



<b>Date:</b> March 15, 2006	<b>Bulletin Number:</b> 06TSS-044
<b>To:</b> Total Service Support Participants and Independent Service Centers	<b>Category:</b> ACDelco News
<b>From:</b> Nancy McLean, ACDelco Marketing	<b>Line(s):</b> All

**Subject: March ACDelco News**

### **Description**

Included in this month's ACDelco News is information on:

#### **TSS Advisory Council**

- Letter from Mark Hyde, Hyde Auto Service

#### **Product Announcement**

- Industry Leading Free Replacement Limited Warranty on Professional 6-Year and 7-Year Batteries

#### **TSS Program**

- 2006 Brake Bucks Promotion and Targeted Consumer Direct Mail Campaign
- New Image Building Graphic Elements and Vehicle Graphic Relaunch
- Technical Training Update
- Business Training Update
- 2006 ACDelco National Convention News

#### **Product**

- New Look for Professional Batteries
- New ACDelco Professional Battery (91-6YR)
- New ACDelco Gasket and Seal Kits

#### **Catalogs**

- 2006 ACDelco Wire Sets Catalog (16A-100-06)

#### **Advertising**

- New ACDelco Television Spots



### TSS Advisory Council

Fellow TSS Members,

Hopefully, many of you have heard about the TSS Advisory Council. In last month's mailing, you read about the issues we work on with ACDelco. Over the past couple of months, we have become increasingly involved in the decisions and programs developed for our shops. There are a couple of items I would like to specifically address with you. One is the MechanicNet "Brake Bucks" promotion and the other is Universal Warranty Corporation and how they work with us.

We hear from many of you that ACDelco needs to increase the amount of business in our shops and we agree. I am sure many of you have also read a lot about the importance of Customer Retention. ACDelco is now announcing a promotion that takes advantage of their national Brake Bucks promotion and MechanicNet, one of the valuable tools offered through the TSS program. MechanicNet is a great Customer Retention System. I have been a MechanicNet user for the past two years and not only do I feel it has increased my business but it also makes my customers feel more important knowing I am tracking their service and maintenance. I believe this is a big step in the right direction, and I know many of my TSS Advisory Council members feel the same. Please review the promotional information and strongly consider subscribing long-term or permanently to MechanicNet.

The other item I want to talk about is Universal Warranty Corporation (UWC). Many of you have already been contacted by UWC and have signed up for the program. UWC is a division of GMAC Insurance and, just like ACDelco, falls under the General Motors' umbrella. Relationships like these are exactly what we as independent business owners need to take advantage of. UWC sells extended service contracts through used car dealers and soon will sell direct to consumers through the Internet. Because this relationship exists, the TSS network will be used to service the contracts, and UWC will support the use of quality ACDelco parts. UWC worked with the TSS Advisory Council on items like the inspection required for Internet sales, fair payment for the inspection and the elimination of discounts on parts and labor. Please remember that the customer network is still being developed, and the Internet sales have not been launched yet. It will take time for this business to grow.

Combining the resources of ACDelco, MechanicNet, Universal Warranty Corporation and our companies is how we will all win together and build strong businesses for many years to come.

The members of the TSS Advisory Council have asked ACDelco to let us be more involved in communications to our fellow TSS members. You should see more from us in the future, and we are also investigating better ways for all of you to communicate concerns or issues directly with us. We look forward to hearing more from you as we develop these tools.

Best Regards,

Mark Hyde  
Hyde Auto Service  
Oklahoma City, OK

## Product Announcement

### **Industry Leading Free Replacement Limited Warranty on Professional 6-Year and 7-Year Batteries**

Effective April 1, 2006, ACDelco is increasing the free replacement periods on their Professional 6-Year and 7-Year batteries. The free replacement period on Professional ACDelco 6-Year and 7-Year batteries is now the **best** in the Industry. A number of studies suggest that the free replacement period is the most important feature to consumers when purchasing a new battery.

- Professional 6-Year battery free replacement period limited warranty will increase from 18 months to 30 months
- Professional 7- Year battery free replacement period limited warranty will increase from 24 months to 50 months

In order to communicate this positive step in making ACDelco simply the best free replacement limited warranty period on 6-Year and 7-Year Professional batteries the following items will be available:

Items	Date Available
3 x 5 Banner	March 24, 2006
Battery Header Card	March 24, 2006
Local Market Newspaper Ad	March 17, 2006
Direct Mail Postcard	March 17, 2006
ACDelco Distributor Replacement Battery Warranty Quick Reference Chart	April 1, 2006
Silver 6-Year (MS6YR72) and Gold 7-Year (MS7YR84) Starburst Stickers	April 1, 2006

Please contact your local ACDelco Warehouse Distributor to obtain the above items.

## TSS Program Participants

### **2006 Brake Bucks Promotion and Targeted Consumer Direct Mail Campaign**

ACDelco announces the 2006 Brake Bucks Promotion and targeted consumer direct mail campaign to drive more business to your shop. The 2006 Brake Bucks consumer rebate promotion will begin June 1, 2006, and run through July 31, 2006. The consumer rebate offers savings of \$10 per axle, \$20 per vehicle maximum cash back.

The 2005 Brake Bucks Promotion lead to a 42% increase in business and demonstrated the strength of the ACDelco all makes lines.

- 5,245 rebates were redeemed, representing a true aftermarket mix with nearly half on non-GM applications!
  - 20.5% on Ford, Lincoln, Mercury applications
  - 14% on Chrysler, Jeep applications
  - 14% on Toyota, Honda, Nissan, Imports and other
  - 50.8 on GM applications

The promotion this year will be supported by a targeted consumer direct mail program run in conjunction with MechanicNet Customer Retention System (CRS). MechanicNet CRS has the ability to integrate with over 120 shop management systems (SMS) to retrieve repair order information to best identify which consumers within your shop database are most likely to require brake service during the promotional period. Once your high potential customers are identified, MechanicNet will mail the 2006 ACDelco Brake Bucks consumer rebate postcards (up to 250 personalized postcards). After the postcards are mailed, MechanicNet will track who the postcards were mailed to and will begin reporting your return on investment. For your reference, a sample postcard is included in this mailing.

What is your investment? To participate in the MechanicNet portion of the promotion, you will be required to pay, via credit card (EY Rewards is accepted), a \$50 licensing fee (waived for active MechanicNet CRS subscribers at the time of promotion). MechanicNet is available only to TSS accounts that qualify. For details on qualifications and instructions on how to enroll, please visit [www.acdelcotechconnect.com](http://www.acdelcotechconnect.com).

Simply select the picture of the 2006 Brake Bucks Promotion Postcard from the homepage or select the 2006 Brake Bucks link from the "What's New" section. Don't wait to enroll! **Enrollment into the MechanicNet promotion begins April 3, 2006, and continues through May 12, 2006.** Postcards will be mailed to consumers on May 25, 2006.

Attached are some frequently-asked questions relative to the MechanicNet CRS program, specific questions related to the 2006 ACDelco promotions in conjunction with MechanicNet and also some technical questions regarding connection and data safety.

**Please note: MechanicNet will be calling each TSS Shop in the following weeks to review promotional details and qualification requirements.** After the Brake Bucks promotion MechanicNet will be making follow-up calls with that shop's return on the promotion and an eBusiness bonus opportunity for further enrollment. For details on the bonus, look on [acdelcotechconnect.com](http://acdelcotechconnect.com) during the enrollment period.

### ***New Image Building Graphic Elements and Vehicle Graphic Relaunch***

Effective April 1, 2006, new image building graphics and vehicle graphics will be available for purchase. The building graphics include the following items:

- Wall Borders
- Counter Graphics
- Tire Wraps
- Enter/Exit Signs
- Service Bay Door Graphics
- Store hours with Numbers

All elements are available via kits or can be ordered individually. Professional installation is included. Some items are customizable with your business name. The items will be available to view on March 24, 2006, via the ACDelco TechConnect Website. To view the new graphic elements go to [www.acdelcotechconnect.com](http://www.acdelcotechconnect.com) and select Marketing Support, then click on Image and Appearance Program.

The vehicle graphic's have not changed but are now offered at a new low price. See your ACDelco Warehouse Distributor to order the new image items.

### ***Technical Training Update***

As we head into the end of the 1st quarter, the new blended learning format for training has been a great success. As of the beginning of March, participants have completed close to 1,500 web-based courses. This new format has received great reviews from both the TSS advisory council, as well as the DDG IT/Training committee.

March kicks off with the launch of the Instructor led training classes, as well as more web-based training. We are very excited about the launch of some new classes such as Vibration Correction (S-SS04-01.01WBT) in March. New classes for March should start to appear on the LMS homepage by mid-month. Visit the website and check the schedule for Instructor led classes in your area.

Instructor Led	HVAC System Diagnostics	S-AC07-01.01ILT
WEB	OBD II GM	S-EP08-12.01WBT
WEB	Vibration Correction	S-SS04-01.01WBT
Instructor Led	Duramax 6600: Diesel Engine Performance	S-EP08-81.01ILT
WEB	Electrical/Electronics Stage 3	S-EL06-03.01WBT
Instructor Led	OBD II GM Diagnostics	S-EP08-12.01ILT

## ***Business Training Update***

The pilot program for the first three highly anticipated business training classes will be run in mid-March with an expected introduction of April 1. These classes include Features and Benefits, Customer Circumstances and Customer Needs and Expectation. You'll be able to take these courses through the Learning Management System (LMS) located on the Training tab in the TechConnect website. The remaining 24 web-based classes and nine instructor led seminars will be rolled-out periodically through the end of June.

## ***2006 ACDelco National Convention News***

The 2006 ACDelco National Convention will be held in Las Vegas, Nevada, October 26 -29, 2006. The convention will be host to many exciting events such as the Technician of the Millennium IV Contest and Training Seminars. Attached is a newsletter to update you on the latest information regarding the national convention.

## **Product**

### ***"New Look" for Professional Batteries***

Recently, ACDelco introduced a new look on select Professional models. The new design is called "Accessible Maintenance Free." This differs from "Sealed Maintenance Free" solely with the ability to allow the vent caps to be removed.

The entire ACDelco Professional Battery lineup continues to be:

- Built to ACDelco specifications
- Built using calcium/calcium technology, "The Hallmark of Maintenance Free Technology"
- 100% Pressure tested to ensure seal of battery cover
- 100% Electrical short tested
- 100% Current tested to ensure internal welds

ACDelco batteries continue to be the Original Equipment product installed in General Motors' vehicles. Some of the newer GM OE batteries share this new look; the 86-6YR (Corvette) and the 90-6YR (Cobalt).

There is no difference in quality, performance or application coverage. This will be a rolling change. Not all customers will receive the "New Look" batteries at the same time due to inventory at the Battery Distribution Centers.



### ***New ACDelco Professional Battery (91-6YR)***

ACDelco is pleased to announce that the 91-6YR has been added to the ACDelco Professional battery lineup. This part covers:

- BMW
- Cadillac
- Lexus, Peugeot
- Porsche
- Saab applications

### **New ACDelco Gasket and Seal Kits**

Three new ACDelco Gasket and Seal Kits are now available. The three kits include the top moving gasket and seal part numbers. The following three kit part numbers below provide a great selection of Gasket / Seals to support your Thermostat and Caps Line.

<b>ACDelco# 12GA1 (19114550)</b>			
<b>GM #</b>	<b>ACD #</b>	<b>ACDelco Pop-Code</b>	<b>Qty</b>
19114527	12G10	A	10
19114531	12G14	A	10
19114533	12G16	A	10
19114519	12G2	A	10
19114537	12G20	A	10
19114542	12G25	A	10
19114543	12G26	A	10
19114525	12G8	D	10

<b>ACDelco# 12GA2 (19114551)</b>			
<b>GM #</b>	<b>ACD #</b>	<b>ACDelco Pop-Code</b>	<b>Qty</b>
19114527	12G10	A	20
19114531	12G14	A	20
19114533	12G16	A	10
19114519	12G2	A	10
19114537	12G20	A	10
19114542	12G25	A	10
19114543	12G26	A	20
19114524	12G7	B	10
19114528	12G11	C	10
19114534	12G17	C	10
19114535	12G18	C	10
19114540	12G23	C	10
19114529	12G12	D	10
19114545	12G28	D	10
19114525	12G8	D	10

<b>ACDelco# 12GA3 (19114552)</b>			
<b>GM #</b>	<b>ACD #</b>	<b>ACDelco Pop-Code</b>	<b>Qty</b>
19114527	12G10	A	20
19114531	12G14	A	20
19114533	12G16	A	10
19114519	12G2	A	10
19114537	12G20	A	10
19114542	12G25	A	10
19114543	12G26	A	20
19114524	12G7	B	10
19114563	12S10	A	10
19114571	12S18	A	10
19114572	12S19	A	10
19114555	12S2	A	10
19114553	12S20	A	10
19114573	12S21	A	10
19114574	12S22	A	10
19114556	12S3	A	10
19114562	12S9	A	10

## **Catalogs**

### **2006 ACDelco Wire Sets Catalog (16A-100-06)**

ACDelco announces the release of the 2006 ACDelco Wire Sets Catalog (16A-100-06), which supersedes the previous 16A-100-04, dated 2004, Weatherly 432. This catalog contains passenger car and light duty truck, medium duty truck and bus applications.

The 2006 ACDelco Wire Sets Catalog offers updated:

- Direct ignition chart which now includes the engine designation and VIN code
- All Makes/All Models application information that includes direct ignition applications
- Tailored and quality leads charts
- Wire and accessories section
- Competitive cross reference with over 26,000 crosses
- Buyer's guide

To obtain copies of this catalog, please contact you local ACDelco Warehouse Distributor.

## Advertising

### ***New ACDelco Television Spots***

ACDelco will be launching a new TV campaign, entitled "Confessions" on Speed Channel shows beginning the week of February 27th. These new 30-second spots feature "non-Car Guys" who, after failing to follow routine service recommendations, "confess" that they should have acted differently! We've protected their identities in these spots, but you'll have to watch to see how we did it.

We also have a new Motorsports spot featuring the three ACDelco drivers: Clint Bowyer, Kurt Johnson and Harold Martin. The spot highlights the accomplishments of our ACDelco-sponsored Motorsports drivers and makes the connection between their successes and the quality of ACDelco parts they use in their cars. The spot also shows ACDelco's long-standing support of, and commitment to, Busch, NHRA and IHRA racing.

The new TV spots will run on the following shows during the remainder of the first quarter of 2006:

- NASCAR Busch Qualifying
- Dream Car Garage
- Engine Block
- Inside Nextel Cup
- NASCAR Victory Lane
- NBS 24/7
- Two Guys Garage
- Wind Tunnel with Dave Despain

Specific times for these shows can be found on Speed Channel's website, speedtv.com. Our spots will also appear on the NASCAR Busch Series race broadcasts on FX from Las Vegas (March 11) and Atlanta (March 18). The TV spots will be available for viewing on acdelco.com early next week. Three new radio spots which can be tagged for local market information are also available. These spots will help drive consumers to the service locator section of acdelco.com where they can find a "Real Car Guy" in their area and cover Routine Maintenance, Batteries and Brakes. Contact your local ACDelco Warehouse Distributor for more information.

Attachments