry Week Panel in Las Vegas

A couple of members from some of ACDelco's industry-leading TSS shops participated in a panel titled, "What Are Owners Doing Differently Today That They Weren't Doing 18 Months Ago." The panel was part of an aftermarket education session at the CARS conference. ACDelco TSS participants included:

- Mitch Schneider (host) – Schneider's Automotive, Simi Valley, California
- Mike Brewster – Gil's Garage, Burnt Hills, New York
- Terry Wynter – Terry Wynter Auto Service Center, Fort Myers, Florida

Participants were accompanied by Diane Larson of Larson's Service Inc. as well.



Each aftermarket veteran brought some interesting insights to the discussion regarding how repair shop owners are doing things differently in today's competitive marketplace. Here are just a few of the valuable points they shared:

- On the Client Services side of the business they discussed:
 - Enhancing the client service experience by providing convenience and consistency when people come in for vehicle repairs
 - Providing constant communication that is easy for customers to understand
 - Focusing on changing attitudes toward service with exceptional customer service, a positive attitude and a couple of smiles couldn't hurt either
- From an Operations standpoint they focused on:
 - Emphasizing maintenance with checklists, inspections and consistency
 - Communicating with your staff on a regular basis
 - Continuing education and encouraging internal idea generation and sharing
 - Reducing expenses by monitoring, evaluation and manage all business expenses as closely as possible
- Last but not least, on the Marketing and Advertising front they discussed:
 - Focusing marketing resources toward the acquisition of new customers but making sure not to forget the customers you already have
 - Moving marketing into the Digital Era by using the Internet, e-mail, shop Web sites, Facebook, Twitter and other online intelligence tools
 - Looking into different advertising avenues that may reach a different customer base or add energy to traditional ways your shop has advertised in the past

These were just a few of the many outstanding items these ACDelco TSS experts shared in Las Vegas, and we hope to bring you more real-world insights as we transition into the New Year. Here are the parting words they shared with the guests that attended the panel: *"Remember, to go where you have never gone before... You must dare to do what you have never done before."* Inspiring words.

eBusiness

Action – New Catalog Features available in WHI WIP

(WD Bulletin 09D-170)

Together, ACDelco and WHI Solutions have developed numerous new features for WIP eCommerce in 2009 to benefit parts sellers and their customers. The key focus has been on speed and performance both to increase part sales and reduce order processing costs. The following new features will be available on November 20, 2009. For support on any of these new features, please contact WHI support at 914-697-9400.

Integrating E-mail and Social Media Tools in to Your Business

We know today's consumers are turning to the Internet more and more for vehicle repair and service information. Shops are seeing an increase in the use of e-mail and Web sites to make appointments, request quotes and even ask service questions. Nothing beats a good face to face conversation, but in some ways communicating electronically is sometimes quicker and more cost effective.

One free online tool to reach people that some ACDelco customers are experimenting with is creating a Facebook fan page for their shop.

Facebook is one social media tool/site that can help customers get connected to your shop online. Some TSSs are posting service deals

on Facebook and even finding new customers by connecting to a vast network people who are already fans of their shop. If you've used Facebook or any other online tool to connect with customers and would like to share your experiences, we'd enjoy hearing from you. Please send us a note at steven.sheldon@gm.com.



Annual Checklist for a Strong Business

There are a number of things a business should do at the beginning of each year that will help make the transition in to a New Year smooth and hopefully make their shop successful and prosperous. Here are just a few tips to consider:

- *Business & Marketing Plans* - Review your overall business and marketing plans. If you don't have a business or marketing plan, consider creating some goals for your shop for the year to make sure your business is heading in the right direction.
- *Training* - Establish a training schedule with your technicians to keep them educated on the latest vehicle technologies and repair methods.
- *Taxes* – April 15 comes sooner than you think, so begin sorting, cleaning and filing documents and information as you prepare for tax time.

A Picture is worth a Thousand Words or Maybe \$1,000

We have been made aware of a couple situations where TSS accounts have been recently broken into and robbed. Today's auto repair shops have tons of valuable equipment, both big and small, and it can be hard to keep track of all the tools you have and their locations. Having pictures of your assets can assist with the process of reporting the stolen items to the police and with placing a claim with the insurance company.



TSS/ISC accounts should consider taking pictures (or video) of their tools, equipment, and other valuables in their shops. Save the photos or video recordings in a safe place, and keep good notes with those images regarding the brand of each item, the date it was purchased and what you paid for it. Keeping receipts is also helpful, especially with insurance companies, so you can get a more accurate estimate on your missing items. Hopefully you'll never have to use these photos, but spending a few hours snapping a couple shots around your shop will save you a ton of time and heartache down the road.

**Happy Holidays
See you in 2010!**

