

■ Product

ACDelco Launches Advantage Brake Pads and Shoes

Bulletin 10D-119

ACDelco announces new ACDelco Advantage brake pads and shoes that feature the fit, form and function of a premium aftermarket offering at a very competitive price. These new brake pads and shoes are added to our already successful category of ACDelco Advantage Rotors and meet ACDelco's high standards, and are competitively priced to meet growing market demand. The new ACDelco Advantage brake pads and shoes will be included in Line 14.



Check out ACDelco's 'Tiered' brands of brakes and shoes below. We want to ensure you have the right part for you and your customers:

- **NEW ACDelco Advantage brake pads and shoes** - made to have similar fit, form and function of a premium aftermarket product. BEEP analysis along with SAE J2430 and SAE J2784 testing was used in the development of ACDelco Advantage brake pads and shoes to ensure you, your customer and the vehicle owner receives a quality part. Hardware clip kits are included where applicable.
- **ACDelco Professional DuraStop brake pads and shoes** - premium aftermarket offering with coverage for GM and non-GM applications. They are similar to the fit, form and function of the OES parts. Parts are independently tested and certified using D³EA[®].
- **ACDelco Original Equipment Service (OES) brake pads and shoes** - these parts, along with other OE components, ensure the vehicle achieves original equipment performance. Only ACDelco can supply Original Equipment Service brake parts for GM cars and trucks.
- **ACDelco Performance brake pads** - geared toward police applications. These brake pads utilize the Nucap Retention System, ensuring a strong attachment of the backing plate to the brake pad material. ACDelco Performance brake pads are D³EA[®] and PPSV certified[®].

Quality Issue with Competitor Oil Filters

Bulletin 10D-121

GM has recently seen an increase in engine damage caused by aftermarket filters that often don't meet or exceed GM filter performance specifications (GM Service Bulletin #10-06-01-003). The filter failures have resulted in increased warranty expense and reduced customer satisfaction.

It should be explained to your customers that ACDelco oil filters are designed to the original-equipment specifications of his or her GM vehicle and there is a risk when using a filter that doesn't meet those specifications.

ACDelco and General Motors have produced several reference items that address the issue and explain the importance of using ACDelco filters. Contact your WD or ACDelco Rep for information.



ACDelco Diesel Exhaust Fluid Now Available

Bulletin 10D-120

ACDelco now offers new Diesel Exhaust Fluid (DEF) to support the requirements of 2011 GM vehicles equipped with the new Duramax 6.6-liter turbo-diesel engines (engine codes LGH and LML). This product is required for the 2011 Chevrolet Express and GMC Savana vans equipped with the new LGH-code engine and the 2011 Chevrolet Silverado and GMC Sierra heavy-duty pickup and chassis cab models equipped with the LGH- or LML-code engines.



The fluid is a key part of the vehicles' Selective Catalyst Reduction (SCR) technology, which helps them meet the latest, more stringent emissions regulations. The new Duramax-equipped vehicles with the SCR system reduce NOx emissions over previous models by up to 63 percent. The DEF fluid reservoir requires refilling after about 5,000 miles.

Line 11 Window Regulator Product Line Expands

Bulletin 10D-118

ACDelco announces the addition of 54 new part numbers to the Line 11 window regulator offering, bringing the total to 916 unique part numbers. The new part numbers cover applications for many GM, Chrysler, Ford, Honda, Mazda, Mercedes, Mitsubishi, Nissan and Toyota models. Ask your WD or ACDelco representative for a complete list of the applications.

■ Programs / Promotions

TSS/ISC Friction Rebate Promotion & Top Q/As

ACDelco's Parts Points Product Rebate Program incentivizes you on brake parts through August 31, 2010. Your purchase of ACDelco DuraStop and OE service friction parts earn rebate points. Each point equates to \$1 in purchasing power and can be redeemed at www.acdelcorebatecentral.com for more than 3,000 products and services.



Listed below are several Q/A's that have been on this promotion through our call center:

1. I am currently a TSS member and have an Exclusively Yours (ey) card. Can I get ey points instead of rebate points?

- TSS Exclusively Yours cardholders can transfer their promotion account points to their ey card
- Once your points are in your online account you can transfer them to your regular ey card.
- There is *no charge* to transfer points
- To transfer, log in to your account online: Go to www.acdelcorebatecentral.com and redeem your points then select Transfer to ey card
- Additional questions: Contact Rebate Headquarters at 1-866-870-6097

2. How do I register my purchases for the rebate?

- Go to www.acdelcorebatecentral.com
- Select Trade Rebates (not consumer rebates)
- Complete the required information including your ACDelco TSS number



3. Do I get a check in the mail with the points I earned?

- No, you will receive points in an online account on www.acdelcorebatecentral.com
- The points can be redeemed for a number of items online including gift cards
- Note: You will be notified via email of your points. When your rebate is finalized, an email will be sent with the point details

4. Why do I need to submit a rebate form instead of receiving this rebate automatically?

ACDelco is offering this promotion to shops across the country to support their installation of specific ACDelco parts. By expanding the base of who can participate and to properly manage rebates, we require each participant to register and provide confirmation on their purchases. This opt-in ensures ACDelco accurately rewards their valued customers.

5. I haven't received my ACDelco rebate from the previous promotion. Who do I contact?

You can call Rebate Headquarters at 1-866-870-6097. They will be able to update you on the status of your rebate. If you are having any other issues with your rebate submission, you can also contact ACDelco Customer Support Center at 1-800-825-5886, prompt 0.

Marketing

TSS/ISCs - New Merchandising Materials Available "Free" from ACDelco

Bulletin 10D-116

New ACDelco-branded merchandising materials are focused on batteries, brakes and wiper blades and are available to help you sell more of these great parts. Items include posters, large banners, counter mats, ceiling danglers and more. And, for the first time, ACDelco has included the ability for you to display a **customized price offer on the banners and posters!**

How do I order these great-looking new items? TSS customers can order via www.acdelcoestore.com. ISC customers can contact their DDG or local ACDelco representative (DSSM's). Check out the list of materials available:

- **5 x 3 banners:** Two-sided banners, with number and disclaimer sheet included for each banner; allows your shop to customize the price offer
- **Lo-tac posters:** Single-sided and die-cut; can be safely adhered to and removed from most surfaces
- **Ceiling dangler:** Two-sided and die-cut with eye-catching graphics
- **2 x 3 posters:** Two-sided, with number and disclaimer sheet included for each banner; **allows your shop to customize the price offer**
- **Counter mats:** Two-panel design, with a preprinted insert for one of the panels, **allowing your shop to create a custom insert for the other panel.** Assistance for creating the second panel is offered on acdelcoadvantage.com
- **Rearview mirror dangler:** Two-sided design with a standard thank you message on one side, leaving the second side to be customized by your shop. It requires only a standard printer and a template on acadelcoadvantage.com (located in the "customizable materials" folder) makes customization easy.



Use these great new tools to offer your customers a great price or service special. They'll brighten up your waiting and write-up areas, too!



TSS Benefits Can't be Beat!

Bulletin 10D-110

The ACDelco Total Service Support (TSS) program is designed to help Independent Service Centers (ISC) grow their businesses, increase profitability, and improve overall operating efficiency. One of the TSS Program requirements is a charge of \$540 paid annually, which remains unchanged and was automatically charged in February. Listed below is a prorated listing for “new” mid-year signings to the TSS program.

- January – \$540
- February – \$495
- March – \$450
- April – \$405
- May – \$360
- June – \$315
- July – \$270
- August – \$225
- September – \$540
- October – \$540
- November – \$540
- December – \$540

TSS accounts enrolled from January through August will be automatically re-enrolled in January, 2011. Please note: enrollments entered from September 1 through December 31, 2010 will be billed for the full amount (\$540) which will cover the remainder of 2010 and all of 2011.

Three Online Ways the TSS Program Drives Business to You

While the traditional Yellow Pages still generates calls from new customers, increasingly consumers are browsing the Web to locate local services – be it plumbing, lawn care or automotive repair. As part of its commitment to growing TSS business, ACDelco offers programs that help customers find TSS service centers, including Internet Leads, Call Tracking and Service Center Locator.

Internet Leads

The Internet Leads tool (for Blue and White TSS accounts) provides your business with leads by month and by customer using paid search sites like Google™, Yahoo!®, and bing™. When consumers search for auto repair on Google™ and bing™, they are directed to a page of local ACDelco TSS service centers. When the customer clicks on a listed center, he or she is directed to the individual TSS location landing page, or they can enter a specific ZIP code to refine their search. Additionally, service center information is fed to more than 150 business listing Web sites, such as CitySearch.com, SuperPages.com, Yellowpages.com, RepairPal, and, most recently, CarCareCouncil.org.

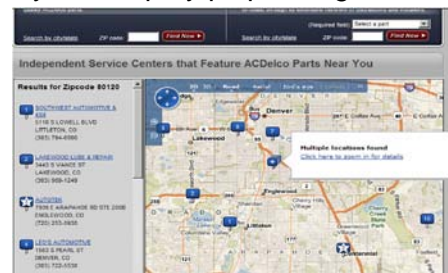
Consumers also have the opportunity, once they've accessed the individual TSS Yellow Pages, to send the service center address and phone number as a text message to a mobile phone, call the service center, or map, email or print directions to the service center.

Call Tracking

Blue level TSS accounts can participate in the Consumer Call Tracking program. It tracks consumers who contact a TSS shop using a call-tracking phone number, after locating them on acdelco.com or Yellowpages.com. Calls are tracked, recorded and loaded to a reporting tool each month. This provides participating TSS shops with in-depth information about when potential customers are contacting the shop, breaking down calls by month, day and hour, along with the amount of potential business that could be generated based on an average RO.

Finding Your Shop on the Service Center Locator

The Service Center Locator on www.acdelco.com helps customers find your shop by pinpointing it on an online map. And when two or more locations are in close proximity, they appear on the locator map with overlay pins with a pop-up message that indicates “multiple locations found.” When your customers see this, they can either click on the blue pin or on the “click here to zoom for details” to get the pins to automatically separate to see the exact location of each shop location.



Updated Electronic Parts Catalog CD-ROM now Available*Bulletin 10D-115*

ACDelco announces the release of the latest version of the Electronic Parts Catalog CD-ROM, as a supplement to our electronic catalogs located on acdelcotechconnect.com, acdelco.com, and to our paper catalogs. All product lines for cars and light-duty trucks are in this updated catalog.

For copies of the CD catalog contact your local ACDelco sales representative, who can order item 60A-CD-US-2010B in the United States or 60A-CD-CAN-2010B for Canada from the ACDelco eStore. There is a limit of 50 CD catalogs per order. Bulk quantities of this catalog CD will not be shipped.

All customers currently using an ACDelco Catalog CD will need to install this new version. The old catalog expires August 31, 2010. The label on the new version shows an expiration date of February 28, 2011. The old and new CD catalogs display a daily expiration warning to the user, starting 30 days prior to the expiration date listed on the CD.

This catalog CD will not install and function properly on the Windows Vista operating system due to several ongoing issues. To advise users, the CD label states "Not for Use with Windows Vista."