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<b>From:</b> Nancy McLean, ACDelco Marketing	<b>Line(s):</b> All

**Subject:** March ACDelco News

### Communication

#### **Message from Scott Mackie, Executive Director ACDelco**

We held our first 2005 ACDelco DDG (Dedicated Distribution Group) Steering Committee meeting at the end of February. Topics included product updates with a focus on new products that will be launched throughout 2005, as well as continuous improvements on existing lines. Mark Lykke, an ACDelco DDG member from Iowa who had participated in the February TSS Advisory Board meeting, also updated the group on the goals and issues from that board. The discussion he led helps ACDelco to continue to grow and add value to all levels of our customer's businesses in 2005 and beyond.

Some of our most significant discussion during both the TSS and the DDG meetings involved questions about potential changes in the ACDelco organization. While I'm not yet in a position to share specifics, I can confirm a few things:

- There will be no change to ACDelco's approach to the independent aftermarket where we are a viable, significant player. We have a General Motors Board of Directors' directive to grow our aftermarket share. We intend to deliver on those expectations.
- As our organization evolves, ACDelco will still contact Distributors and Installers. In addition, Market Area Service Managers will continue to support our businesses. And, we will continue to provide the leading training programs in the industry.
- The changes being explored focus on winning customers at every level through actions that improve teamwork, leverage resources and increase revenue.

ACDelco values your business. We will continue to work with you and our dedicated Distributors to grow at every level of our collective businesses.

### National Car Care Month (NCCM)

In only three short years, the "Be Car Care Aware" (BCCA) campaign has been a branding success story. In 2004, the campaign continued to make great strides educating consumers about the benefits of regular vehicle care, maintenance and repair.

As part of National Car Care Month (NCCM), more than 200 Vehicle Check-Up Events were conducted nationwide in April 2004. Statistics from the NCCM inspection campaign in April 2004 continue to underscore the need for consumer education. Overall, eighty-seven percent of the cars that were inspected failed one or more inspection points. Following are the reported results from last year's events:

#### Lubricants and Fluids

Low or Dirty Engine Oil	34%
Coolant (add)	27%
Low Brake Fluid	26%
Low Transmission Fluid	26%
Low Washer Fluid	26%
Low Power Steering Fluid	23%
Coolant (flush)	20%

#### Lights/Vision

License Plate Light Failures	10%
Brake Light Failures	9%
Backup Light Failures	8%
Side Light Failures	7%
Turn Signal Failures	5%
Headlight Failures	4%
Parking Light Failures	3%
Tail Light Failures	2%

## **National Car Care Month (NCCM - Continued)**

### **Parts**

Worn Belts	25%
Worn Air Filter	24%
Worn PCV Filters	17%
Worn Hoses	12%
Battery Fluid Low or Sealed	16%
Battery Cables, Clamps, Terminals	15%
Battery Carrier/Hold Down	8%
Improper Battery Test Eye Readings	8%

### **Windshield Wipers**

Windshield Wiper Failures	14%
Rear Wiper Failure or Washer Fluid Service	12%

### **Tires**

Low Tire Pressure	25%
Worn Tread Depth	10%

### ***What Can You Do to Participate in NCCM?***

For starters, contact your ACDelco sales representative or Warehouse Distributor (WD) and ask for the ACDelco promotional poster highlighting NCCM and hang it in your building to show your support of the "Be Car Care Aware" campaign. Include the Car Care Council's "Be Car Care Aware" logo on your collateral materials and advertising. The logo, along with its usage guidelines, is available at [www.carcare.org](http://www.carcare.org). The web site has other free material that you can download and use to customize for your customers.

Talk to your WD about holding a Vehicle Inspection Event. Held in parking lots at schools, businesses, shopping malls and other highly visible locations, inspections can educate your customers about the benefits of regular vehicle care, maintenance and repair, and drive business to your location. One item you can use during the event, at no charge, is the Vehicle Check Sheet (inspection forms) in triplicate. The Council asks that one copy of the form be sent back to them to gather statistics for 2005. In addition, you can list your Car Care event by state free of charge. If you require assistance in setting up your first event, you can utilize the event planning guide on their web site.

### ***How Does ACDelco Support NCCM?***

ACDelco WDs in select markets will facilitate the NCCM campaign by working with local Installers to operate free vehicle inspections, along with other events, in communities nationwide.

We view NCCM as a hands-on opportunity to educate consumers about the benefits of proper vehicle maintenance and repair. We support service providers in learning how to cater to customers who bring their vehicles in for NCCM by utilizing materials provided by ACDelco and the Car Care Council. Additionally, ACDelco encourages its entire distribution family -- WDs, TSSs and ISCs alike -- to hold vehicle inspections to enhance customer relationships and build goodwill in the community. If you are interested in conducting a vehicle inspection event, contact your ACDelco sales representative or WD to make it happen!

## **ACDelco Brand Benefits**

### ***ACDelco is the aftermarket expert***

- ACDelco has a history as a leader in the aftermarket for over 100 years.
- Professional technicians, racecar drivers/crews and car enthusiasts trust ACDelco.

### ***ACDelco adds value through premium parts for virtually every vehicle on the road***

- ACDelco is rated by ISCs as the highest brand in quality, reliability and reputation based on a recent independent market research study.
- Every ACDelco premium product is designed and engineered to work in coordination with the entire vehicle system and the vehicle's existing parts, regardless of make or model.
- ACDelco, the global aftermarket leader, is continually expanding its product-line portfolio to maintain its role as a complete "All Makes/All Models" supplier. ACDelco offers a full line of parts for "All Makes/All Models," including Toyota, Honda, Ford, Nissan, Chrysler, GM and others.
- ACDelco is the global leader in automotive aftermarket parts with a product lineup that exceeds 70,000 part numbers.

***You can trust ACDelco-trained technicians for your vehicle maintenance and repair needs, regardless of make or model***

- ACDelco provides quality parts and specialized training to technicians so they can fix the customer's car right, the first time — every time!
- Technicians average 32 hours of ACDelco training each year. In 2004, technicians and business owners completed more than 160,000 hours of ACDelco technical service, product and business management training.
- ACDelco provides industry-leading training programs such as the Technical Service Education Program (TSEP), which utilize ASE-certified instructors.
- ACDelco has teamed up with Universal Warranty Corporation to offer the first comprehensive aftermarket "All Makes/All Models" vehicle service contract to protect used-vehicle buyers from unexpected repair costs.
- ACDelco provides access to the latest diagnostics and technical support so they can better serve their customers.

### **Awards**

#### ***ACDelco Receives Training Awards***

ACDelco recently received the ATMC (Automotive Training Managers Council) 2004 National Training Excellence Award. ACDelco's seven-module Parts Professional Training Series was recognized for its outstanding quality and its comprehensive student material. This course is designed to help counter and sales personnel in the aftermarket understand automotive system components, product line features and benefits, and prepare for ASE certification.

Additionally, MACS (Mobile Air Conditioning Society) presented ACDelco with a Training Award at its annual convention in January 2005. The award recognizes ACDelco's commitment of time, enthusiasm, and support assuring the success of MACS Worldwide Training Efforts.

### **ACDelco TSS Benefits**

#### ***General Motors Supplier Discount Program***

As an employee of a participating TSS company, you may be eligible to participate in the GM Supplier Discount Program. The program discount may be used on the purchase or lease of an eligible new or used GM vehicle. To learn more about this program, visit [www.gmsupplierdiscount.com](http://www.gmsupplierdiscount.com) or call 1-800-960-3375. Your TSS six-digit account number is the company code you'll need to supply to take advantage of the discount. Please see your GM Dealer for details.

#### ***ACDelco Exclusively YOURS® Rewards Program for TSS Participants***

You're already buying ACDelco parts — why not get something extra for it? You can, with the ACDelco Exclusively YOURS® Rewards Program. Two percent of all your ACDelco purchases from up to three supplying accounts can be credited to your Exclusively YOURS Card in the form of points — one point = one dollar. The American Express-branded card can be used at more than 50,000 retail, travel and catalog outlets.

The more high-quality ACDelco parts you order, the more you earn! Plus, we do all the record-keeping for you:

- A monthly Transaction Summary Report is sent to you from American Express detailing your Exclusively YOURS account status.
- An Independent Service Center Monthly Performance Report will provide you with a "by month, by account" look at your ACDelco purchases over a six-month period.

The only stipulation is that your account must show ACDelco purchases during a six-month period or the Card balance will be reclaimed. You do not have to use the Card during that period — just purchase some ACDelco products. In addition, the money you accumulate in the account is tax-free — there's no IRS reporting for cardholders.

You'll also receive an Exclusively YOURS "Your Rewards" catalog, periodic editions of Exclusively YOURS magazine, and we'll keep you updated about ongoing promotions.

For more information, call EY headquarters at 1-800-253-3428. With the Exclusively YOURS Rewards Program, you actually get something extra just for buying the world's finest auto parts. Now that's a deal!

***Vetronix Helps Shops More Accurately Diagnose Vehicles***

The quality and reliability of a shop's diagnostic hardware system often determines how accurately and quickly a technician can diagnose service problems. Vetronix, a leader in diagnostic equipment, can help improve your bottom line with superior Service Diagnostics and System solutions. Since 1996, Vetronix and ACDelco have successfully provided five key elements through their Alliance: Certified Training and Tools, Authentic OE Service Information, Validated "OEM Rich" Diagnostics, and Best-in-Class Technical Support. As a founding member of the ACDelco Service Technology & Marketing Alliance, Vetronix is dedicated to helping you make your shop more successful. That's why ACDelco, working with Vetronix, is now offering you Vetronix's Alliance Diagnostic System (ADS).

ADS is a suite of three premier portable diagnostic tools: the Mastertech Series (MTS) 3100, the MTS 1100 and the MTS 5100. The MTS 3100, for example, uses flash memory that allows for periodic in-field updates, helping increase your technicians' productivity.

The tools dock into the MTS 6100 Service Bay Workstation, which gives you access to vital service information and diagnostics uniquely packaged for you.

"With ADS, technicians have the flexibility of portable tools that also may be integrated into a single PC system connected to their network," says Steve Jordan, Vetronix product marketing manager. "The approach helps technicians integrate modern technology advances and more effectively diagnose and repair their customers' vehicles."

Implementing ADS also gives you and your technicians access to ACDelco's MTS equipment training as well as membership to their Mastertech Club local chapter, which hosts ongoing advanced seminars on the ADS equipment. What's more, ADS is WISE compatible.

Refer to the March pages of ACDelco's 2005 "Pride of the Real Car Guys" calendar, or contact your local ACDelco representative for more information on the ADS system, or call (800) 321-4889, ext. 4.

***GE Capital Preferred Vendor Program***

New business is what makes your company thrive and grow. But it usually takes a marketing effort (and marketing dollars) to get it. Here's a way you can capture new business with no effort or expense at all!

GE Capital, the leading fleet management company in North America, facilitates fleet services to more than 470,000 vehicles that generate \$200 million in annual vehicle maintenance and body repairs. You can get a piece of that business by adding your name to the GE Capital list of Preferred Vendors. When GE fleet repair is needed in your area, your service center is referred. That's going to drive extra business and revenue into your store.

Your invoices for GE fleet repairs receive priority handling — payments are processed within 15 days if billing procedures are followed. And GE Capital has the only AAA credit rating in the business — there's no credit risk involved. Pricing structures for repairs are expected to be competitive, and GE Capital Fleet Services retains a 10% processing fee.

Got questions? Give GE Capital a call at 1-800-328-4835 (8 a.m. to 5 p.m. CST) and you'll get answers. Or just read and fill out the agreement form and send it in. They'll mail you back a confirmation packet and activate your status as a preferred vendor. It's just about the easiest piece of new business you're ever going to find.