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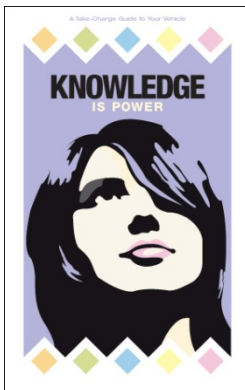
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ACDelco ‘Knowledge is Power’ Program Helps Connect Independent Service Centers With Women Customers

GRAND BLANC, Mich. – While women control or influence 85 percent of buying decisions – including the purchase and maintenance of vehicles – many still may feel intimidated when visiting a service center. “Knowledge is Power,” a new ACDelco program, is designed to help independent service centers strengthen their relationships with their female customers by helping women ask the right questions about vehicle care and making them more knowledgeable consumers.

ACDelco is offering “Knowledge is Power” to more than 6,000 independent service facilities nationwide, including members of the ACDelco Total Service Support (TSS) network.

Shops are encouraged to order [“Knowledge is Power” booklets](#), which answer some of women’s most common car care questions. The booklets can be given to consumers and placed in waiting rooms. ACDelco also is offering a complete seminar kit covering key car maintenance,



repair, travel and passenger safety issues that shops can present in their own stores, leveraging ACDelco’s industry-leading product, training and marketing expertise in the automotive aftermarket. Shop owners can customize the “Knowledge is Power” seminar or present it as-is. It includes marketing tools such as posters, booklets, banners, ad templates, a sample press release and advice on how to build buzz with social media.

“We know many women may approach car care differently than men, ask different kinds of questions and have different expectations of how a service provider should engage them,” said Nancy McLean, ACDelco and GM wholesale marketing. “‘Knowledge is Power’ helps shop owners connect more effectively with their customers, and it empowers customers with the information they need to confidently make car service decisions.”

Sample “Knowledge is Power” topics include:

- Preventive car care services and when they’re needed
- How to accurately and completely describe vehicle troubles to a technician
- How certain vehicle components work and when they may need repair, replacement or maintenance
- Symptoms, noises and smells that may indicate potential problems
- Tips for safe motor vehicle travel
- How occupant safety restraints such as seat belts and air bags work
- Child passenger safety and teen driving tips
- How to stay safe in the event of a vehicle breakdown.

McLean said shop owners can make the workshops more exciting with small service-related giveaways, door prizes and light refreshments. Many women, she said, will bring friends, family, co-workers and driving-age children – all of whom represent potential new customers.

“Strong business relationships are built on trust, and customers tend to support and recommend businesses that help them be more informed consumers,” said McLean. “Women and men who read the “Knowledge is Power” booklet or attend a seminar will feel much more in control of their purchasing decisions, which is very important in these economic times.”

For information about how to obtain “Knowledge is Power” booklets and the seminar kit, contact your ACDelco representative, ACDelco warehouse distributor, acdelcostore.com or visit acdelcotechconnect.com.

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