

■ Programs/Promotions

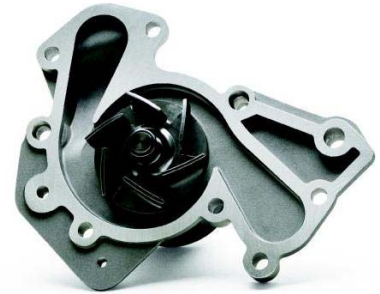
Parts Points Product Rebate Reminder: A/C & Water Pumps Featured Through June 30

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.



■ Product

New ACDelco Line 26 Aftermarket Water Pump Coverage

WD Bulletin 10D-070

Effective immediately, ACDelco announces the expansion of 15 new water pumps in Line 26. These additional SKUs represent more than 850 lines of application for All Makes and GM vehicles. This brings ACDelcos coverage to 93 percent of the market. Among the new water pumps is one for popular 2007-09 GM trucks and SUVs, part number 252-901.

New ACDelco Wire & Cable Product Coverage

WD Bulletin 10D-063

Effective immediately, ACDelco announces the release of 106 All-Makes parts into the Wire & Cable product line. The expansion includes the following four categories:

1. Wire Sets
2. Coil-on-plug Boots
3. Battery Cables
4. Bulk TXL (Thin Cross-Lined) Wire



ACDelco Clutches: Revisions on Kits with Concentric Slave Cylinder Applications

WD Bulletin 10D-068

Sixty-two ACDelco Clutch Kits with concentric slave cylinders (CSC) will be "de-contented" to reduce returns and warranty issues. The release bearing will now be sold with the CSC.



Training

A successful Total Service Support (TSS) center requires well-trained technicians equipped with the knowledge and skills to do the job right the first time – every time. Are you aware of the Technical Training ACDelco has to offer? If not, read on!

Training System

Check out the ACDelco Learning Management System (LMS) at www.acdelcotraining.com for your training needs. The system is an easy-to-use, web-based application that streamlines the delivery and administration of the training program by reducing overall training costs while maximizing maximize employee time on the job. Currently the LMS supports Web Based Training (WBT), TECHAssists, and interactive Simulations:

- **Web Based Training (WBT)** classes and **TECHAssists** allow for self-paced training and are designed are launchable directly from the LMS at any time. Instruction is presented through voiceover narration, text, graphics and animation.
- **Simulations** are courses that reinforce diagnostic skills within a web-based environment. This is accomplished using a “virtual service bay” and a vehicle exhibiting a real-world customer concern.
- **Self-Study** materials can be found on the ACDelco LMS available as downloadable PDF files. The material available is Product Training specific for various vehicle systems.



In addition to the course types above, ACDelco also offers a wide range of delivery methods for Technical Training:

- Service Technicians attending an **Instructor-led Training (ILT)** course will participate in a one-day instructor facilitated class designed to be as close as possible to actual day-to-day situations encountered in a shop environment.
- **Service Seminars** are typically 1-3 hours in length, consist of product presentation, and can be held remotely or directly in a shop environment.

Course Offerings/Schedules

Listed below are new WBT and simulation courses:

Web-based Training (WBT):

- Entertainment systems 1: S-EL06-19.01WBT
- Entertainment systems 2: S-EL06-20.01WBT
- Moveable roof systems: S-EL06-22.01WBT
- Saab theft protection 1: S-EL06-23.01WBT
- Saab theft protection 2: S-EL06-24.01WBT

Simulations / Virtual Classroom:

- Northeast: May 17, 1-3 p.m. EDT
- Southeast: May 19, 1-3 p.m. EDT
- South Central: May 21, 2-4 p.m. EDT
- North Central: May 25, 1-3 p.m. EDT
- Western: May 27, 2-4 p.m. EDT



For detailed course information or to enroll in a course, access the online ACDelco Course Catalog by logging onto www.acdelcotraining.com and selecting *Catalog > Catalog Search* from the Menu. As you'll see in the table below, we have many to choose from!

Technical Training Available						
	Instructor-Led Training (ILT)	Seminar	Web-Based Training (WBT)	TECHAssist	Simulation	Self-Study
# of Courses	18	38	101	102	4	26

Also, please note that many of the WBT courses are offered in multiple languages, including Spanish. For questions about training curriculum, contact Kelli McNulty at 248-837-6605 or kelli.mcnulty@raytheon.com.

Finally in Training news, did you know that technicians completing a curriculum path receive an ACDelco Training Excellence Award? Service centers that complete 10 WBT courses and six instructor-led training (ILT) courses receive a custom ACDelco Training Excellence plaque – an accent that looks great in the lobby of your business. Be sure to take full advantage of the training opportunities available from ACDelco. It's a win-win program for you and your customers.

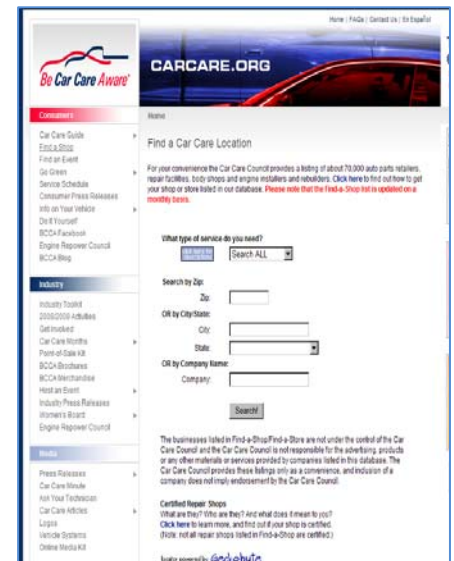
Receive an ACDelco Training Excellence Award after completing one of these curriculum paths.



Marketing

Blue/White Level TSS Accounts now Listed on CARCARE.ORG

ACDelco is pleased to announce that all Blue and White Level TSS accounts have been added to The Car Care Council website, carcare.org, in the “Find a Car Care Location” section of their Web site. The Car Care Council provides a listing of more than 70,000 auto parts retailers, repair facilities, body shops/engine installers and rebuilders. These accounts will now be part of this locator and listed under “Auto Repair.” Through ACDelco’s digital marketing efforts, including national and local search efforts with Google, Yahoo! and Bing, as well as Internet Yellow pages, Mobile phone search applications – and feeding their business information to more than 150 business listing management websites (CitySearch.com, RepairPal.com, Superpages.com, etc.), ACDelco is driving consumers to their businesses every day.



ACDelco’s digital marketing efforts drive an average of 10 leads to the Blue and White TSS accounts per month. If only half of those leads convert to a repair order, it means about \$1,425 per month or \$17,000 annually (using an industry average repair order of \$285). That’s a great benefit to our Blue and White TSS partners.



Special Interest - Motorsports

ACDelco Offers Contingency Awards in NHRA Full Throttle Series

Are you or any of your customers drag racers? If so, be sure to take advantage of ACDelco's contingency program in the NHRA Full Throttle Series.

Racers who use ACDelco oil filters and spark plugs on their race car and display ACDelco decals are eligible for \$300 for a win and \$100 for runner-up in the following classes:

- Top Alcohol Dragster
- Top Alcohol Funny Car
- Competition
- Super Stock
- Stock
- Super Comp
- Super Gas
- Super Street
- Pro Stock (\$500 win payout)

Importantly, racers must register with ACDelco to take advantage of the contingency awards and have the decals in place prior to the start of eliminations. Registering is simple: Forward proofs of purchase for ACDelco oil filters and/or spark plugs to jason.worden@rworksglobal.com, along with a W-9 tax form.

After that, racers must make sure the ACDelco decals are located on the vehicle exterior per NHRA contingency program rules. That means at least one per each side of the vehicle must be used and be clearly visible from a 90-degree angle. Decals placed on inside rear wing sill plates, deck lids, front or rear valance/bumper areas are not considered legal for the contingency program. Manufacturer stickers of competing products void contingency award claims.

ACDelco decals are available from jason.worden@rworksglobal.com and at the tech/registration trailer at NHRA divisional events. Eliminator winners, runners-up and class winners must submit to a product and decal verification for contingency program awards.

