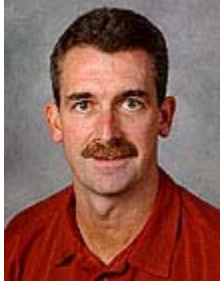


ACDelco TSS-ISC-AJP Newsletter August 2009 (TSS Bulletin 09TSS-106)



Launching New ACDelco Advantage Brake Rotors and Drums

Timothy Murray –Director, Maintenance and Repair Business



As part of ACDelco's continuing reinvention, we are pleased to introduce **ACDelco Advantage**, a new competitive segment of products designed to offer your customers an ACDelco-branded alternative at an even more affordable price.

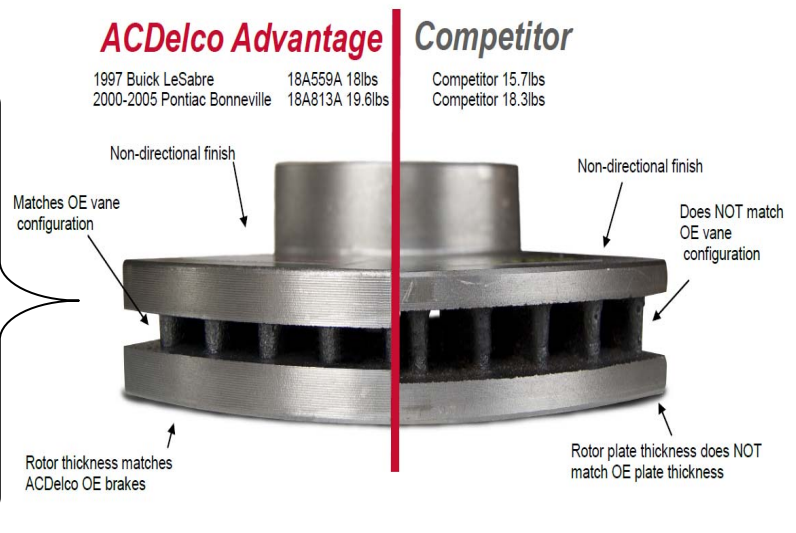
Products that earn this name will have a fit, form and function similar to OE specifications and will be available for most vehicle makes and applications. *ACDelco Advantage* products will come with the quality, customer service and warranty ACDelco customers have come to know and expect—giving them an “advantage” over the competition.

Our first ACDelco Advantage product is a new line of brake rotors and drums that will launch August 5. We've seen that the aftermarket brake landscape is continuing to shift to the growing “Good” and “Unbranded” segments. The ACDelco Advantage line of rotors and drums is designed to meet this market shift with an enhanced brake offering and will capitalize on this growth opportunity while complementing our GM OE & DuraStop product lines to ensure we have the right products for the right customers.

In past communications, we have shared our need to be more aggressive and go after additional brake business; the new *ACDelco Advantage* brake rotor and drum line, coupled with the brake promotions currently in market, will help us increase our presence in the brake replacement market. Please take a look at some of the highlights of this great new offering:

Advantage Brake Rotors & Drums Include Features You'd Expect at a Much Higher Price [\(WD Bulletin 09D-105\)](#)

- Rotors and drums are mill balanced to ensure the rotors function properly. Many other brands use weights in the rotors which could come loose, or do not balance them at all.
- Rotors have a non-directional finish which helps to ensure that the brake pad mates properly to the rotor surface.
- Corrosion resistant coatings to reduce rust which could develop while product is being stored.
- All *ACDelco Advantage* drums and rotors qualify for the ACDelco 12-month, 12,000-mile warranty protection.



Product Launch Details

- Phase 1 consists of 104 part numbers covering the most popular GM applications, of which 84 part numbers released on August 5, 2009 represented 85% of the volume of Phase 1.

- Phase 2 (October 1, 2009) will include coverage for some of the most popular all makes and all models applications, as well as expanded coverage for GM applications.



Leadership Message – re: inventing GM & ACDelco

You may have already received the ACDelco Customer letter that was distributed in July. However, in the event you didn't see it, we are attaching it below for your information:

July 10 officially marked a new chapter in GM's history. We are rebuilding our company to create a "new GM" – the General Motors Company – and working toward restoring America's trust.

The new GM will include world-class cars and trucks, a strong dealer network, focused on customer service excellence, and it will also include a strong Aftersales operation. In fact, ACDelco – one of the most recognizable brands in the world – will unquestionably be a key component of GM's Aftersales Operations. We will work harder than ever to tap into what we believe is an incredible opportunity for GM and for you, our customers, by developing an enhanced value proposition for ACDelco with compelling product lines and services which will allow both of us to profitably grow our businesses in the lucrative automotive aftermarket.

We're excited about our future, and we thank you for the support you have provided throughout our transformation.

*Paul Copses
Executive Director
GM SPO Sales and Marketing*

*Paul Johnson
General Director
Global Independent Aftermarket*



Relationships

Contract Notice Letter Sent to TSS Accounts **Tom Whitelock, ACDelco TSS Program Manager**

Recently, TSS accounts received a letter from the United States Bankruptcy Court Southern District of New York which gave them a user I.D. and password to the website "www.contractnotices.com". This website is designed to give suppliers the ability to check the status of their contracts. Because TSS accounts have a contract with GM, they were included in this mailing even though they are not suppliers. When TSS accounts visited this website, they may have seen their TSS contract status listed as "Noticed", which is defined as: *The contract has been designated by Purchaser for potential assumption and assignment to New GM.*



Please be assured that all TSS accounts will continue to receive all the benefits of the TSS program. And with the establishment of New GM on July 10, the contract status on the Web site should be updated to "Assumed".



Programs & Promotions

Time's Running Out – 2009 Summer Brake Bucks (WD Bulletin 09D-086)

Reminder – You still have time to participate in the 2009 Summer Brake Bucks promotion but it ends on **August 31, 2009!** TSS and ISCs 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). Points can be redeemed toward the purchase of more than 3,000 products including merchandise, travel, event tickets, food and more. This is always an easy and effective way to grow your brake sales!



The summer is hot and so are ACDelco brake sales! Visit with your WD and/or ACDelco rep for further details.

GM Parts Powertrain Rewards You with exclusively yours® rewards points when TSS/ISCs purchase eligible GM Parts. ISC shops earn 75 **exclusively yours®** rewards points for every eligible Genuine GM Parts Engine, Transmission and Transfer Case that they purchase. If the shop is a current ACDelco TSS, they can earn 25 additional **exclusively yours®** rewards points for each eligible purchase. Registration is automatic. All the shop needs to do is furnish their email address to their GM Powertrain Dealer or ACDelco DDG, wait for the one-time profile completion email from GM_earnpower@maritz.com, and then they'll be able to track and spend their award points on-line. Options include popular brands of merchandise, event tickets, entertainment experiences, on-line travel, books, music and more. Purchase a GM Parts Engine, Transmission or Transfer Case today to start earning your rewards.

TSS & Key Fleet Program Level Evaluation: Revised Process (WD Bulletin 09D-097)

Bulletin 08D-155, dated October 10, 2008, stated that in July we would evaluate each TSS and Key Fleet account's purchases for the first six months of 2009 and adjust their red, white, or blue level accordingly. Due to the difficult economic conditions our customers have faced this year, we are announcing a new evaluation strategy whereby adjustments will be made for increased sales but not reduced for decreased sales. Please refer to the bulletin for details.

Marketing

TSS/ISC & AJP Customizable Newsletter Available


Be sure to take advantage of the ACDelco Newsletter which can be customized and sent to your customers. This great tool is available at www.acdelcotechconnect.com. The August newsletter includes information on the importance of maintenance & has plenty of 'white space' so you can advertise your specific programs/promotions, upcoming specials, etc. It's that simple and can be quickly addressed and mailed to your customers.

The Importance of Vehicle Maintenance

For most people, a vehicle is a major investment, second only to buying a house. A study by the National Institute for Automotive Service Excellence (ASE) found that at least half of consumers neglect routine maintenance, with young people being the least likely to keep up with service schedules. Almost two-thirds of automotive technicians believe that consumers can take care of their vehicles' maintenance and repair needs for less than \$500 annually. Considering the average cost and complexity of a new vehicle, you may be penny-wise and dollar-foolish if you neglect routine maintenance.

What do we mean by "vehicle maintenance"?

Vehicle maintenance means keeping all the systems and features functioning as closely as possible to the manufacturer's original design intentions. Routine maintenance should be an ongoing process that begins when the vehicle is new, because any machine that receives use will also accumulate wear. Proactively tending to your vehicle's maintenance needs is likely to help your vehicle start, run, and stop as the manufacturer intended, so you get the maximum amount of performance, reliability, and service life. Periodic inspections of the vehicle's systems are the easiest way to monitor its health.



Tips for Better Mileage

- Keep your engine properly tuned.
- Keep your tires properly inflated.
- Use the recommended grade of oil.

Source: <http://epa.gov>

Systems Check

Oil and Oil Filters Having your oil and oil filter changed, at least as often as recommended by the manufacturer, is likely to generate the single biggest return on your routine-maintenance investment. Replacing the dirty oil and filter will help protect the internal parts of the engine from premature wear. It's important to use the recommended grade of oil for your vehicle for the best protection and fuel mileage. See your vehicle owner's manual for the recommended oil change interval, or follow the oil-life monitoring system, if your vehicle is equipped.



Air Filters A dirty air filter prevents the engine from breathing properly, which can decrease performance and make the engine work harder. Let your vehicle breathe! Change the air filter once a year or when recommended in your owner's manual; change it more often if you drive in dirty or dusty conditions. If your vehicle is equipped with a cabin air filter, change that too. A dirty cabin air filter reduces the airflow through the vehicle's ventilation system. Cabin air filters help keep pollens, fumes, smoke, and other materials from reaching the inside of a vehicle. See the owner's manual to determine if your vehicle is equipped with a cabin air filter.

INSERT YOUR LOCAL PROGRAM / PROMOTION, SPECIALS, ETC. HERE

To download the latest edition visit

www.acdelcotechconnect.com:

- Click on the Marketing Support tab at the top
- Click on the bullet below "Promoting ACDelco in Your Market – Find out how!"
- Select Customizable Customer Newsletters in the box on the right side of the page
- Login as a TSS account and then launch the August 2009 Customizable Newsletter & Modify as appropriate

July Trade eNewsletter

All TSS and ISC accounts that have provided ACDelco with their email addresses received the July Trade e-Newsletter on July 15th. If you or your accounts do not automatically receive this email, then just provide the email addresses by logging on to www.acdelcotechconnect.com and clicking on "Sign up for the Trade e-Newsletter" link in the "What's New" column. To view the e-Newsletter, just click on the following link:

<http://acdelcotechconnect.com/july09newsletter>.

Parts Catalog on acdelco.com is Changing

To meet the needs of our trade customers, ACDelco will be changing the Parts Catalog Link (circled below) on acdelco.com. Starting today, the link will now take you to a catalog that displays the parts data without the ability to purchase the part online. Consumers will still have the ability to shop online by clicking on the Shop ACDelco button below.

