



Date: April 6, 2006	Bulletin Number: 06TSS-059
To: Total Service Support Participants and Independent Service Centers	Category: ACDelco News Bulletin
From: Dan Carter, Total Service Support Program	Line(s): All

Subject: April ACDelco News

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

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- Letter from Jim Upchurch, Autotech Service Center

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Technician of the Millennium Contest

- List of Regional Finalists

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- Spring Car Care Press Release
- Global Market Strategy Article in *Aftermarket Business Magazine*

Attachment

TSS Advisory Council

Fellow TSS Members,

As members of the TSS Advisory Council, we are involved in many aspects of ACDelco's business. This includes the grading of the applications that are received for the TSS Scholarship program. Each year, ACDelco awards ten nationwide scholarships exclusively to TSS accounts through the ACDelco Scholarship Program. For 2005, five \$3,000 scholarships were awarded to dependents of TSS owners, and five \$2,500 scholarships were awarded to TSS technicians. What a pleasure it was to read these applications and essays. One of the hardest jobs as a member of the committee was to choose just one; I would like to give them all scholarships! We have a great group of people working on the TSS program. Many people do not realize all of the different aspects of the program that we Advisory Council members get to be a part of behind the scenes. I would encourage all quality independent repair facilities to participate in the program and to encourage your friends and fellow shop owners to join. The benefits of aligning your shops with the TSS program will be important to the future of independent repair shops.

Together with ACDelco, I am proud to announce the following scholarship recipients for 2005:

<u>Dependent Name</u>	<u>Location</u>	<u>TSS Sponsor</u>
Kimberly Grove	Middletown, PA	Grove Motors Inc.
Richard Larcom Jr.	Tampa, FL	Ed Larcom's Garage
Ryan Williams	Minneapolis, MN	Bobby and Steve's Auto World
Bradley Wilson	Kerrville, TX	Central Automotive
Garett Wolfe	Wenatchee, WA	Mike Wolfe Service

<u>Technician Name</u>		
John Latuso	Greenlawn, NY	Freidank Automotive
James Sarros	Okeechobee, FL	Autoworks Service Center
Nicholas Stemer	Minneapolis, MN	Bobby & Steve's Auto World
Virginia Tompkins	Birmingham, AL	Auto & Truck Services Inc.
Joshua Wagner	Pulaski, NY	Dick's Auto

Best Regards,

Jim Upchurch
Autotech Service Center
Jackson, TN

Product Announcement

New ACDelco Beam Wiper Blades

ACDelco is introducing the Beam Wiper Blade to the ACDelco wiper product line. The new Beam Wiper Blade line consists of eight (8) part numbers that provide coverage for 94% of vehicles on the road. The Beam Wiper Blade offers an innovative design that is similar to new technology being used by original equipment vehicle manufacturers for new cars and trucks.

Constructed with a spring steel frame, the blades provide multiple pressure points and conform to the shape of the windshield resulting in a uniform wipe. The frame also helps resist snow and ice buildup for exceptional all season performance.

Great looks and an aerodynamic low profile provide improved visibility and wind-lift resistance. Another feature is that the blade is constructed of natural and synthetic rubber, providing enhanced wiping

performance and durability. The Beam Wiper Blade technology is considered a premium product and is positioned above conventional blades.

Product Features and Benefits:

- Spring steel frame provides multiple pressure points and conforms to the shape of the windshield
- Natural and synthetic blended rubber compound enhances wiping performance and durability
- Pre-assembled adaptor fits the most popular arm styles with coverage for 94% of vehicles on the road
- Aerodynamic, low profile for improved visibility and wind-lift resistance
- Innovative design resists snow and ice buildup for exceptional all weather performance
- Resealable clamshell packaging reduces returns
- Future styling trend of wiper blades

Support Material - Contact your local ACDelco warehouse distributor for the following support materials:

- Beam wiper blade sell sheet - 08-SS-0079-06
- Beam wiper blade application guide - 08-CA-0078-0

TSS Program Participants

TSS Accounts Can Now Receive ACDelco Updates Electronically

Attention TSS shop owners and managers. Are you looking for the latest information on promotions, the ACDelco National Convention and other news from ACDelco? Then sign up for the ACDelco Update – the monthly electronic update exclusively from ACDelco for TSS Program participants. Each month we will provide you with an email offering key dates on what you need to know to help grow your business and improve your bottom line.

And that’s not all. We will also keep you up-to-date on the latest additions to our training courses and links to recently published ACDelco newsletters. Although this update is intended for owners and managers, please feel free to share this information with other TSS employees. So what are you waiting for? Log onto www.acdelcotechconnect.com and click on the “Sign up for ACDelco Update” under the What’s New section.

2006 Brake Bucks and Customer Retention System Promotion

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 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 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 details on qualifications and instructions on how to enroll, please visit 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.

Don't qualify but still want to participate in the 2006 Brake Bucks Promotion??

Brake Bucks Promotional Alternatives*

* ACDelco is not responsible for any fees associated with the following promotional alternatives:

- Alternative #1
Shops who do not qualify to participate with MechanicNet may contact RJ Conlin, a TSS preferred vendor for traditional direct mail services, using the Brake Bucks promotional postcard. To view the flyer for RJ Conlin promotional offering go to www.acdelcotechconnect.com and click on the 2006 Brake Bucks Postcard in the lower left hand corner of the homepage.
- Alternative #2
Shops that do not qualify to participate with MechanicNet, but would like to mail postcards using their own database, may simply print a PDF image of the postcard and mail according to their own preferences. The postcard can be found on www.acdelcotechconnect.com by clicking on the 2006 Brake Bucks Postcard in the lower left hand corner of the homepage.

Correction to the MechanicNet Frequently Asked Questions (Bulletin 06TSS-044)

The last question on the first page of FAQ's answers the question relative to the on-going cost of the full MechanicNet CRS offering. \$90 per month is the correct amount for TSS customers who have WISE. For TSS customers who DO NOT have WISE, the correct amount is \$100 per month.

Total eBusiness Bonus

The professional image of a business is not only its visual appearance, it includes all of the ways it presents itself.

eBusiness tools are significantly growing in importance to the aftermarket and are part of a professional image. Whether it is:

- Professional looking ROs and invoices
- Quick and accurate electronic parts orders and stock checks
- Maintenance reminders and professional Web sites

Everything affects the way customers view a business.

ACDelco is now offering a chance to help our TSS members to upgrade their facility's image as well as their eBusiness tools with an eBusiness Bonus. Enrollment in Brake Bucks Customer Retention System (CRS) is the first step in qualifying for an office/retail image enhancement kit (estimated retail value of \$525*) that will be awarded to the first 1000 TSS members who also meet the below qualifications.

Enrollment runs from April 3 – May 12, 2006. The kit includes:

- 30 feet of wall boarder
- Open/closed sign with hours
- Enter/exit sign
- Counter graphics
- Installation

* \$525 consists of a \$495 kit plus an average of \$30 in tax and shipping

Qualifications:

- Be a WISE subscriber or be an active** WIP user or become one prior to June 15, 2006
- Sign up for at least 6 months of MechanicNet through ACDelco
- Supply ACDelco with your e-mail during registration for future electronic communications
- Have a facility that represents ACDelco and is in acceptable condition for installation
- Be a TSS member in good standing

Note: Some preparation, such as but not limited to, cleaning, painting and removal of other signage, may be required in order to receive the kit and have it installed. The cost of this preparation will not be

covered by ACDelco. TSS members will also be required to sign an image program agreement prior to installation.

** An active WIP user is someone who has made at least two inquiries or ordered a part through WIP in the previous billing month.

Below is information on how TSS members enroll, qualify and receive the Total eBusiness Bonus.

1. Enroll for the 2006 Brake Bucks CRS promotion
2. Register for the eBusiness Bonus
3. To qualify for the eBusiness Bonus TSS members must fill out all the required information including e-mail if not previously provided and WIP/WISE information. If they are not currently a WIP or WISE customer they must agree to sign up for WIP or WISE through their ACDelco DDG member. The TSS member must be able to connect to a participating using ACDelco WIP or WISE.
4. The TSS accounts have two options for signing up for MechanicNet
 - They are a current MechanicNet user and agree to continue for the next 6 months or agree to sign up for 6 months during registration.
 - They can choose to wait until after the Brake Bucks promotion. Starting in July, MechanicNet will be following up with them to review the different reports showing what return they received from the Brake Bucks promotion. During that call they will be able to sign up for 6 months.
5. Qualified TSS members will be contacted by their ACDelco sales representative to finalize requirements and sign an image program agreement. Any image upgrades or additions can be made at this time.
 - TSS members can upgrade their enhancement kit to the Full Shop or Premium Kits. If they want to upgrade or add items, the \$525 will be applied to the cost of the requested kit plus shipping and tax.
 - The remainder may even be eligible for up to 50% ACDelco subsidy. Contact your ACDelco sales representative about what is eligible for subsidy.
 - Their ACDelco sales representative will place the order via the electronic ordering process and use a special authorization and part number received from central office.
6. Our installation company will schedule a review and installation. Installation requirements must be met to receive the kit and have it installed. Some preparation, such as but not limited to, cleaning, painting and removal of other signage, may be needed in order to receive the kit and have it installed. The cost of this preparation will not be covered by ACDelco.

2006 TSS Scholarship Program

Each year ACDelco awards 10 nationwide scholarships exclusively to TSS accounts through the ACDelco Scholarship Program. This program is designed to help defray the cost of tuition and books for technicians as well as the dependents of TSS owners.

Five \$3,000 scholarships will be awarded to the dependents of TSS owners who are under 25 years of age, and five \$2,500 scholarships will be given to TSS technicians. Applications are being accepted through October 15, 2006. Technicians and dependents that are interested in applying for the scholarship must meet the following requirements:

- Applicants must have a high school diploma or GED
- Dependent applicants must be enrolled in college full time (12 credits or more per term)
- Technician applicants may attend college on a part-time basis

Each applicant is required to write a one-page, double-spaced, typed personal essay explaining why they wish to pursue a career in their chosen field. Applicants must also provide a letter of recommendation from anyone outside their family and an official copy of their high school transcripts with their GPA – any application received without a transcript with the official raised seal will not be processed. In addition, bonus consideration is given to applicants who are seeking professions in the automotive field. Any application that is not fully completed or any requirement that is not fulfilled will result in an unprocessed application.

If your TSS technicians and/or dependents are interested in participating in the 2006 Scholarship Program, please contact staci.j.shelton@gm.com or simply log onto acdelcotechconnect.com for more information and to obtain a copy of the application.

Technical Training Update

The first quarter of 2006 can be considered a great success relative to the new blended learning format. We are excited about moving into the second quarter with more training opportunities being offered each month. In April, the following web-based classes are expected to be launched.

WEB	Oscilloscopes	S-EL06-06.01WBT
WEB	OBD II Ford	S-EP08-22.01WBT
WEB	OBD II Chrysler	S-EP08-32.01WBT
WEB	OBD II Honda	S-EP08-42.01WBT
WEB	Battery, Charging and Starting	S-EL06-10.01WBT

Business Training Update

The web-based classes Features and Benefits, Customer Circumstances, Customer Needs and Expectations, along with the instructor-led Sales Skills Seminar are slated to launch in early April. The next set of classes scheduled for a late April roll-out include the web-based classes Professional Skills Assessment, Stress Management and Time Management. These web-based classes support the instructor-led Self Management Skills Seminar.

Learning Management System

Phase one of the Learning Management System (LMS) enhancement will roll out in April. This will include the recommended training path for your particular “person type.” Training paths will include air conditioning specialist, brakes specialist, electrical/electronics specialist, engine performance specialist, owner/manager, sales personnel and service advisor. Selecting one of these training paths will show the user all of the training courses related to that particular training area and track the progress of completing those courses.

The second part of this enhancement will be the ability to self-register. Self registration means that an active ACDelco account may register for an ID within the LMS without contacting either the help desk or an ACDelco rep. Simply click on the button next to the sign-in section of the LMS labeled “New user registration” and fill out the appropriate information. So at your first opportunity, take a look at how these enhancements can assist you in reaching your training goals. The ACDelco LMS can be found on www.acdelcotechconnect.com.

Programs/Promotions

ACDelco WISE Internet Parts (WIP) GM Service Information (SI) Promotion

Effective immediately, ACDelco is running a special ongoing promotion for WIP (WISE Internet Parts) users to receive GM Service Information (GM SI) at no additional charge for the following month once they reach a target of \$3,000 in ACDelco purchases via WIP in any given month.

A benefit to all WIP users is the ability to access GM SI – the up-to-date electronic service information published by the OE source. At the GM service information website you can find online information including: Vehicle diagnostic and service repair manuals for GM vehicles from 1998 to present, Campaigns, Service Bulletins and Preliminary Information for GM vehicles from 1980 to present, as well as, GM Owner’s Manuals and Glove Box Supplements from 2003 to present.

Access to GM service information is available to the aftermarket through a subscription service. Subscription access can be purchased in lengths such as daily, weekly, monthly or annually.

- \$20 a day
- \$45 for five days
- \$150 per month

- \$1200 per year (\$900 for TSS customers)

However, WIP users who purchase \$3,000 of ACDelco products within a calendar month will receive GM SI the following month at no additional charge to them. WISE users will have a link on their homepage at no additional charge.

To enroll in the [SI promotion](#) – User clicks on the link in the masthead of WIP to go to the registration site. User completes registration and submits. User will be sent an ID and PW for GM SI. When meter on WIP reaches \$3000, the link to GM SI will become active and user may log in.

WISE Internet Parts (WIP) – Collision WIP and Tri-Lingual WIP

ACDelco WIP is now available for the Collision shop to make looking up and ordering the hard parts that go with collision repair quicker and easier. ACDelco WIP users may now choose to display the application in Spanish, French, or English.

Collision WIP

This new product provides an online ordering tool offering the same features and benefits of WIP (WISE Internet Parts), and is tailored specifically for the collision market segment, a \$37 billion market annually. This enables TSS accounts to service this unique segment of the market quickly and efficiently by providing a parts list based on a specific vehicle's damage.

Collision WIP simplifies the business process when trying to identify what parts are necessary for a particular repair. The user simply enters in the vehicle's year, make, model and engine, then the specific quadrant(s) (i.e. front left, front right, rear right, rear left) that were damaged upon impact and the amount/degree of damage (i.e. light, moderate, severe). Collision WIP identifies/lists all possible parts that may need to be replaced. This pre-populated list provides parts within groups/subgroups based on how it is related to the incident and gives the user the ability to select the parts that are needed if they were damaged in the collision.

In addition, Collision WIP is based on smart learning – it uses historical data and statistics to create the parts list in an effort to help the user identify which parts need to be ordered to do the repair. For example, if you are a collision repair facility and have a 1995 Chevrolet Blazer that was damaged from impact collision with moderate damage, Collision WIP will automatically list out all of the parts necessary to do the repair. You can select the parts needed and quickly and easily place the order via your distributor's Collision WIP system.

Trilingual WIP – Spanish and French

In an effort to better reach all of ACDelco's customers, a Spanish language and French language version of WIP are now available. Both versions of WIP include all the same great features and benefits as WIP and are available to Hispanic markets and the French speaking areas of Canada.

Below is information in how to enroll for Collision WIP and how to access Multilingual WIP

- [Collision WIP](#) – User tells sponsoring WD they want to participate. WD selects appropriate type in National Account field in the WIP Admin function.
- [Multilingual WIP](#) – User goes to the 'Tools' tab in WIP and selects language

Technician of the Millennium Contest

The results are in! The following technicians have excelled in the online testing and have qualified to move on to the Regional Finals scheduled in May.

Western Region

- William Edelbrock - Ron's Automotive Clinic in Long Beach, California
- Richard McLellan - Christians Automotive in Albuquerque, New Mexico
- Eric Armstrong - Motoring Services in Kennewick, Washington
- Lawrence Nobriga - Salel Automotive Service in San Leandro, California
- Tory Thomas - Rigby Auto Service in Rigby, Idaho

South Central Region

- Joe Gandara - Taggart Service Center in Portland, Texas
- Derek Fenster - Penner's Tire and Auto in York, Nebraska
- Bill James - Bill's Quality Automotive in Tulsa, Oklahoma
- Kellan Minich - The Maintenance Shop in Gladstone, Missouri
- Michael Delcambre - Master Mechanics in New Iberia, Louisiana

Southeast Region

- Paul Freeman - Paces Ferry Exxon in Atlanta, Georgia
- Charles McCrary III - Barron Garage in Atlanta, Georgia
- Craig Newsome - Auto Tech in Section, Alabama
- Timothy Lasley - Wilson's Garage in Pfafftown, North Carolina
- Jennings Strickland - Tiger's Automotive in Raleigh, North Carolina

Northeast Region

- Louis Codianna - United Auto Sales and Service in Waterbury, Connecticut
- David Morgan - United Auto Sales and Service in Waterbury, Connecticut
- James Testa - JD Automotive and Truck in Dover, New Jersey
- Charles Apfelbeck - Total Auto Maintenance in Riverdale, Maryland
- Thomas Seagrave - Sweeney's Garage in Buffalo, New York

North Central Region

- Carl Thomas - Lancer Service in St. Paul, Minnesota
- Paul Rabas - Rabas Garage in Maribel, Wisconsin
- John Darrigan - Master Automotive in Elkhart, Indiana
- Scot Manna - MB Automotive in Des Plaines, Illinois
- Michael Bohnet - Done Right Auto and RV in Mason, Michigan

Congratulations to all and good luck in the Regional Finals!

Public Relations

Spring Car Care

ACDelco issued a press release this week focused on Spring Car Care and the importance of checking shocks and struts. Most owners know their vehicles require routine maintenance, including periodic inspection of their batteries, spark plugs, tires, windshield wipers, filters and fluids. But often the parts drivers can't see -- such as shock absorbers and struts, located under the vehicle -- don't get the attention they deserve. Log on to acdelcoadvantage.com for the full copy.

Global Market Strategy Article in Aftermarket Business Magazine

What is ACDelco's global strategy and footprint? Mike Durkin, director, ACDelco Business Development, Specialized Distribution, SPO Int'l. Support and Services provides the answers in the March issue of Aftermarket Business magazine.

About the global market: "A priority throughout the company's globalization efforts is to maintain consistent messages and branding," says Durkin. "We need to have visibility in all warehouses around the world."

And, about the U.S. market: "We're focusing on increasing our presence here in the U.S. We're expanding our product lines."

Log on to <http://www.aftermarketbusiness.com/aftermarketbusiness/article/articleDetail.jsp?id=312790> to read the article in its entirety.