

ACDelco TSS/ISC & AJP Newsletter – July 2009 (Bulletin 09TSS-091)

Leadership Message – re: inventing GM & ACDelco



Paul Johnson, General Director Global Independent Aftermarket

June 1, 2009, marked a defining moment in the history of General Motors and ACDelco. Below is the letter that was distributed to all ACDelco Customers from Kevin Williams (GM North America Vice President and General Manager – SPO) and me during that same week. You may have already seen this letter but we wanted to make it available in the event you hadn't. In a continuing effort to keep you well informed, please also visit the website www.gmreinvention.com as it has been designed to be your window into the re: invention of General Motors and ACDelco.

Kevin Williams distributed this letter to our ACDelco Customers on June 4, 2009:

June 1, 2009, marked a defining moment in the history of General Motors—and ACDelco. Building on the substantial progress made to date, GM made important announcements about the progress of our efforts to address the financial challenges caused by the current economic climate, and to accelerate GM's drive to become a winning company for the future.

The dramatically changing global landscape and economic conditions have created the urgent need, and the opportunity, for GM to reinvent both the car and our company. All of our key stakeholders – U.S. and global governments and taxpayers, unions, employees, retirees, suppliers, dealers and you, our ACDelco distributors – are playing a vital role in our reinvention.

On Monday, General Motors announced that it had reached agreement with the U.S. Treasury and Canadian Government that will provide a "fast-track" to a competitive future for the "New GM".

Under this agreement, GM's strongest operations and brands around the world, including ACDelco, will form a new company, the New GM, which will have substantially less debt and lower operating costs than GM historically has carried. The New GM will pursue the viability plan announced by GM on April 27th, focused on producing winning results by putting the customers first, concentrating in the U.S. on our Cadillac, Chevrolet, Buick and GMC brands, and continuing to invest in green, energy-saving technologies. The New GM will be laser-focused on continuing and accelerating the strong advances we have made in developing award-winning cars and trucks, including the Chevy Malibu (2008 North American Car of the Year), the Cadillac CTS (2008 Motor Trend Car of the Year) and its Buick lineup (tied for 1st in JD Power's 2009 Vehicle Dependability study).

Because GM's sale of assets to the New GM already has the support of the U.S. Treasury, the Canadian and Ontario governments, the UAW, and a substantial portion of GM's unsecured bondholders, GM expects the sale to be approved and consummated expeditiously in the next 60 – 90 days. During this period, GM is open for business and will honor all customer commitments such as warranties, incentives, discounts and other customer related programs. And new U.S. government guarantees of manufacturers' warranties have been established to reassure consumers without requiring any extra time or paperwork for car buyers or owners.

What does this mean to you, our ACDelco distributors? First, ACDelco will be a significant, viable part of the New GM—a leaner, stronger General Motors that retained ACDelco because of its tremendous value. We intend to move through this process with speed and accuracy. Within the New GM, we think the role of ACDelco will be re-invigorated and possibly even bigger, with a potentially growing role for our distributors who aggressively back the ACDelco proposition. The New GM is here to stay, and we intend to compete hard day in and day out with products that are second to none.

Thank you for your continued support.

Sincerely,



Kevin W. Williams
GM North America Vice President
General Manager, Service & Parts Operations

Keep Your Customers in Fine Form with the New MPVI Form!
Tom Whitelock, ACDelco TSS Program Manager



ACDelco has developed a new Multi-Point Vehicle Inspection Form (MPVI) that will help service technicians' work effectively with customers and build relationships.

This form was created as a result of our Total Service Support Advisory Council's request to have a form that was standard among the ACDelco TSS and easier for consumers to understand. It gives a visual of the vehicle condition a glance that helps the customer understand what you have inspected.

The new ACDelco MPVI Form can be ordered over the phone with a credit card. Just call 1-866-700-0001 and ask for item #AM-FM-0065-09. The cost is \$40.00, plus shipping and handling, for a carton of 500.

In these tough times it is more important than ever to build a lasting and quality relationship with every customer we have. The MPVI form is meant to do just that.

The form is titled "ACDelco VEHICLE INSPECTION REPORT". It includes fields for Name, Year/Model, Date, Repair Order #, VIN, Odometer, and Email Address. The main body is divided into several sections: INTERIOR (AC, Lighting, Heating), EXTERIOR (Headlights, Brake Lights, Turn Signals), WIPER BLADES, CHECK TIRE AND TREAD DEPTH (Left Front, Left Rear, Right Front, Right Rear), CHECK BATTERY, CHECK FLUID LEVELS (OK, FILLED, REQUIRES ATTENTION), and CHECK BRAKES. There is also an "ADDITIONAL CHECKS" section with a list of items to inspect and a table for recording results. The bottom right corner has fields for Business Name, Technician Name, and Next Appointment.

TSS Advisory Council Q&A

We wanted to take a moment to address a few questions the South Central TSS Advisory Council has recently received about a variety of ACDelco and aftermarket industry topics. Hopefully the answers to these questions provide insights for a number of you that were interested in learning more about the same subjects.

Q: Can TSS Accounts get a message out to the general public that they offer Dealership quality Repairs and can TSS accounts use a slogan like "Quality Parts - Honest Repair"?

A: ACDelco TSS program participants have always been able to refer to the use of ACDelco parts. In fact, ACDelco encourages TSS participants to use the statement "ABC Automotive featuring ACDelco Automotive Parts." As far as the quality of repair, that statement is the responsibility of the individual business.

Q: Can we get more advertising support stating that we are portrayed as qualified or authorized repair facilities?

A: We are constantly reviewing our messaging and the TSS program. At this time ACDelco does not "authorize", "certify" or "qualify" independent service centers.

Q: Can we take Business Management Classes?

A: ACDelco has 27 different business courses available on the ACDelco training site. Go to AcDelcoTechConnect.com and log into the training site. On the front page of the site is a link that will list the available course. The link is located under the "Business Training" section and then click on "Web-Based Courses".

Q: Can we get counter training for Service Writers?

A: Many of the business courses on the ACDelco training site are also useful for counter people. There are also product courses that are located in the "Self-Study Reference Material" section of the training site. These are courses developed for sales people to improve product knowledge. They are not intended to make the student a technician but to help them understand vehicle systems and parts. They also have ACDelco features and benefits.



Q: We need schooling for counter people on TSS benefits.

A: We have recently redesigned the TSS section of ACDelcoTechConnect.com creating a TSS marketplace. The marketplace lists the TSS program benefits with links to detailed information and how to take advantage of the benefits. Visit ACDelcoTechConnect.com, click on the "Total Service Support" tab and then click on "TSS Marketplace". You will need to log in with your TSS number and zip code.

Q: Other suppliers have easier systems to use – In comparison to ACDelco's WIP - are you working on making your system similar?

A: While more detail is needed to fully answer, here is what we know about how the ACDelco WIP product compares to other catalogs.

Other System:

- Related parts mappings has with much wider coverage
- Can drill down to Part Type
- Does have mandatory MFG line code transmission

ACDelco WIP:

- Labor is a completely separate lookup from parts in other systems, in WIP Parts and Labor are on the same display
- Categories do not match Mitchell1 OnDemand categories in some others. In WIP, they match exactly
- WIP vehicle identification is much better than some others.

Some general statements about comparing catalogs available via Mitchell1 integrations:

- ACDelco catalogs are faster at basic lookups
- Parts and Labor are available on the same screen in WIP but not in other catalogs
- Parts ordering processes are identical between O'Reilly's and WIP
- WHI groups match OnDemand groups identically
- Integration between ACDelco and Mitchell1 is the cleanest in the industry

ACDelco is committed to providing the best user experience possible, and is actively pursuing projects to close any gaps between competitor catalogs and interfaces and ACDelco WIP and WISEConnect.

Q: DDG's can't look up parts using the VIN numbers. Is this being addressed?

A: The prospect of utilizing VIN lookups has two valid options, and both are currently under evaluation for potential inclusion in WIP and WISEConnect. The Proquest catalog for OEM part numbers does have VIN lookup and is currently available to DDG's.

Q: Cataloging is missing data and the layout on the parts ordering system is not user friendly. Are you addressing this?

A: Catalog data issues are constantly addressed by improving the processes between formulating the data at the manufacturer level here at ACDelco, and by improving the data mapping processes at the catalog providers when manufacturer data is provided to them. ACDelco is actively working on making WIP and WISEConnect better than the competition. Gap analyses have been performed and action is underway to meet or exceed each point where ACDelco products are perceived as lacking when compared to the competition.



Programs & Promotions

2009 Summer Brake Bucks (WD Bulletin Number: 09D-086)

The Brake Bucks Summer Promotion begins July 1, 2009 thru August 31, 2009. Customers who purchase and install ACDelco DuraStop friction parts (pads, shoes or loaded calipers) will earn up to 10 points per vehicle (5 points per axle); one point equals one dollar in purchasing power. Points can be redeemed towards the purchase of more than 3,000 products including merchandise, travel, event tickets, food and more.



Reminder:

Take Advantage of Your GM Supplier Discount!

TSS, shop owners & employees are eligible for the GM supplier discount on most new 2008 and 2009 GM vehicles at participating GM dealerships (eligibility may change at any time without notice and some models may have limited availability). Vehicles may be taken from dealer stock or ordered. In addition, the GM supplier discount can be combined with most other regional incentives for even greater savings. Savings using the supplier discount varies depending on model.

Photo: New 2010 Chevrolet Equinox



Log onto www.acdelcotechconnect.com to get a supplier discount personal authorization number. Just click on the Total Service Support tab then click on the GM Vehicle Supplier Discount button (right side of page). You will need to log in by entering your 6-digit TSS code (it begins with a 6) and your zip code. Once you're on the GM Vehicle Supplier Discount page, just scroll down to the bottom of the page and click on the link www.gmsupplierdiscount.com and follow the necessary steps. Note: **It's important to always access the GM supplier discount website through acdelcotechconnect.com** to ensure the correct company code for TSS participants.

TSS shop owners and employees are eligible to receive two supplier discount authorization numbers per person per year. For additional information about the GM supplier discount or if you have questions about the authorization number process, call 1-800-960-3375. When calling, please state that your company name is TSS/ACDelco, not your individual service center name. If you have any questions about the TSS program or any current ACDelco activities, contact the Customer Support Center at 1-800-825-5886, prompt 0.



Marketing

Racing Update

Halfway Through the Racing Season KJ Continues to Fight

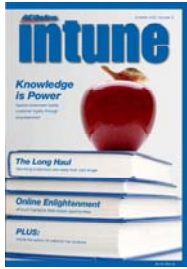
Kurt Johnson and his ACDeClo Chevrolet Cobalt continue earning points and securing solid qualifying times each week, but are still on the hunt for that first elusive win this year. With just over a dozen races left in the season, KJ has 552 points. He's more than 450 points off the leader, Jeg Coughlin, but with a win or two in the next few races Kurt could move right near the top of the point standings.

The race schedule in July includes the Mile-high NHRA National in Denver, Colo. July 10-12, the NHRA Northwest Nations in Seattle, Wash. July 17-19 and the Autolite NHRA Nationals in Sonoma, Calif. July 24-26. Visit the ACDelco Racing/Kurt Johnson Facebook Fan Page to stay on top off all of the action at:

<http://www.facebook.com/home.php?#/pages/ACDelco-Racing-Kurt-Johnson-NHRA-Pro-Stock/58168271909?ref=ts>



ACDelco Intune Issue #3



The third issue of Intune Magazine will ship to our customers during the week of July 13, 2009. Catch highlights from an extremely successful ACDelco Knowledge is Power women's car care clinic held in Arizona. Get an insiders look at a unique classic car collection auction and read about a three-generation family ACDelco shop in Montana. You get all of this and more inside Intune.

Feedback Requested on TSS Customizable Newsletter

Attached is a snapshot of the April, 2009 TSS Customizable Newsletter that was posted on www.techconnect.com. The intent of this newsletter is to provide you with a tool that you can customize with your business name & logo along with any site specific promotions, etc. Once you've completed the customization process, you can easily fold the letter and mail it to your customer base (or edit to email as an attachment to customers).



We need your feedback on this tool. Are you using it? Can we enhance it to make it more useful/impactful? Please forward all comments to debra.lalonde@gm.com or provide feedback to your TSS Advisory Council representative. We will include your comments during the July 16 TSS Advisory Conference Call.

Internet Leads and Call Tracking Tool

ACDelco is very pleased to announce its new Internet Leads Tool which 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 Google, 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. You can view a sample of this advertising by clicking on the "Listing Sample" link once you have logged into the site.

The link to enter the site can be accessed via acdelcotechconnect.com (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.



Enhancement to WIP and WISEConnect (WD Bulletin 09D-085)

A new button titled "Display Parts" has been recently placed on the catalog screen of both WIP and WISEConnect. This upgrade now places four total buttons on the Catalog page (in the Group/Subgroup selection screen): Display parts, Display Parts & Labor, Display Labor Only and Search Repair Specs & Diagrams.



GM SPO Best-In-Class According to NASPC



Five of GM Service and Parts Operations (SPO) warehouses in North America were recently named among the top 10 most improved in the industry according to the North American Service Parts Conference (NASPC), which benchmarks warehousing facilities on efficiency and a number of metrics.

“Any way you look at it – supply chain, telematics, sales and marketing – GM is one of the most compelling benchmarks in the aftersales space ... and it's not just me saying it, it's the Asians, Europeans, and other domestics who are saying this” said David P. Carlisle, Chairman of the Board, Carlisle & Company, Inc.

In 2009, 75 percent (16) of GM SPO's warehouses are in the top 20 percent and the home of the best-in-class. In 2002, SPO had only two warehouses in the top 20 percent.

New Suspension Seminars

ACDelco has recently completed work on a batch of fresh new suspension seminar presentations that are sure to get your interest. These six new suspension seminars have the ability to be tailored to fit your shops training needs. These seminars are different from the traditional 3 to 4 hours single-topic seminars and were developed to offer more flexibility to your shop and the seminar presenter.

Two, three or even four "mini-topics" can be chosen from the list of six available topics and can be merged into a single seminar that moves quickly and covers a lot of information.

The six mini-seminars currently available include:

- Base suspension
- Tires, wheels and alignment
- Electronic suspension controls overview
- Electronic suspension controls diagnostics
- Automatic leveling controls
- Tire pressure monitoring



Whether it's a new suspension seminar, customer satisfaction seminar, or HVAC System Diagnostics, enrollment couldn't be more convenient. To enroll, simply log onto www.acdelcotechconnect.com and select the "Training" tab on the home page to access the Learning Management System (LMS). You must be a registered user in order to gain access into the LMS. If you are not a current user or need help with your user ID and password, contact the Help Desk between 8:00 a.m. and 5:00 p.m. (ET) at 1-800-825-5886 and select prompt 1. You will need your organization's six-digit account number available to register as a user.