

■ Product***Remanufactured Rotating Electrical Product Upgrades***

The ACDelco brand stands for quality. To further enhance that reputation in the remanufactured rotating electrical aftermarket, ACDelco has announced product upgrades to Line 33 Alternators and Starters.

On many top selling parts in the remanufactured product line, ACDelco will use 100% new regulators on alternators and 100% new solenoids on starters. These product upgrades make ACDelco the only brand using 100% new regulators and solenoids in our most popular remanufactured parts.

New Quality Label

The upgraded product will be easy to identify with the addition of a gold quality sticker applied to the top of the box. The upgraded products will be shipped automatically as new orders for alternators and starters are processed.

Root Cause

When making repairs on rotating electrical systems, in-depth diagnosis is needed before parts replacement, including checking other components and conditions that might affect system performance, such as any Diagnostic Trouble Codes, battery health and fluid contamination

Fluid contamination is often the root cause of the failure of starters. For instance, oil intrusion into a starter will degrade the brushes to the point where they will not make good electrical contact with the armature/commutator. Inspect the old starter; if it appears to be oil soaked, repair the source of the leak (i.e. valve covers, intake valley, etc.). Fixing the oil leak will reduce the chance of a customer comeback.

More Information

For more information on how to prevent early failures of alternators and starters, check out the Comeback Prevention seminar (S-DS11-01.01SEM). To learn more about the latest technology used in modern charging and starting systems, attend the Advanced Charging and Starting Systems Diagnostics seminar (S-EL06-20.01SEM). Contact your local ACDelco distributor to learn when a seminar will be held in your area.



New OE Engine and Transmission Components now Available!

WD Bulletin 10D-042

ACDelco announced the launch of new General Motors OE engine and transmission components (Lines 37 and 51) last fall. The good news is they're now available, with GM's Service and Parts Operations (SPO) opening 476 popular part numbers for intake manifolds, manifold gaskets, engine oil cooler lines, harmonic balancers, tensioners, 4WD actuator motors and more.



ACDelco Expands Professional 5YR Battery Lineup

WD Bulletin 10D-039



ACDelco has added 19 five-year batteries (5YR) in the Professional Series, bringing the total to 21 part numbers. The ACDelco Professional 5YR batteries are priced very competitively, giving your customers excellent value for a terrific product. They also carry a 20-month free replacement warranty.

The American-made 5YR battery has the same construction as ACDelco's Professional 6YR and 7YR batteries.

Catalog Update: DuraStop Technical Assistance Toll-Free Number Correction

WD Bulletin 10D-035

The 2009 DuraStop Brake Parts Catalog (14A-100-09) incorrectly lists the toll-free technical assistance phone number as beginning with "800." The correct number for U.S. callers is **1-888-701-6169**. The technical assistance representatives have great information at their fingertips and we encourage you to take advantage of it.

29 New Clutch Parts now Available

WD Bulletin 10D-038

Supporting ACDelco's initiative to offer more parts for more vehicles, 29 new All Makes clutch kits and clutch hydraulics part numbers are now available – including 11 key parts for Japanese and European vehicles. Also, ACDelco has released four new pre-filled hydraulics kits that are great problem-solvers for hard-to-bleed Ford and Jeep applications. We're looking at more additions to this important product line, so watch for more information.



■ Programs/Promotions

Get a Free Wiper Blade Rack from ACDelco

WD Bulletin 10D-037

ACDelco just launched a great program that rewards your shop for selling ACDelco wiper products. From March 1 through April 30, 2010, TSS and ISC shops that place a qualified order for ACDelco wiper blades, through an ACDelco DDG, may choose one of several wiper racks based on the order size. The rack choices include:

- A 2-foot wall rack (R-MP2218A) or shelf organizer (R-MP2220A) for orders of \$200 and more
- A wheeled floor stand (R-MP2217A) or outdoor cabinet (08-RA-0283-04) for orders of \$300 and more.

The attractive racks put replacement wiper blades front and center in your shop, reminding customers about their worn, streaking or chattering old blades.



Parts Points Product Rebate Program

WD Bulletin 10D-022

ACDelco just launched the 2010 Parts Points Product Rebate Program. During select months throughout the remainder of the year, ACDelco will feature different product lines that TSS and ISC customers can purchase to earn points on their ey reward cards. Every point earned equals \$1 in purchasing power, which can be used to purchase more than 3,000 products and services – from merchandise and travel to event tickets, dining and much more! As the spring selling season approaches, points can be earned on the purchase of ACDelco DuraStop Friction and Wiper Blades. There's no minimum purchase required – and like we mentioned, every point is worth \$1 toward some great products and services.

ACDelco Revises GM SI ePromotion with new Automated Award Redemptions

WD Bulletin 10D-033

ACDelco has revised the GM Service Information (SI) ePromotion with a new automated award redemption process. Once a WIP/WISE/WISEConnect user reaches the \$3,000 in ACDelco purchases (regardless of when this is achieved in any given month) a link will appear below the promotional meter for the GM SI promotion giving the user direct access to GM SI for the next calendar month. If an account continually attains the monthly \$3,000 ACDelco purchase requirement, the link will remain active each month.

GM Service Information (SI) for Blue Level TSS & KFLT Accounts

WD Bulletin 10D-046

ACDelco is pleased to offer authentic GM Service Information (SI) at no additional charge for all Blue Level TSS & KFLT accounts, a \$900 value, beginning March 8, 2010. Qualifying accounts will receive an email to confirm they've been approved as a new user and another email to provide the User ID and password. Any outdated email addresses can be changed by the ACDelco representative or through the customer support center at 800-825-5886, prompt #0. Once an account has their user ID and password, they may access GM SI by going to acdelcotechconnect.com and selecting the Service Information link from the homepage.



■ Relationships

ACDelco Intune – Use it to Your Advantage

As you know, for 2010, the focus of the publication has shifted to the consumer, with interesting, easy-to-read stories on maintenance, new ACDelco parts and promotions, and the world of autos and driving.



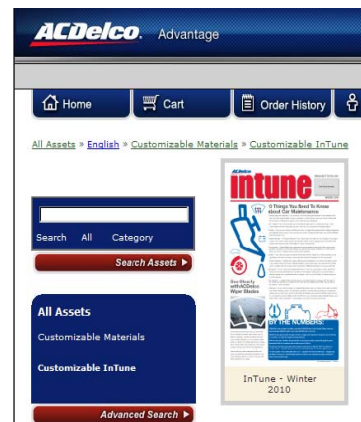
We've received terrific feedback on Intune's new format, and are excited about the upcoming issue due out in April.

Each TSS shop will receive a bundle of five issues to last the quarter. Be sure to customize each issue by either affixing a label from your shop or you can now customize it on-line!

On-line customization is easy through acdelcoadvantage.com – just follow the simple instructions below and you can add your shop logo, business hours or even a promotional message. It's your space, so use it to your advantage.

Here's how to download Intune on acdelcoadvantage.com and customize it!

- Click on the Customizable Materials
- Click on Customizable Intune (3rd bullet on the left hand side)
- Click on the Intune picture then on Customize
- Click on the Enter Shop Information (upper left hand corner) and select from several customizable options, including uploading your shop's logo
- Save customized file to your library
- Print the number of desired copies. You can also email this file to a printer or take it to them on a USB jump drive and have them print as many copies as you need.



ACDelco Intune is your connection to the customer. Use it to your advantage. Please contact debra.lalonde@gm.com if you have any questions/concerns with this customization feature.

ACDelco Marketing to Women Merchandising Materials Available Now

In 2007, the Knowledge is Power program was launched to support an ACDelco Marketing to Women initiative in the field. The program includes many merchandising items including a complete animated presentation with presenter notes, a seminar guide with helpful hints on how to run a seminar, newspaper & radio ad templates, winter & summer survival tips, banners, posters, waiting room informational booklets and post seminar surveys. As much as these materials were created with women in mind as the target audience, they also serve as a great education tool for all consumers. April is national car care month. Please take advantage of these useful tools to help support your customers' car care activities.

You can order physical and electronic items from the eStore that can be immediately downloaded from acdelcoadvantage.com website.



Special Interest



New GM Performance Parts 350/290HP Deluxe Crate Engine is a Shining, Value-Driven Alternative to Rebuilds

If your customer's worn 350 Chevy small-block engine has seen better days or he's looking to spice up the performance of his older, small-block powered car or truck, GM Performance Parts (GMPP) has the answer in its new 350/290HP Deluxe crate engine – part number 19244450.

The engine is based on the popular 350/290HP long-block assembly, but includes an aluminum intake manifold, chrome valve covers, chrome air cleaner, chrome timing chain cover, chrome breather cap, along with the necessary hardware, gaskets and installation instructions.

GMPP recommends using a Holley 670-cfm carburetor (GMPP number 19170092) to achieve the rated power levels of 290 horsepower at 5,250 rpm and 332 lb.-ft. of torque at 3,750 rpm.

Importantly, this crate engine is built with all-new parts – including the cylinder block and heads – and features a stronger “bottom end” than the standard small-block cores, including probably the worn engine in your customer's vehicle. Details include four-bolt main bearing caps (almost all production small-blocks had two-bolt mains), high-flow cylinder heads, a smooth hydraulic camshaft and durable aluminum pistons that deliver an 8.5:1 compression ratio for easy pump gas compatibility.

“It was engineered as a powerful and cost-effective alternative to rebuilding,” says GMPP's Dr. Jamie Meyer. “It's a great and durable replacement for a well-worn small-block that saves the hassles of the rebuilding process – and it's a brand-new, factory-engineered engine from GM.”

And on top of it all, the chrome dress up kit gives the engine a dash of sparkle that will surely be a source of pride for the customer, whether it's going into a work truck or an classic Camaro.



GMPP has all the parts required to complete the assembly and get the 350/290 HP Deluxe crate engine running, from the starter and distributor to the plug wires and more. High-performance cylinder heads and other components found in the GMPP catalog will take the engine to the next level of performance.

