

**ACDelco Leadership Message****Paul Johnson, General Director Global Independent Aftermarket, ACDelco Sales & Marketing**

I wanted to take a moment to update you on where we are today relative to General Motors and ACDelco so that you're better informed when communicating with your customers.

You are no doubt aware that on February 17, General Motors submitted to the United States Treasury a comprehensive global restructuring plan that demonstrates GM's long-term viability. GM is working with its key stakeholders as the company implements the actions outlined in the plan to create a revitalized, more cost competitive company, dedicated to developing world-class vehicles and leading advanced propulsion technologies.

As announced initially in October, 2008, we are actively seeking a buyer for the business. Presently, there are a number of serious potential buyers conducting thorough due diligence on our global business and with whom GM is now in in-depth discussions. To protect their and our interests, however, the names of these potential buyers must remain confidential. Whether or not these discussions come to fruition only time will tell. I can tell you that our intent is not to protract these discussions, but bring them to conclusion prudently and in a reasonable timeframe. If we are unsuccessful at finding a buyer that will provide us the value that we are seeking, then GM will retain ACDelco, and we will continue to stimulate growth by investing in the business, addressing issues and taking advantage of every opportunity.

I'm proud to report that ACDelco is off to a good start in 2009. We've had good sales performance the first two months of this year, and we are continuing to strengthen and grow our business through the offering of new products, launching new programs and addressing some strategic initiatives that our customers have been asking for.

ACDelco is clearly one of the most highly recognizable brands in the automotive aftermarket and has a proven track record of providing high-quality parts and services for GM and non-GM vehicles globally. We believe that the opportunities for ACDelco across the global automotive aftermarket are tremendous, either in its present form, or under a new owner. I appreciate your ongoing support and commitment as we work toward becoming an ever stronger, more successful company.

**Pointers on ey Points****Tom Whitelock, ACDelco TSS Program Manager**

By purchasing and installing quality ACDelco parts, you've been adding points to your *exclusively yours*<sup>®</sup> (ey) Rewards card. That means you have some tough spending decisions to make because the number of items available with your ey card is well into the millions! Here is an "ey strategy guide" with some tips and tricks to the world of shopping that is the *exclusively yours* Rewards Collection.

**Your Point Balance**

There are two ways to check your points balance — call the 800 number on the back of the card, or follow these simple steps to check on the ACDelco Incentives website:

Visit [www.acdelcotechconnect.com](http://www.acdelcotechconnect.com),

- Click on the Rewards-Travel link along the left side of the home page, or the Incentives link at the bottom of the home page.

- On the Incentives page, click “Click here to login.”
- To log in, enter your six-digit TSS number immediately followed by the last four digits of your SSN.
- Under “Point Redemption,” click on the blue box that says, “How many points do I have right now? FIND OUT!”
- This link will launch a new browser window. Input your Rewards card number and click “GO.”
- Next, enter the randomly generated code on the left, then your card’s ID security number on the right.
- Click “GO” once more, and a page with your card’s current available balance will be displayed.

### Spending Your Points

Now that you know your points balance, where can you spend the points? That information also is available on the same website.

- On the points balance page, click the “Home” button in the upper left.
- There it is ... an online mall with links to store descriptions and websites.
- You can also find a store list on the ACDelco Incentives home page.

Your *exclusively yours* Rewards card points extend beyond great retail merchants, travel and sporting events. Use points to shop online at [www.AwardHQ.com](http://www.AwardHQ.com) for more than 3,000 items categorized by lifestyle, as well as experiential options such as packages to the Sundance Film Festival, the MTV Movie Awards, “Saturday Night Live” and more. There is even a collection of items that help charities such as the American Heart Association and breast cancer awareness.

### Tracking Points

The road to earning lots of points on the exclusively yours Rewards card begins with your Rewards program performance. Let’s clear up any confusion about the new 2-3-4 format.

**The key difference between the 2008 program format and the 2009 program is that this year, every month is a fresh start. Each month stands on its own, and the Rewards percentage you earn is as follows:**

- **Less than \$1,500 = 0%**
- **\$1,500 - \$2,999 = 2%**
- **\$3,000 - \$4,499 = 3%**
- **\$4,500 - + = 4%**

You can track your monthly performance on the ACDelco Incentives website. To view your personal Rewards Program performance report, select “Rewards” in the top banner and click on “Reports” in the menu. Also being made available as a benefit of the TSS program is the personal opportunity report which includes a wealth of information about your business, including a participation checklist, your current points earnings, and a breakdown of your ACDelco purchases by product line.

Rewards points, in-depth online purchase reports and tons of shopping options — all exclusive benefits of the TSS Program.



Product

### Product

#### **Wear Sensor Is Now Included With GM OE Cadillac Brake Pad 171-0980**

ACDelco OE Cadillac brake pad, part number 171-0980, will now include a wear sensor. It replaces part number 171-641. Part number 171-0980 will fit 1998-2002 Cadillac Seville SLS and STS.



### ***New Aftermarket H6 Air Conditioning Compressors***

ACDelco is pleased to announce the addition of 19 new (not remanufactured) aftermarket H6 Compressors. The new compressors offer an improved design over the original 6-cylinder design with 10 cylinders, aluminum/teflon coated pistons, and dowel pins. The original equipment (OE) H6 compressors will continue to be available from ACDelco. With the addition of the new aftermarket compressors, ACDelco offers you more choices to grow and capture the air conditioning business in your market. Contact your local ACDelco Distributor today!

### ***Four Reinstated All Makes Fuel Strainers***

In November / December 2008, four low volume All Makes fuel strainers were discontinued in error. The parts have been reinstated and are available. The part number detail and application info are below:

- TS48 = 25163639 which fits 1983 - 1991 Ford / Lincoln / Mercury cars
- TS55 = 25163646 which fits 1988-1990 Dodge trucks & vans
- TS58 = 25163649 which fits 1984 - 1990 Chrysler / Dodge / Plymouth cars
- TS103 = 25180682 which fits 1993 - 1996 Infiniti / Nissan cars

### ***New ACDelco Belts & Hoses (Line 35) Product Coverage***

ACDelco announces the addition of 185 all-makes parts to the Belts & Hoses product line. The expansion includes the following categories:

- Alternator Decoupler Pulley
- Dual Sided V-Ribbed Belt
- FleetRunner V-Belt
- FleetRunner V-Ribbed Belt
- Idler Pulley
- Molded Heater Hose
- Molded Coolant Hose
- Automatic Belt Tensioner
- Timing Belt Tensioner
- Timing Component Kit
- V-Ribbed Belt Kit
- V-Ribbed Belt

### ***AASA Fuel Pump Manufacturers Group Launches New Internet Resource for Technicians***

The AASA Fuel Pump Manufacturers Council (FPMC) recently launched its new website – [www.fuelpumpinfo.org](http://www.fuelpumpinfo.org) – to assist professional technicians in diagnosing and repairing fuel delivery systems.

“Technicians and shop owners shouldn’t feel alone if they are frustrated by the fuel pump and module repair work in their bays,” said Tommy Thompson, AASA FPMC chairman. “Warranties in this area are near double digits in the automotive aftermarket industry. This causes a domino effect, resulting in increased administrative expense for all levels of distribution for freight and handling, loss in confidence of the product you are selling or installing, and – more importantly – higher downstream prices for the product to cover the additional expense,” he explained.



The new AASA FPMC website provides professional technicians with information and education about the latest trends in fuel system diagnosis and repair.

Designed for easy navigation, the AASA FPMC website's categories include:

- Fuel disposal procedures
- Steps to proper diagnosis and repair
- Fuel handling safety tips
- Recommended equipment vendors for fuel testers
- Technical service bulletins (TSBs)
- Alternate fuel information

- Frequently-asked questions (FAQs) about servicing fuel systems

“The key to reducing warranty in the distribution chain is diagnosis,” Thompson said. He noted the three critical items in the fuel delivery system technicians should check prior to replacing the fuel pump include: system pressure; volume or fuel flow; and the amperage or current draw of the fuel pump circuit. Matt Gibbard, fuel pump product specialist for ACDelco, participates in the AASA Fuel Pump Manufacturer’s Council. The council is strongly encouraging ISCs to utilize the website and provide feedback or suggestions. This information and article can be found by visiting [www.aftermarketnews.com](http://www.aftermarketnews.com).



## Marketing

### 2009 Digital Marketing Update

ACDelco will continue to focus on promoting the Blue and White level TSS locations in 2009 via various digital platforms. This includes placing locally targeted ads on search engines and Internet Yellow Pages (IYP) sites with the goal of driving consumers to your physical store location.

So where are these ads appearing, and how are they helping you?

Geographically targeted ads are appearing on the top three search engines (Google, Yahoo!, and MSN), Internet Yellow Pages properties (YellowPages.com, SuperPages.com, YellowBook.com), local search sites (Citysearch.com) and more than 100 other sites (RepairPal, Edmonds). Because these ads are targeted based on the physical location of the user, we can provide actual location information including phone number and street address.

Your local TSS location can appear in a number of different places, depending on the type of search a consumer is doing. On a search engine, your location will be promoted through a combination of paid search ads and local map listings.

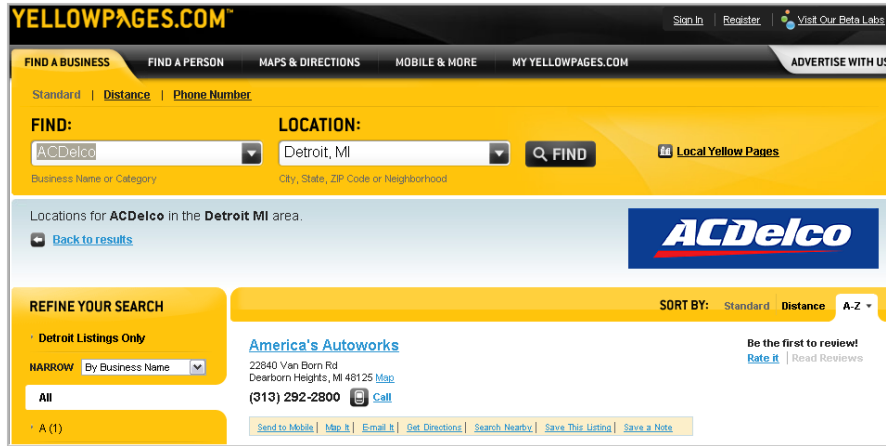
Paid search ads appear along the right side of a search engine results page, and drive users to a web page that is populated with TSS location information.



Local map listings appear when a user does a search that contains a geographic modifier (such as Jackson TN in this example). Again, location information is provided right away to users, allowing them to instantly make a phone call or choose the location.



Lastly, locations will also appear on Internet Yellow Page sites, again with a phone number and address information.



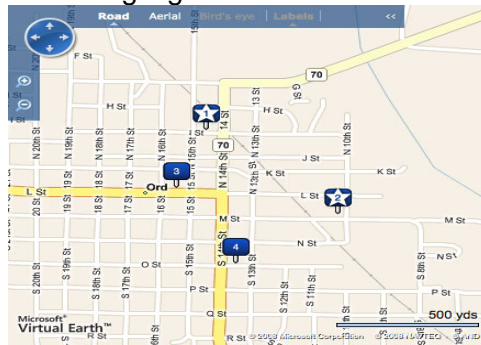
### **IMPORTANT**

Based on the large scale of this project, some general information is provided to these platforms, and will override any information that you may have already created and imported to these sites. If you prefer to have your information appear in the manner in which you have already worked hard on, please send an email to [renee.l.david@gm.com](mailto:renee.l.david@gm.com), and your location will be removed from our expansive efforts. This will ensure that your hard work to promote your business remains intact.

### ***ACDelco.com Locator Changes***

Because of recent changes in the 2009 TSS Program, a few changes were made to the locator on ACDelco.com in mid-February. The changes are:

- Locator will show Blue and White Level TSS Accounts
- Blue Level TSS accounts will be highlighted with a white star on the pin



The locator will continue to function as it has in the past with the number 1 pin being the closest location to the center of the zip code that has been entered.

### ***Consumer Call Tracking for Blue Level TSS***

In February StarCom MediaVest Group, our local Internet search advertising agency, contacted all Blue Level TSS accounts to determine if they would like to participate in the TSS Phone Tracking Program. ACDelco will offer a free service where TSS accounts sign up to have their phone number tracked via our Local Internet Search. Here is how it works:

- Special test numbers are set-up. These test numbers are transferred to the TSS shop in a quick and seamless way without any interruption for the consumer.
- If a TSS decides to participate in the Phone Tracking Program, they will notice that their phone number is different on the acdelco.com locator. Even though the phone number is different, it will still go directly to their business.

Beginning in March, the TSS accounts will have access to a new tool that will provide the following:

- Total Leads as a result of Internet Search
- Total YTD calls Monthly call summary
- Calls by day of week
- Calls by time of day
- Average call duration
- Total calls answered, busy or unanswered



All Blue Level TSS customers are encouraged to take advantage of this great marketing tool today! If you have any questions or concerns regarding this program, please contact SMG Directory Marketing at 800.438.2222.



## Program & Promotions

### Programs & Promotions

#### **ACDelco GM Service Information (SI) ePromotion**

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.

WIP/WISE/WISEConnect users may combine their purchases from multiple accounts, such as WISE, WISEConnect and even WIP accounts from multiple DDGs to count toward the GM Service Information (SI) ePromotion, as well as all other ACDelco nationally administered ePromotions. To combine multiple accounts, the WIP/WISE/WISEConnect user simply selects the "Tools" tab and then selects "Account Profile." Once inside the Account Profile, select "Link Accounts" and enter the applicable WIP/WISE/WISEConnect account number(s) to be combined. When this process is complete, it does not need to be repeated for future promotions. The ePromotion will run from Jan. 1 to Dec. 31, 2009.

#### **2009 Winning Hand Spring Consumer Mail-In Rebate Promotion**

In an effort to drive business to TSS and ISC shops, ACDelco has a new promotion that allows shops to communicate to consumers the need to properly maintain and repair their vehicles at a time when they need it most. Two times throughout 2009 (Spring and Fall) ACDelco will send ePostcards to potential customers on behalf of shops that enroll in the 2009 Winning Hand Promotion that invite consumers to the shop for maintenance and a mail-in rebate.

During this promotion, ACDelco will be offering a customer mail-in rebate totaling 10% of the purchase and installation of the ACDelco automotive replacement parts on one repair invoice. The first consumer mail-in rebate period will be May 1–31, 2009.

Prospects will be identified using consumer e-mails already captured within each qualifying shop management system and by using the Selective Consumer Locator to search through a shop's consumer service area to best match one of ACDelco's promotions to a vehicle's current need.

A second consumer mail-in rebate period is targeted for October 2009. Details of the fall consumer rebate will be communicated at a later date, but shops are encouraged to enroll into the spring and fall Winning Hand Promotions together to save time.

March 10–April 17 shops may sign up for this promotion by visiting [acdelcotechconnect.com](http://acdelcotechconnect.com) and simply clicking on the "2009 Winning Hand" link from the "What's New" section. From the link, each shop will be directed through a brief enrollment process. The Winning Hand promotional fee has been reduced to \$25 per promotion.

#### **GM Parts Powertrain ey & Rewards Program**

Effective March 1, 2009, ACDelco Total Service Support (TSS) accounts are eligible to receive 100 ey Reward points for every GM Parts engine, transmission, transfer case, and eligible GM Performance Parts engine (excluding engines used for circle track or race applications) purchased from a participating ACDelco DDG member or GM Dealership. By combining two great programs we want to further enhance the ACDelco TSS Program by rewarding you for your loyalty to the GM family of products. Rewards are

recorded by the selling GM Dealership or participating ACDelco DDG Member. Be sure to communicate that you are an ACDelco TSS when ordering your GM Parts Powertrain and provide your ey account number and email address for account validation.

Non-TSS ISCs will also be eligible to receive 75 Reward points in lieu of the ey card option. These points may be redeemed at [www.AwardHQ.com](http://www.AwardHQ.com). There are many merchant choices that participate in the new GM Parts Powertrain Rewards Program and can be found on the award headquarters' website listed above. There are more than 3,000 products including merchandise, travel, media, event tickets, experiential awards and much more!

To receive your GM Parts Powertrain Rewards make sure the selling GM Dealer or ACDelco DDG reports your sale, along with a valid email address. An email with confirmation of your Reward will be sent to you within 5-10 business days after the sale has been reported. The GM Parts Powertrain Reward is a bonus in addition to the proven value of Genuine GM Parts and our powerful 3-year/100,000-mile (whichever comes first) labor and parts limited warranty.

## Racing

### ***Kurt Johnson Kicks Off the 2009 NHRA Season***

The 2009 NHRA Pro Stock Championship Drag Racing season got under way with two races in February. There are two more races on the schedule for March, including the 2009 ACDelco Gatornationals taking place in Gainesville, Fla., March 12 through 15. Kurt Johnson had an outstanding 2008 season and finished in the top 10 in the 2008 Full Throttle Series – the 16th consecutive time he has finished in the top 10. In fact, Johnson has never finished outside of the top 10 in his career. He recorded his career-best time and speed and extended his streak of winning at least one race per season to 14 consecutive years. Track Johnson's progress throughout the year as he drives his ACDelco Chevrolet Cobalt to victory by visiting: <http://www.acdelco.com/racing/kurt-johnson/>.



## Training

### ***ACDelco Hybrid Service Training Update***

As you may have heard in past TSS/ISC Newsletter articles, the ACDelco training group has recently introduced an entire curriculum focusing on hybrid vehicles. Even though hybrid vehicles typically carry an extended manufacturers' warranty, there are still many service aspects that provide opportunities to the aftermarket TSS/ISC. In addition to the newly introduced web-based training courses available through the ACDelco Learning Management System (LMS), there are now two entirely new seminar and instructor-lead training courses available.

One new aspect this new curriculum brings to the world of ACDelco training, is the introduction of course prerequisites. Due to inherent safety concerns associated with the higher currents involved in working on hybrid vehicles, ACDelco training now requires that participants complete some prerequisite courses prior to attending some hybrid courses. The intent of the prerequisites is not to limit course attendance, but to assure that course participants arrive to training with a common base level knowledge. Instructors have been directed to not let participants into the class unless they have completed the prerequisites. If someone shows up to the class without completing these courses, they will not be admitted into the class. All the prerequisites can be found and taken on-line, visit [acdelcotechconnect.com](http://acdelcotechconnect.com) and click on the training tab.

These two new training courses include:

**Hybrid Aftermarket Service - Seminar (S-EL06-42.01SEM)** - This three-hour seminar covers many aspects of vehicle operational characteristics and non-warranty vehicle service procedures that will begin to arrive at your service center. This new seminar will help get your technicians comfortable with this new vehicle technology. The seminar focuses on the unique service and operational characteristics of various hybrid vehicles currently out on the road. This is a great warm-up seminar to take prior to the new instructor-led training course listed below. Your local Market Area Service Manager (MASM) will be happy to schedule a training session at a location near you. Contact your local ACDelco representative for details.

**Hybrid Systems and Technology - Instructor Lead Training (S-EL06-12.01ILT)** - This full-day, hands-on, instructor-led training course covers many vehicle service situations that will begin to arrive at your service center. The hands-on exercises assure that the technician will be able to safely perform high-voltage system disabling, diagnostic and common repair procedures on two-mode hybrid vehicles. The course consists of instruction and exercises related to current production hybrid vehicles including fundamentals, safety procedures, diagnosis and repair of the two-mode hybrid vehicle that are performed by students working in groups. This course has several course prerequisites that are required prior to being able to enroll for the class. Check-out the new hybrid training path within the ACDelco LMS, these new courses are sure to generate a lot of interest in your shop!

## Education

### **2009 ACDelco TSS Scholarship Deadline Approaching**

The ACDelco TSS Program Educational Scholarship Award is a great way to help reduce educational costs while improving one's skills and knowledge — just what is needed in this challenging economy.

TSS service center technicians as well as the dependents of TSS owners, technicians and service writers are eligible for the \$3,000 scholarship. **The deadline for submitting an application for the 2009 scholarship is March 31, 2009.** The scholarship is designed to help defray the costs of a college degree, such as tuition, books, housing or other educational costs.

### **Qualifications**

To be considered for the scholarship, applicants must meet all of the following criteria:

- Be currently employed as a technician at a TSS service center or a dependent of a TSS service center owner, technician or service writer
- 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 U.S. or have eligibility to permanently work in the United States

### **Applications**

The scholarship application and other supporting documents — such as a personal statement, letter of recommendation, official transcript and documentation of awards or certificates — must be submitted properly to be considered. Scholarship applications postmarked after the due date of March 31, 2009, will not be accepted.

The TSS Advisory Council will make the final selection decisions in April, with winners notified in May.

Applications can be downloaded from [www.acdelcotechconnect.com](http://www.acdelcotechconnect.com). Click on the “Total Service Support” tab, then choose “Marketplace,” which is in small blue type under the words “TOTAL SERVICE SUPPORT – Program Overview.” From there, scroll down until you see “College Scholarship Program.” Click on this section for details and to download the applications.

## Communications

### **Consumer Neglect Offers Aftermarket Sales Opportunities**

*Aftermarket Magazine News Article*

Results of vehicle check-up events at community car care events across the country in April and October 2008 revealed that 80 percent of vehicles need service or parts, underscoring the huge untapped DIY and DIFM sales opportunities for the automotive aftermarket, the Car Care Council reported this week.



The unsatisfactory condition of vehicles also reinforces the continued need for consumer education about the benefits of regular vehicle care, maintenance and repair. An analysis of vehicle inspection forms, submitted from event coordinators in several states, shows that 80

percent of the vehicles checked during National Car Care Month in April and Fall Car Care Month in October needed parts replacement, service or fluids. For example, in nearly one out of every 10 vehicles the “check engine” light was on. The top problem areas were motor oil, windshield wipers, air filters, belts, hoses and lights.

“Vehicle check-up events are typically the focus of community car care events sponsored by repair shops, parts stores or distributors in cooperation with local vocational schools, media, civic groups and others,” said Rich White, executive director, Car Care Council. “While these events are free to consumers and serve as community relations builders, most aftermarket businesses who participate experience an increase in sales and customers as a result.”

When checking lubricants and fluids, the three top failure rates were: low, overfull or dirty motor oil at 32 percent; inadequate washer fluid levels at 23 percent, and low, leaky or dirty coolant at 23 percent. Transmission, brake, power steering and clutch fluids were also checked and had failure rates of 17 percent or less. Approximately 15 percent of vehicles had front windshield wiper failures and 10 percent needed service to rear wipers. At least one belt was reported as unsatisfactory in 18 percent of the vehicles inspected, and 7 percent required at least one new hose. New air filters were needed in 18 percent of the vehicles, while 7 percent needed new PVC filters.

The “check engine” light was on in 9 percent of the vehicles. Battery cables, clamps and terminals needed maintenance in 10 percent of the vehicles inspected, while 9 percent of the batteries were not properly held down. Eleven percent had either a green, dark or clear/yellow charge indicator light. Improperly inflated tires were found on 15 percent of the cars, and 12 percent had worn tread and were in need of replacement. Opportunity exists even in a challenged economy. - *Aftermarket News Article*

So as you gear up for the Winning Hand Consumer Promotion coming this spring, keep these ideas in mind. Customers are looking for your expert opinion!