

## ■ Programs/Promotions

### 2010 Parts Points Product Rebate Update – A/C & Water Pumps

WD Bulletin 10D-058

ACDelco's Parts Points Product Rebate Program continues May 1 - June 30, 2010. TSS and ISC employee participants will receive points on their purchase and installation ACDelco new and reman air conditioning compressors (15 points) and ACDelco water pumps (5 points). Each point equates to \$1 in purchasing power, redeemable at ACDelco's Rebate Central Website, where where than 3,000 products and services (e.g. gift cards, travel, merchandise) are offered. There is no minimum purchase required to earn points on qualified parts (not valid for fleets or new-vehicle dealerships; or on products replaced under any warranty).

Complete rebate redemption instructions are available at: [www.acdelcorebatecentral.com](http://www.acdelcorebatecentral.com) and include the following:

- Documentation must be mailed to Rebate Headquarters for both online and manual submission methods: ACDelco Rebate Central, Parts Points Rebate, P.O. Box 4900, Fenton, MO 63099
- All Rebate documentation must be postmarked by July 31, 2010. Rebate documentation postmarked after July 31, 2010, will not be accepted
- All rebates are subject to audit by ACDelco
- ACDelco reserves the right to modify or cancel this program, at any time, without prior notice.
- Offer is void where prohibited, taxed or otherwise restricted
- Rebate Headquarters: (866) 870-6097, Monday-Friday, 8 a.m. to 4:30 p.m., CT
- Point-of-sale merchandise items supporting ACDelco products are available for order at [acdelcoestore.com](http://acdelcoestore.com)

## ■ Product

### 60-Series Marine/RV Batteries to be Branded *Voyager II*

WD Bulletin 10D-052

ACDelco's Voyager Marine/RV batteries are highly respected in the United States.

Consequently, starting this spring, the 60-Series Marine/RV batteries will be labeled *Voyager II*. The

Voyager name offers the opportunity to leverage a strong brand, with a product that has excellent specifications. The change will be visible with new Voyager II battery labels (see below). The 60 Series Marine part numbers include: ACDM24C, ACDM24DC, ACDM27C, ACDM27DC. The RV battery part numbers will remain the same.



## Six New Tire Pressure Sensor Service Kits Available

*WD Bulletin 10D-047*

ACDelco is offering six new Tire Pressure Monitoring Sensor (TPMS) Component Service Kits for GM vehicles which include all the components necessary to service the TPMS sensor, rather than purchasing the components separately. The kits should be used when changing a tire or repairing a flat on vehicles with TPMS. It is highly recommended to not reuse old components, as they can fail to seat properly and leak.

The kits cover all GM vehicles with factory-equipped TPMS (some of the kits cover a single sensor, while others cover multiple sensors):



| <b>Part Number</b> | <b>Services GM TPMS Sensor Part Number(s):</b>   |
|--------------------|--|
| 19117460           | 15136883, 15268606, 25740352, 25758220, 25758221, 25774006, 25774007, 10354987 and 25773946. |
| 19117461           | 15114379   |
| 19117462           | 15122618   |
| 19117463           | 10438853 and 25981210  |
| 19117464           | 15921013 and 10394110  |
| 15263240           | 25799331, 25809220, 15922396, 25789964, 25920615, 12768826, 12768730, 20922900 and 20922901  |

## Changes Made to Water Pump Kits

*WD Bulletin 10D-060*

The following two water pumps used to include a water inlet assembly. Going forward, they will be serviced separately by component.

Changeover on part number 251-714 is complete while part number 251-722 will changeover once inventory has been depleted. The electronic catalogs will be updated shortly.

Please refer to the chart below for further details:

| <b>Previous Part</b> | <b>Description</b> | <b>Line Code</b> | <b>Quantity Req'd</b> | <b>Replacing Parts</b>                                   |
|----------------------|--------------------|------------------|-----------------------|--|
| 251-714 (89018166)   | Water Pump         | 25               | 1                     | 251-743 (19256261)                                       |
|                      | Inlet*             | 15               | 1                     | 15-7524 (11516480); includes inlet, thermostat, and seal |
|                      | Bolt(s)*           | 15               | 2                     | 15-75247 (11516480)                                      |

| <b>Previous Part</b> | <b>Description</b> | <b>Line Code</b> | <b>Quantity Req'd</b> | <b>Replacing Parts</b>                                    |
|----------------------|--------------------|------------------|-----------------------|---|
| 251-722 (89018053)   | Water Pump         | 25               | 1                     | 251-744 (19256263)  |
|                      | Inlet*             | 15               | 1                     | 15-11057 (12600172); includes inlet, thermostat, and seal |
|                      | Bolt(s)*           | 15               | 2                     | 15-75247 (11516480)                                       |

*\*Inlet and bolts are not required to be changed with new parts when changing the water pump.*



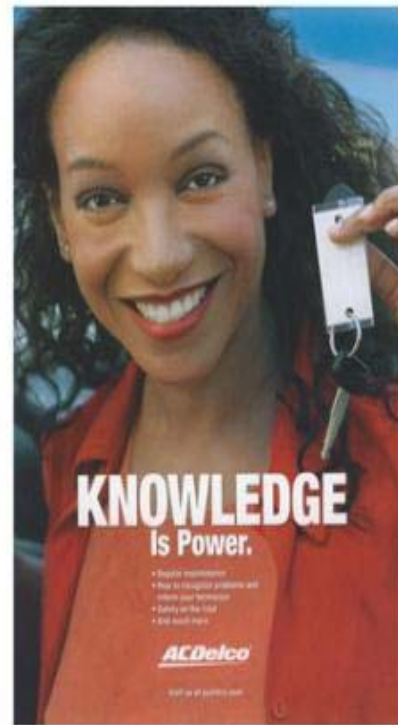
## Marketing

### ACDelco Marketing to Women Merchandising Materials Available Now

The Knowledge is Power Program was launched in 2007 to support ACDelco's Marketing to Women initiative. We have continued with this program as it has not only served women, but has educated all consumers in general.

April is national car care month, so be sure to take advantage of the useful tools and reach out to your customers! Just log onto the eStore and download from [acdelcoadvantage.com](http://acdelcoadvantage.com) a number of helpful and informative tools, including:

- Merchandising items including a complete animated presentation with presenter notes
- Seminar guide with helpful hints on how to run a seminar
- Newspaper and radio ad templates
- Winter and summer survival tips
- Banners
- Posters
- Waiting room informational booklets
- Post seminar surveys
- Merchandising items including a complete animated presentation with presenter notes.



## ■ Special Interest

### GM Performance Parts' Highlights New E-ROD Emissions-Legal Crate Engine Package in a Cool '55 Chevy

Vintage style complements modern performance, efficiency and emissions standards in GM Performance Parts' (GMPP) groundbreaking E-ROD '55 Chevy. It is powered by the new E-ROD crate engine package now available. GMPP worked closely with SEMA officials to develop the kit for "specially constructed vehicles" in California. It is also emissions-compliant for OBD-1 (1995) and earlier model vehicles. No other OEM or aftermarket manufacturer offers a comparable, emissions-compliant system.

The kit carries part number 19244805 and includes the same, basic LS3 engine – rated at 430 hp – found in the 2010 Camaro SS and Corvette. Other components of the kit include:

- GMPP LS3 engine wiring harness
- GMPP engine control module
- Exhaust manifolds and catalytic converters
- Oxygen sensors and sensor bosses
- Fuel tank evaporative emissions canister
- Mass airflow sensor and sensor boss
- Accelerator pedal (for use with the LS3's electronic throttle)
- Air filter
- Instruction manual.



Additionally, the builder will need to source additional components to complete the assembly and get the vehicle running, including the fuel system (tank, lines, pump, etc.), air induction and exhaust. The LS3 engine requires a front-end accessory drive system suitable to the vehicle. The instruction manual includes recommendations for the accessory drive kit, as well as the transmission, gear ratios and more. The E-ROD kit does not include a transmission. GMPP recommends the GM Hydra-Matic electronically controlled 4L60-E four-speed automatic, part number 19156260, and transmission controller, part number 12497316. Visit [www.gmperformanceparts.com](http://www.gmperformanceparts.com) for more information.

