

## Product

### New Professional DuraStop Parts and Catalog Now Available

*Bulletins 10D-168 & 10D-162*

ACDelco announces the availability of more than 1,100 new parts in the Professional DuraStop Brake Line 14 – all of which are ready to order. Listed below are some of the product categories now available:

- Master cylinders
- Caliper kits
- Pads
- Rotors
- Spring kits
- Miscellaneous parts – bolts, bushings, adjusters and pins.



The ACDelco 2010 Professional DuraStop Brake Catalog 14A-100-10 Vol 1 is also now available and includes applications for vehicles from model years 1991 through 2010. The release supersedes catalog 14A-100-09 Vol 1. The catalog contains:

- Updated all makes/all models applications for passenger car and light truck, medium duty truck, and bus applications from 1975 through 2010
- Make-Model-Year format
- Brake information:
  - Friction (ceramic brake pads are highlighted where recommended due to OE brake system parameters)
  - Drums and rotors
  - Caliper and caliper kits
  - Master cylinders
  - Hoses and cylinders
  - Kits
- Miscellaneous parts and components.



ACDelco Professional DuraStop brakes and components offer an excellent value for your customers. Here's why:

- **Durability** — Professional DuraStop Brakes are designed to help resist corrosion and premature wear.
- **Quietness** — You won't hear much from these high-quality brakes, which include noise-dampening shims, where applicable.
- **Warranty** — Professional DuraStop brake pads and shoes carry a limited lifetime warranty. All other Professional DuraStop brake products carry a limited warranty of 12 months from sale or installation with unlimited mileage.
- **Quality Assurance** — ACDelco Professional DuraStop Brakes are the most thoroughly, independently tested brakes on the aftermarket. ACDelco submits its brake products through a range of test methods, including D<sup>3</sup>EA<sup>®</sup> and SAE J2784 for braking effectiveness, along with Noise/Vibration/Harshness (NVH) and durability/wear testing. No manufacturer tests or audits its replacement brake products to the level of ACDelco.



## Programs and Promotions through Dec 31 – Only Two Weeks Left!

### Q4 TSS Growth Incentive Program Trim your 2011 TSS Fee

*Bulletin 10D-150*

By increasing your purchase of ACDelco parts over year-ago levels in the fourth quarter of 2010, ACDelco will credit the investment by reducing the 2011 TSS fee. It works like this: If your Q4 purchases increase by \$1,000 or more over 2009 Q4 purchases, ACDelco will credit 3 months of the 2011 fee – a \$135 value. If your purchases increase by \$2,500, ACDelco will credit six months worth of the fee. That's a \$270 value. This incentive is a great way to save money going into next year. Ask your local ACDelco representative or DDG for more information.

Program Objective	Benefit Earned	Value
Grow 2009 Q4 Purchases by \$1,000	3 Months Free	\$135.00
Grow 2009 Q4 Purchases by \$2,500	6 Months Free	\$270.00

### ACDelco Wiper Rack Promotion

*Bulletin 10D-137*

You have only two more weeks to get a great wiper rack for your shop with a qualifying order for ACDelco wiper blades. A variety of racks of different sizes and styles are available and each will give your shop a more professional appearance – all while providing a reminder to your customers that it may be time to replace those worn, streaking or chattering wipers.



Rack choices are based on purchases of \$200-\$299, \$300-\$499 and \$500 or more. They are also available for individual purchase. The rack types include:

- Shelf organizer
- foot wall rack
- foot wall rack (pegboard mount)
- foot wall rack (wall mount)
- Wheeled floor stand
- Outdoor cabinet
- Retail display stand.

Ask your DDG or local ACDelco rep for more details and photos of the racks.

### Parts Points through December Focuses on Professional Water Pumps, Starters and Alternators (Lines 26 & 33)

*Bulletin 10D-133*

ACDelco recently announced the latest product focus in the 2010 Parts Points promotion: ACDelco Professional water pumps, starters and alternators which began Sept. 1 and runs two more weeks (through Dec. 31, 2010). Every time you purchase ACDelco Professional Series water pumps, starters and alternators you can earn rebate points! Every water pump purchased earns five points, while qualifying starters and alternators earn 10 points per unit. There's no limit to the points that can be earned during the promotional period.



Each point equates to \$1 in purchasing power, redeemable at ACDelco's Rebate Central Website, where more 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 supporting documentation must be postmarked on or before January 31, 2011
- 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)

Ask your DDG or local ACDelco rep for more information – and always remember: Your purchase of ACDelco parts earns rewards!

## **TSS Corner – Getting the most out of your benefits!**

### **Get a Discount on a New GM Vehicle!**

Did you know TSS accounts and their employees are eligible for General Motors' Supplier Discount program when it comes to buying or leasing a new, unused passenger vehicle or light truck? It's true! And the program not only helps save money on the purchase, but it eliminates the nagging second thoughts about knowing whether you've negotiated the best deal. That's because with the Supplier Discount program, the price of the vehicle is fixed.



To apply for the GM Supplier Discount, go to [acdelcotechconnect.com](http://acdelcotechconnect.com) and click on the Total Service Support tab. Then, click on Marketplace, where you'll find information on the program, along with details to all the other benefits of TSS membership. You can also go to [gmsupplierdiscount.com](http://gmsupplierdiscount.com) to learn about regional incentives that can help you save even more on your new vehicle, along with links for requesting vehicle information, financing information – including a payment estimator – and more.

So, if your trusty shop truck has chased more than a few parts, the GM Supplier Discount is an easy, money-saving way to get into a new vehicle. It's just one of the many benefits of TSS membership!

### **ACDelco Advantage Gives Service Centers a Marketing Advantage!**

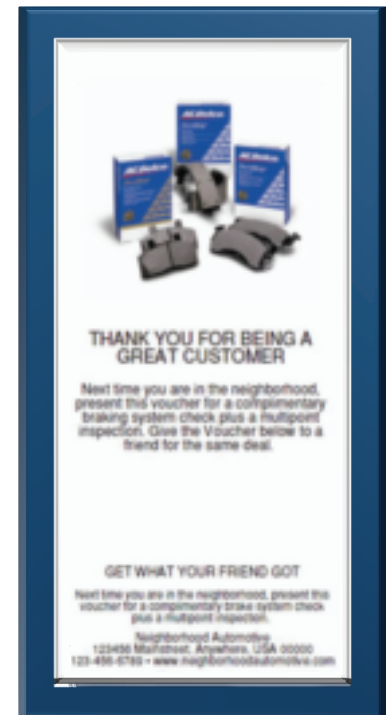
If you haven't been to the ACDelco Advantage website lately, you may not know about the recent addition of customizable vehicle rear-view mirror danglers and customizable inserts for our counter mats!

The mirror danglers are ordered from [acdelcoestore.com](http://acdelcoestore.com) and arrive only printed on one side. Once received, TSS accounts can log into [acdelcotechconnect.com](http://acdelcotechconnect.com) and link through to the Advantage Web site to customize the other side! Customizable materials help the customer remember you and your professional/caring service – you might even consider adding an offer to return too!



TSS shops can also customize their counter mats. In fact, they've been designed so you can continually change the message and keep it fresh – even seasonal! If you haven't gone to the ACDelco Advantage Web site lately, please give it a try and learn more about how its easy-to-use tools and materials can help marketing your business.

The new additions are great complements to our customizable newsletters, advertisements and flyers that are already in high demand on the site – and they're simply the latest ways ACDelco is helping you to market your business for success!



## TSS Spotlight

### From Late-Models to Classics, 'Papa Joe' Repairs Them All

Even in idyllic Monterey, Calif., cars still need repair. For 15 years, Joe Natale Sr. has been putting people's cars – and lives – back on the road, from Ferraris to Studebakers to Chevys and just about everything in between.



"Papa Joe," as he's affectionately known, opened Natale's Auto Service Center with his wife, Maria, in 1995 after many years of running the service department of a local new-car dealership. At age 52, with \$500 and the enticement of four months' free rent in a historic converted ice plant, he was eager to do the work he loved – servicing customers' cars – without the dealership headaches of navigating warranties.

Now, whether it's a six-figure, frame-up exotic car restoration or a \$200 brake job, every customer is king, getting the same attentive service one would expect from a family-run business. Son Joe Jr. has nearly 20 years of auto service experience under his belt and is the general manager; daughter Julie runs the office. In addition, Natale employs a service manager and five, full-time technicians.

"A lot of technicians don't feel comfortable talking to the customers," said Natale. "Mine can explain to customers exactly what they're going to do to their car, and look them in the eye. That's how you build relationships – and trust – in this business." Based on the testimonials on his web site ([www.natales-auto.com](http://www.natales-auto.com)) it seems to be working.

As a member of ACDelco's Total Service Support program, Natale's Auto Service Center purchases and installs quality ACDelco parts on customers' cars. Despite its location near such pristine destinations as Pebble Beach, Big Sur and Del Monte Beach, the tough California economy still is driving many repair decisions, and Natale said it's important to be able to offer customers a safe, quality



job at a variety of price points. At the same time, the increasingly technical nature of today's vehicles requires that facilities make big investments in equipment and software.

Natale said his business was just beginning to recover after Sept. 11 when the global recession hit. To keep traffic moving through the door, he has kept a lid on both his hourly rates as well as parts markups, and spends a lot more time sharpening his pencil and making deals. "I have a lot of customers who are hurting," said Natale. "I think that it's important to give back when we can, and to take care of one other."

One enticement Natale developed is a \$10 discount card that saves customers \$5 per hour of labor, potentially paying for itself in just one visit.

The retail downturn has been partly offset by a healthy fleet business, and by the mechanical and/or frame-up restoration work he does for classic-car owners across the country. He recently sent a 1960 Studebaker Silver Hawk back to its owner, having searched and found parts for it in Utah. Papa Joe himself drives the 1965 black Chevy Impala SS that he bought new.

Natale offers this advice for anyone thinking about getting into the independent service center business.

"Make sure you love what you do," he said. "After more than 40 years in this business, I still get up every morning excited about going to work."

## Training

### **Check out the Virtual Classroom Training options for January!**

Learning with a live instructor on the Web is now just a few clicks away. ACDelco offers Virtual Classroom Training (VCT). With just a simple purchase of a PC headset with attached microphone, service technicians will experience the latest technology ACDelco Technical Training has to offer!

VCT is a new learning technology that allows:

- Participants to engage directly with the instructor, other participants, and subject matter experts over the Internet
- The ability to view animations, graphics and videos related to the content
- New repair and diagnostic techniques to be quickly launched with direct instructor interaction.

You can enroll in a VCT course session in two ways: Begin by logging onto [www.acdelcotechconnect.com](http://www.acdelcotechconnect.com) and click on the Training tab and log in to the Training Website. If you are not sure of the course number, you can search for courses by using Menu > Schedule > Search Course Sessions. Enter your desired criteria and click Submit.

If you know the course number, you can use Menu > Enrollment > Enroll Yourself in a Course Session. Select the course that you would like to attend from drop down menu and click Submit. Only courses with scheduled sessions will appear in the list. The system will list all available sessions of the selected course, including start and end dates and times, locations, and seats available. To enroll in a Course Session, click the button next to the desired session, then click Submit.

You have until one hour prior to the session start time to enroll. For more information on the requirements for VCT, please refer to the VCT User Guide located under Menu > Resources in [www.acdelcotechconnect.com](http://www.acdelcotechconnect.com).



## VCT Courses Available in January!

### Electrical Circuit Function and Diagnosis S-EL06-01.01VCT

This course describes each of the 9 circuits GM uses and describes the diagnostic approach of each circuit using Service Information. Also included is a review of the diagnostics for each circuit using vehicle fault scenarios on ground and voltage circuits, signal circuits and control circuits.

Date	EST	PST
1/10/2011	12:30PM	9:30AM
1/18/2011	9:00AM	6:00AM
1/24/2011	11:30AM	8:30AM

### Testing Electrical Signal and Control Circuits S-EL06-02.01VCT

This course describes data communication circuit operation and diagnosis. This session will also assist technicians with efficiently diagnosing communication faults using service information strategy. A review of diagnostics of each communication circuit type using vehicle scenarios will also be included.

Date	EST	PST
1/11/2011	6:00PM	3:00PM
1/19/2011	2:30PM	11:30AM
1/25/2011	6:00PM	3:00PM

### Active Fuel Management Operation S-EM01-02.01VCT

This VCT course describes the components, features, and general operation of Active Fuel Management (AFM) systems. Topics include a general overview of AFM hydraulic system and components, the AFM system for 5.3L and 3.9L Engine blocks and AFM operation.

Date	EST	PST
1/4/2011	11:30AM	8:30AM

### Active Fuel Management Diagnostics S-EM01-03.01VCT

This VCT course describes the diagnostics for Active Fuel Management (AFM) systems. Topics include AFM system diagnostics, DTCs, AFM-related scan tool data and AFM system diagnostic tests and procedures.

Date	EST	PST
1/5/2011	11:30AM	8:30AM
1/21/2011	2:30PM	11:30AM

### Serial Data Communication Networks S-EL06-03.01VCT

This VCT course will assist technicians in understanding of communication circuits and general diagnosis of these circuits. Topics include single- and dual- wire communication networks.

Date	EST	PST
1/6/2011	11:30AM	8:30AM
1/12/2011	2:30PM	11:30AM
1/18/2011	2:30PM	11:30AM
1/20/2011	6:00PM	3:00PM
1/26/2011	11:30AM	8:30AM

### Communication Network Diagnosis S-EL06-04.01VCT

This VCT course will assist technicians with an in-depth understanding of communication circuits and how to diagnose them. Technicians will learn how to test and diagnose the various types of GM networks.

Date	EST	PST
1/7/2011	12:30PM	9:30AM
1/13/2011	2:30PM	11:30AM
1/19/2011	11:30AM	8:30AM
1/21/2011	11:30AM	8:30AM
1/27/2011	2:30PM	11:30AM

### HVAC Systems: Components & Lubricants

This VCT course will help technicians diagnose and repair customer concerns related to the HVAC system. Topics include A/C system components, lubricants and electrical components.

Date	EST	PST
1/20/2011	2:30PM	11:30AM
1/28/2011	2:30PM	11:30AM

### HVAC Systems: Operation & Service Hints

This VCT course will help technicians diagnose and repair customer concerns related to the HVAC system. Topics include A/C system operation, safety procedures and diagnostic procedures.

Date	EST	PST
1/27/2011	6:00PM	3:00PM
1/31/2011	9:00AM	6:00AM

