Race car driver Leilani Münter is changing stereotypes about women behind the wheel and under the hood.
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ACDelco, Martin Join for Scholarship Program

PROFESSIONAL DRAG RACER Harold Martin knows what it takes to get peak performance from a car. And now he’s partnering with ACDelco to encourage high school seniors around the country to perform at their best.

The ACDelco-Harold Martin “Pros Who Know” Scholarship program is offering high school seniors graduating before Dec. 30, 2007, the chance to receive one of four $2,500 scholarships toward first-year expenses at an accredited vocational school, trade school, college or university. Applicants must already be accepted at the school, with the intention of attending full time in 2008.

Martin and Total Service Support Advisory Council members will determine the recipients, who will be notified in January 2008. (Log on to acdelco.com for scholarship requirements, submission deadline and selection criteria.)

As part of the program, Martin is speaking to students across the country, encouraging them to consider automotive service careers. He kicked things off in March, speaking to more than 2,400 students at Cobo Hall in Detroit in conjunction with the Autorama custom car show.

He’ll continue visiting high schools in cities near the IHRA and ADRL race circuits, promoting the scholarship opportunity and stressing the importance of setting goals, personal responsibility and achievement. “It’s a privilege and an honor to join ACDelco in helping our future talent discover career opportunities in the automotive industry,” Martin says. ■

Step Up to

WISE 3.0 FEATURES everything you expect from WISE, but with the ability to customize your system based on your business needs. Plus, with new à la carte software options like Mitchell 1 OnDemand Repair and Vetricon Shop Foreman Pro, you use and pay for only what you need.

WISE 3.0 is based on, and fully integrated with, the Mitchell 1 shop-management system software. Mitchell 1 OnDemand Estimator is included with the Mitchell 1 Manager/ManagerPlus software.

Mitchell 1 OnDemand Repair software includes vehicle specs, how-to info and color wiring diagrams. It’s available via Internet subscription or on CD-DVD format. Integrated Mitchell 1 interface to QuickBooks is available as well.

Vetricon Shop Foreman Pro adds a new dimension of diagnostic-data retrieval and storage to it’s one-of-a-kind service bay management software. It’s integrated with Mitchell 1 and is an optional addition to the shop-management system.

WISE 3.0, combined with Mitchell 1, features improvements that will impress your customers and help improve your bottom line. They include:

• Individual customer and vehicle history
• More than 125 business management reports
• Prompt, written repair estimates and detailed invoicing
• Simultaneous parts and labor lookup in the electronic catalog
• Accurate time-to-completion estimates and job scheduling
• Multiple-supplier parts access

For more information, contact the WISE Help Desk at 800-825-5886, option 3, to arrange a conference with an ACDelco-e-Business specialist. ■

Wynter says. Other acts, such as sponsoring a local Little League team, simply create goodwill.

TSS Member Gives Back

KAY WYNTER and her husband, Terry, owners of Terry Wynter Auto Service Center, a TSS member in Fort Myers, Fla., have made giving back an integral part of their business philosophy.

They’ve donated Thanksgiving turkeys to a local food bank, performed free repair on a vehicle donated to a nearby church and given complimentary oil-change certificates to a charity silent auction, among other things.

Sometimes the benefits are tangible, like when they repaired a van, at no charge, for a family with a handicapped child. “A local TV station mentioned it on the news, and we can attribute several new customers to the publicity,” Wynter says. Other acts, such as sponsoring a local Little League team, simply create goodwill.

But in the end, it’s all about your reputation and knowing you’re a true part of the community you serve. “It feels good to help others,” Wynter says. “That’s something you can’t put a price on.” ■

STUDY AFFIRMS BRAND LEADERSHIP

When it comes to overall opinion and usage, the ACDelco brand continues to maintain positional superiority among ISCs, according to a recent study conducted by an independent outside market research company. In fact, 86 percent of the ISCs surveyed say they carry or install ACDelco parts, with the next closest competitor receiving only a 62 percent rating among brands measured.

WORKING TO CHANGE PERCEPTIONS

Think you can’t use one brand of replacement parts for all makes and models you service? Think again. ACDelco is urging technicians to change this mindset with its “All Makes and Models Challenge,” which encourages them to use its parts on all the vehicles they service — both domestic and import. They will assess the quality, reliability, fit and function of the ACDelco parts they use. Watch for the results in a series of articles in Underhood Service, BRAKE & FRONT END and ImportCar.
ACDelco has awarded 10 nationwide scholarships through its TSS Educational Scholarship Program. Congratulations to the 2006 recipients:

Five TSS dependents who will each receive a $3,000 scholarship:
- Jess Castagnos sponsored by Castagnos Auto Service Inc. in Donaldsonville, La.
- Tiffany Cannon sponsored by Auto Aid in Sylvania, Ga.
- Kristina Dobbins sponsored by Jeff Dobbins’ Auto Service Inc. in Hastings, Mich.
- Kimberly Grove sponsored by Grove Motors Inc. in Middletown, Pa.
- Geoffrey Sheldon sponsored by Mike’s Plum Street Automotive in Olympia, Wash.

Five TSS technicians who each will receive a $2,500 scholarship:
- Thomas Foley sponsored by Wittlin’s Service in Menomonee Falls, Wis.
- Keith King sponsored by Gary’s Tire & Auto Service Inc. in Houston.
- James Sarro sponsored by AutoWorks Service Center in Okeechobee, Fla.
- Justin Stafford sponsored by Frye’s Auto Repair in Topeka, Kan.
- Tom Sweeney sponsored by Ed’s Auto in Margate, Fla.

ACDelco ASKED ITS Total Service Support (TSS) members, “HHR U GONNA Win?” Now five of them can say, “yes.”

The promotion, announced last fall at ACDelco’s National Sales Convention in Las Vegas, awarded a 2007 Chevrolet HHR to one lucky TSS member in each of ACDelco’s five U.S. regions. (See sidebar below for winners.)

TSS members received an entry to win an HHR for every $1,500 in ACDelco sales they made from Nov. 1, 2006, to Dec. 31, 2006. Additionally, TSS members who sold at least $3,000 in ACDelco products during the two-month incentive received a framed, limited-edition poster commemorating ACDelco’s 10 years in NASCAR Busch Series racing.

Costa Kouzounis, who reported more than $15,000 in ACDelco sales during the promotion, has outfitted his HHR with ACDelco logos and uses it as a customer shuttle for his shop. “Our wins with ACDelco won’t stop with the HHR promotion, nor will our continued commitment to the brand,” he says.

ACDelco has added 250 new wire sets that offer coverage for many domestic and import vehicles, including Chrysler and Toyota. The wire sets, launched in February and April, support ACDelco’s original equipment (OE) fit, form and function aftermarket strategy. Contact your ACDelco WD for more information. Additional details can also be found at acdelco.com or in the ACDelco Wire Sets Catalog (16A-100-07).
PRODUCT NEWS

Bend It, Shape It, Stock It

CREATE CUSTOM HOSES WITH NEW ACDelco UNICOIL™ OFFERING

ACDelco has launched new, patented hose-bending coils that give technicians a solution to out-of-stock problems and troublesome routing conditions.

ACDelco UNICOIL, which can be used on heater, fuel line, fuel injection and transmission oil cooler hoses, can save time when inventory problems, such as not having the correct hose for custom applications, arise.

No tools or special equipment are needed to apply the stainless steel product to regular hoses, and it will bend straight hose into any shape up to 90 degrees.

“ACDelco UNICOIL isn’t just a temporary fix,” says Chris Vermette, ACDelco product specialist for belts and hoses. “It’s meant to last as long as the hose itself. It won’t rust because it’s made of stainless steel.”

The product, which launched in December, has been demonstrated in several venues, including last year’s ACDelco National Convention in Las Vegas.

“ISCs typically don’t carry a lot of hose products because there are just too many part numbers,” Vermette says. “Now, technicians don’t have to worry about needing an out-of-stock hose for a repair. ACDelco UNICOIL gives them a quick solution when custom-molded hose isn’t available.”

ACDelco UNICOIL hose-bending coils are available in seven frequently used hose sizes, ranging from one-quarter inch to one inch. Small- and large-diameter assortment packages are available as well. Contact your ACDelco WD or local ACDelco sales representative for details.

Two great forces have come together to give you the absolute best in diagnostics. Since 1984, Vetronix has built the best diagnostic equipment in the industry. And for over 100 years, Bosch has meant superior reliability, service and quality. Together, these two powerful entities mean unsurpassed excellence. Call us at 800-321-4889, extension 4, to find out how Vetronix/Bosch Group can help your shop become the most efficient and profitable it can be.
**Southern Hospitality**

ACDelco HOSTS MORE THAN 600 GUESTS AT THIS YEAR’S NHRA GATORNATIONALS RACE

MORE THAN 600 Southeast and North Central Region customers were treated to a day at the races during March’s 38th annual ACDelco NHRA Gatornationals at Gainesville Raceway in Gainesville, Fla.

Guests enjoyed an autograph session with ACDelco-sponsored driver Kurt Johnson and his father, Warren, along with grandstand seating and entrance into an ACDelco hospitality tent. Although Kurt didn’t qualify for the race, there was plenty to enjoy on and off the track.

Walter Barrett, a technician at College Park Texaco in Orlando, Fla., took the ride of his life when he drove against Kurt in the 2007 ACDelco Gatornationals Customer Race. They were behind the wheel of identical Pontiac G6s during the exhilarating one-eighth-mile run, which Barrett “won.”

“I was on top of the world for a moment,” laughs Barrett, who earned his spot through a promotion in which 60 Gainesville-area Total Service Support (TSS) members qualified to participate by selling at least $2,500 in ACDelco parts during a six-week period.

“Kurt congratulated me when we were finished and told me to ask where my check was.”

Paul Johnson, general director of the Global Independent Aftermarket, served as the race’s grand marshal, while Bill Arthur, partner and operations director at RPM Automotive — made up of six TSS shops in the Jacksonville, Fla., area — was the honorary starter.

A 20-foot, 46,000-gallon capacity water tank at the raceway was painted to look like “the world’s largest ACDelco filter,” a new approach to advertising during the race.

ACDelco’s “The Pros Who Know” Tour, which features Kurt’s NHRA Pro Stock show car and interactive displays showcasing ACDelco products and systems, also debuted during the race weekend. The Drive to Win sweepstakes* kicked off as well.

Log on to acdelcotechconnect.com to enter the sweepstakes and for complete promotion details, including how to order point-of-sale materials, which include a free-standing countertop display and poster that can help promote the sweepstakes to consumers.

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*No purchase necessary to enter or win. A purchase will not increase your chances of winning. Void where prohibited. Must be a legal U.S. resident, 18 or older to enter. Sweepstakes begins 3/15/07 and ends 9/30/07. To enter and for official rules, prize descriptions and odds disclosure, visit acdelco.com. Sponsor: ACDelco, 6200 Grand Porte Dr., Grand Blanc, MI 48439.
CHANGES BY BANK OF AMERICA to CrediNet were made with one simple goal in mind — to help Total Service Support (TSS) members better monitor and collect charge card payments.

A new bundled discount rate and an easier-to-read statement that helps shop owners track and reconcile payments accomplish this goal.

CrediNet — a comprehensive credit card processing and check authorization program — offers TSS members highly competitive, preferred merchant discount rates with no enrollment or maintenance fees, no additional per item fees and no hidden costs for reports, statements or setups.

With Bank of America’s recent purchase of the CrediNet credit card processing portfolio, all TSS member charges, such as statement and transaction fees, will now be bundled into one discounted rate. This means one bill instead of separate bills for each fee.

“Consumers are using credit and debit cards to buy virtually everything these days, making them a necessity for any retail business,” says Brian Crowder, CrediNet program account manager. “We’ve determined that restructuring our pricing strategy and simplifying our statements makes CrediNet a more competitive advantage for shops.”

CrediNet offers support for all major credit cards, ATM card networks, and Voyager® and Wright Express® fleet cards. Plus, the program is compatible with most existing terminals TSS members use. If not, CrediNet will reprogram them at no charge.

Shop owners also can select appropriate services based on their needs, choose from many payment-processing options and easily add or change services.

Free customer service geared toward TSS members is available at 800-819-3043. CrediNet also offers a free analysis of your shop’s credit card statements and advice on how to best take advantage of the program. Contact your local ACDelco sales representative or log on to gmrms.com and click on the CrediNet link on the left.

See how many you’re eligible for.
Start checking off the boxes below. Because with GMAC Insurance, your auto insurance savings could add up fast! We offer so many discounts that you could save money two, three, even four different ways. And that could mean big savings over what you’re currently paying. So call 1-888-830-3024 today!

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Call 1-888-830-3024 and mention Savings Code SUKB.
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1OnStar subscribers receive a 20% discount on comprehensive coverage and 10% discount on bodily injury and property damage coverages. Not yet available in all states. Subscription service agreement required. Based on the miles driven for eligible 2004 or newer vehicles. Applies to GM models equipped with the OnStar system and delivered after 4-21-04. This guarantee does not extend to radiators, A/C condensers, windshield, and routine maintenance parts, such as batteries, spark plugs and oil filters. Underwritten by member companies of the GMAC Insurance Group. Eligibility, discounts and coverages may vary by state. Rates and coverages are state-mandated in NC. We may use credit scoring for rating and underwriting purposes. Companies of the GMAC Insurance Group are separate and distinct entities within the GM family of companies.
More Than Just a PRETTY FACE

RACE CAR DRIVER LEILANI MÜNTER IS CHANGING STEREOTYPES ABOUT WOMEN BEHIND THE WHEEL AND UNDER THE HOOD

MOST PEOPLE ASSUME that a woman who walks into an ISC doesn’t know as much about cars as the folks who work there. They’d be wrong if that woman was Leilani Münter.

Münter, 31, is part of a new generation of female drivers who are setting precedents, breaking records and changing stereotypes that portray women as not being as capable as men behind the wheel or under the hood. Of course, gender doesn’t necessarily give a driver an advantage on the track. “Being a female may get me extra attention, but it doesn’t help me get up front in a race,” Münter says. “I run up front because I drive well.”

And while being a female makes Münter stand out in a male-dominated profession, it can also be a double-edged sword. “I’m usually judged more harshly,” she says. “People pay more attention to what I do, which is great when I do well. But my mistakes can be blown out of proportion.”

BY DOUG NEWCOMB
PHOTOS BY JOE VAUGHN
“I DID EVERYTHING FROM PUTTING DECALS ON CARS TO ASSISTING THE SHOCK SPECIALIST... IF THEY WERE TESTING CARS, I WOULD TAG ALONG AND TAKE NOTES... YOU JUST LEARN BY BEING AROUND IT.”

THE DRIVE TO RACE
As a racer, Münter has an atypical background. The Minnesota native grew up in a physician’s household and earned a biology degree from the University of California, San Diego, during which time she also began modeling and racing in amateur SCCA events. “A friend took me to my first SCCA race during college,” she recalls. “I ended up racing that day — that’s when I got the bug.”

After graduation, Münter passed on life in the lab to move to Hollywood to do photo-double and stunt work. But the tug of the track soon outweighed the glamour and financial gain of Tinseltown.

She attended race school in California, where a NASCAR team just happened to be at the track. “They thought it was unusual to see a girl signed up for the school,” Münter says. When she told them of her driving ambitions, they invited her to work with the team on weekends. “I wasn’t getting paid, but I was learning about the business side of the sport,” she says.

In 2001, Münter secured a sponsor and began racing on short tracks in California. A year later she packed up and headed for NASCAR country. “People told me that if I wanted to dedicate myself to racing, I’d have to move to North Carolina,” she recalls.

So she did, driving across the country without a job or even a place to live. “I told the moving company I’d call them in a few days and let them know where to drop off my stuff,” Münter remembers. “I had given up all my financial stability and didn’t know a single person in Charlotte. I remember waking up the first morning and thinking, ‘What did I just do?’ But when I saw a sign for Ganassi Racing from my hotel room window, I knew I was where I needed to be.”

“IF THEY WERE TESTING CARS, I WOULD TAG ALONG AND TAKE NOTES ON WHAT KIND OF CHANGES THEY WERE MAKING. I WAS GOING TO THE DIFFERENT TRACKS AND SEEING HOW THE RACE CARS ARE SET UP. YOU JUST LEARN BY BEING AROUND IT.”

BUILD TRUST WITH FEMALE CONSUMERS BY EXPLAINING VEHICLE MAINTENANCE AND REPAIRS.

“PEOPLE PAY MORE ATTENTION TO WHAT I DO, WHICH IS GREAT WHEN I DO WELL. BUT MY MISTAKES CAN BE BLOWN OUT OF PROPORTION.”

Nothing comes easy
It took years of hard work and hard-fought accomplishments for Münter to get to the point she’s at today. She worked a series of low-paying, racing-related jobs — in a body shop prepping race cars, at a racing school and for a NASCAR Busch Series race team — to learn as much as she could about the sport. “I did everything from putting decals on cars to assisting the shock specialist,” she says of the Busch team gig.

“I DID EVERYTHING FROM PUTTING DECALS ON CARS TO ASSISTING THE SHOCK SPECIALIST... IF THEY WERE TESTING CARS, I WOULD TAG ALONG AND TAKE NOTES... YOU JUST LEARN BY BEING AROUND IT.”

“PEOPLE PAY MORE ATTENTION TO WHAT I DO, WHICH IS GREAT WHEN I DO WELL. BUT MY MISTAKES CAN BE BLOWN OUT OF PROPORTION.”

whether it’s hosting a live show from Daytona or discussing the change from leaded to unleaded fuel with drivers,” she says. “I learn a lot from talking with the crew chiefs, drivers and team owners.”

Münter also debuted in the ROMCO Super Late Model Series that year, turning out a strong performance in her first race by qualifying fourth and finishing seventh.

Last year, she hit several major career milestones. In June, she recorded the highest-finishing position by a female driver on Texas Motor Speedway’s 1.5-mile oval, finishing fourth in a USRA Super Late Model race. “So many people were giving me thumbs-up after the checkered flag,” she says. “It meant more to me than the actual finish.”

She also signed with Hostess® to appear on the company’s products as one of three “Hostess Race Divas.” The highpoint, however, was when she qualified for the nationally televised ARCA Re/Max Series for the 2007 season and completed her rookie testing at Daytona International Speedway in December. After two runs, Münter was the 24th fastest of 59 cars with a top speed 177.644 mph. “It took me six years to get from short tracks to Daytona,” she says. “It was a huge accomplishment.”
Regardless of where she ends up racing, Münter feels that she and other women in racing have many more opportunities than their predecessors. “When I first came on the scene in North Carolina, I’d get letters saying, ‘Why weren’t you at practice? Were you doing your hair?’” she says. “That probably wouldn’t have happened to a guy. But, over the last few years, more doors have opened for women in racing. Now, race teams are realizing how much media attention — and with that, sponsorship dollars — can come from a woman doing well on the track. The timing is definitely better for me and the other women in the sport.”

Münter also hopes that what she and other women are doing on the track will inspire more women to not only follow racing, but also learn more about cars. And she thinks shop owners are in a perfect position to educate women about their vehicles.

“Bringing her vehicle to an ISC can be intimidating for a woman who doesn’t know much about cars and, worse, who doesn’t even know what questions to ask,” Münter says. She adds that educating female — and male — customers about their vehicle repairs or maintenance by explaining the process can help build trust. The ACDelco Automotive Systems Guide, available at acdelco.com under the Service & Maintenance tab, can help ISCs do just that. It features diagrams and illustrations that can help you explain to a customer how the major components of his or her vehicle work and the signs that they may be wearing out.

ACDelco also offers a 16-page “Knowledge Is Power” informational brochure (AM-BR-0361-06) that provides women with an overview of basic vehicle maintenance to help better prepare them to discuss repairs and maintenance and make more informed decisions. The brochure, which is available for order via acdelcotechconnect.com under the Marketing Support link, can be placed in waiting rooms or handed out to customers.

“Even taking just a few minutes to discuss regular maintenance can help ease uncertainty and help build trust,” Münter says. “Plus, the more knowledgeable the customer, the more accurately she can describe what is wrong with the vehicle.”

Think about that the next time a female walks into your shop — even if she’s not Leilani Münter.

Looking Ahead

At the time this story was written, Münter was weighing her options for the rest of 2007. “I want to move into the ARCA series,” she says. “In fact, I’ve gotten offers from some really great Cup teams and I would be in excellent equipment that would definitely put me in a position to make history as the first woman to win a major stock car race.”

But Münter reveals she’s also considering offers outside of the stock car world. She recently made somewhat of an unexpected move, kicking off her fenders to try out open wheel racing. Münter completed her rookie test and earned her Indy Pro Series license in May.

“Obviously my career has been focused entirely on stock cars — that’s what I know and what I’m comfortable with,” she says. “But I jumped when the opportunity to try open wheel racing came about. I’m ready and anxious to learn.”

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It’s Easy Being Green

ENVIRONMENTAL EFFORTS ARE GAINING MORE ATTENTION THESE DAYS, BUT THEY’RE NOTHING NEW AT LARRY’S AUTOWORKS

BY KATHY SENA | PHOTOS BY JOSEPH PUHY

KEEPING THE WORK — and world — environment safe and healthy is important to Larry Moore of Larry’s AutoWorks in Mountain View, Calif.

In fact, the Total Service Support (TSS) owner has been honored many times for his environmental efforts, including receiving the California Model Shop Award from the California EPA, Department of Toxic Substances Control, for his role in reducing pollution in the automotive repair industry.

The shop is one of only nine ISCs in the state to receive the award. So it’s surprising to some to learn that an environmental champion like Moore became involved in green initiatives by accident.

FROM FIXING BUGS TO SAVING THE EARTH

Moore was working toward a marketing degree when he became a fixture at Mel’s Bug Shop in Mountain View more than 35 years ago.

“The owner hired me to work nights at the shop rebuilding engines after seeing how good I was with my Volkswagen Bug,” says Moore, who bought the shop in 1972, renaming it Larry’s Bug Shop. He’s since changed the name and twice moved to larger quarters before settling into his current 13,500-sq.-ft. Mountain View location.

“I was frustrated with the confusing array of environmental and other regulatory requirements when I started out as a new shop owner back in the early ‘70s,” Moore says. “Different agencies had different requirements for auto shops, and they often contradicted each other.”

Looking to improve the situation, Moore invited local reps from each regulatory agency to speak with ISC owners and compare notes. He also began writing environmentally sound shop management practices. Moore eventually became so involved with the process that in 1999, then-Gov. Gray Davis appointed him to the Source Reduction Advisory Committee for the State of California Department of Toxic Substances Control.

“Our green efforts started with simple things like recycling paper, cardboard, plastic, metal and glass,” says Moore, who is also a past president of the Automotive Service Councils of California. The shop has since moved on to handling used oil in accordance with hazardous-waste regulations and reducing chemical solvent, among other things.

“We used to hand-clean parts with solvent,” Moore says. “Not only was it bad for the environment, but it damaged people’s hands.” Today, the shop uses a parts-washing machine that cleans them with soap and high-temperature water. “The machine paid for itself in just 45 days and continues to save us a large sum of money,” Moore adds.

He suggests organizing monthly meetings with other local ISC owners to compare notes and share tips on what’s working and what’s not regarding all aspects of running a shop — from business issues to environmental concerns to technician training opportunities.

It’s easy being green — and world — environmental safe and healthy is important to Larry Moore of Larry’s AutoWorks in Mountain View, Calif.

Moore’s new parts-washing machine is better for the environment and his workers — and is saving him money on solvents.
“Our industry moves very quickly, and there’s so much we can learn from each other, but we have to be willing to get together and speak up,” Moore says.

**KEEPS IMPORT OWNERS HAPPY**

Moore says about two-thirds of his business is either Japanese or European vehicles, which is no surprise considering his shop’s location. In 2006, 69 percent of Californians were import owners, according to industry analyst R.L. Polk & Co.

“ACDelco seems to always be updating its lines so they can provide great coverage for shops with a heavy emphasis on imports,” says Moore, who co-owns the business with his wife, Laurie, and their daughter, Tiffany.

He adds that he turns to ACDelco for its quality parts, offering at a fair price availability, on-time delivery and the support of his local ACDelco sales representative, Sue Heimann.

“He’s set up a pay incentive plan based on his six techs — who are all ASE master technicians — attending a minimum 50 hours of training annually. In fact, he believes so strongly in the importance of continued learning that he’s created an in-house training room that holds 25 people.”

“I was flying by the seat of my pants when I started out,” Moore says. “The good news is, today’s shop owners don’t have to. Now there are classes available for the business, technical and environmental sides of running a shop. But it’s up to each owner to become educated — and to educate his or her staff. That’s the real key to success.”

“I THINK MY MOP HAIRDO HAD SOMETHING TO DO WITH IT. AND, OF COURSE, I’VE BEEN KISSING FISH FOR A LONG TIME.”

**IT’S UP TO EACH OWNER TO BECOME EDUCATED — AND TO EDUCATE HIS OR HER STAFF.**

TSS OWNER LARRY MOORE

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**REAL RESULTS**

"Waste Oil is Carefully Collected for Recycling, Right? Maintaining a Clean Shop.

"Waste Oil is Carefully Collected for Recycling, Right? Maintaining a Clean Shop.

---

**5 MINUTES WITH**

**Jimmy Houston**

**WHETHER HE’S KISSING FISH OR TELLING TALL TALES, THE ACDelco-SPONSORED FISHERMAN LOVES TO HAVE FUN**

What’s your biggest fish tale?

Well, the biggest tail is hanging on the end of the biggest fish. You know, small fish have small tails.

**OK ... let me rephrase that question. WHAT’S THE STRALLEST THING YOU’VE EVER SEEN WHILE FISHING?**

I was fishing the lake near my home and saw an acorn at the end of a log floating near the shore. A squirrel jumped on the log and walked over to the acorn. Just when the squirrel grabbed the acorn, a big bass came up out of the water and ate the squirrel. I kept fishing and looking back at the log every so often. Soon enough, I saw the bass come back and put another acorn on the log.

What will we always find in your tackle box?

Serious stuff to catch a fish with — snack cakes and candy bars. Those are important to have.

**WHY ARE CRAPPIES CALLED CRAPPIES?**

(Laughs). That’s really good because that’s a regional deal. In Oklahoma we call them crappies, but in places like Louisiana and Arkansas they’re called white perch. A crappie is really called a lot of different names around the country. I call them good to eat.

**WHAT WOULD YOU BE DOING IF YOU WEREN’T A PROFESSIONAL FISHERMAN?**

I’ve got degrees in political science and economics and had intended to go to law school when I graduated college. But God saved me from being a lawyer — and he spared the rest of the world, too.

**HOW’D YOU GET THE NAME “THE HUCK PINE OF FISHING?”**

I think my mop hairdo had something to do with it. And, of course, I’ve been kissing fish for a long time.

**WOULD YOU RATHER KISS A RAINBOW TROUT OR A LARGE-MOUTH BASS? WHY?**

Large-mouth bass. Rainbow trout are sloppy kissers and they use their teeth too much. And you don’t want to kiss them all — only the cute ones. But sometimes I’ll kiss one that’s not real cute. Ugly bass need loving, too.
THERE WAS NO POPPING of champagne corks or celebratory cake — who has time for that? But a recent ACDelco milestone has not gone unnoticed: The 100,000th part number was added to ACDelco’s growing lineup during the first quarter of the year. A six-digit inventory gives ACDelco the muscle necessary to wrap its arms around the more than 40 makes and hundreds of models that keep Americans rolling. With more than 200 million vehicles on our highways and 3 trillion miles of travel every year, automotive maintenance and repair is clearly a growth industry — and ACDelco is growing in sync with the customers it serves.

COVERAGE FOR JUST ABOUT EVERY NEED

Putting the 100,000-part-number achievement in perspective, ACDelco’s business line manager Doug Bidgood notes, “Since we’re an all makes, all models automotive aftermarket parts supplier, our customers need to know they can purchase all the parts they need from us — whether the vehicle has been manufactured in North America or outside the continent.”

He adds that more than 100,000 part numbers are necessary to have complete market coverage. “Virtually every country that manufactures cars sends them here,” Bidgood says. “Add to that the cars and trucks made in America, and you’ve got a global business with expanding horizons.”

ACDelco, a major force in the global arena, currently offers 37 product lines, containing a broad array of parts for most of the vehicles on the road today. The organization keeps pace with the growing model numbers by continually adding new part numbers. Its expansions amounted to about 1,000 parts per month last year. ACDelco will continue to swell its product portfolio in 2007 to enhance both its stature and its competitive position. In fact, they’ve already added several thousand parts this year.

Matt Gibbard, ACDelco business line specialist for the undercar and ignition, emissions, and wire and cable groups notes, “It’s necessary to roll out coverage for the new models that arrive on the market, and we’re constantly striving to stretch our reach in every product line.”

He adds that ACDelco’s coverage gives technicians yet another reason to turn to the brand for all the parts required to complete just about any repair. “In ignition wire sets alone, we have 640 SKUs to cover non-GM applications, plus another 88 competitively priced parts we added this year to...
ACDelco looks to add new product lines whenever market feedback signals an emerging need.

Innovative Thinking

The ACDelco name is so well known and trusted that shop owners and technicians look to the brand for innovations and advancements.

One clever advancement is the new ACDelco UNICOIL™ offering, added last fall. The product can be used to bend straight heater, fuel line, fuel injection and transmission oil cooler hoses into any shape up to 90 degrees while also preventing the hose from becoming restricted. Seven part numbers cover hoses ranging from one-quarter inch to one inch in inside diameter. (See page 8 for complete story.)

ACDelco also added 30 cabin air filter part numbers earlier this year, supporting the rising need for replacements with products that are fitted to many production models.

The organization plans to roll out innovative Tire Pressure Monitoring Systems (TPMS) later this year. The federal government requires all new light-duty vehicles be so equipped by the 2008 model year.

"Our Customers Need to Know They can Purchase All the Parts They Need from Us — Whether the Vehicle Has Been Manufactured in North America or Outside the Continent."
ACDelco Business Line Manager Doug Bidgood

The new technology can drastically upgrade the wiping performance of older vehicles,” says Chris Vermette, product specialist, ACDelco wiper products.

He adds that another significant wiper improvement will be added before the year is out: Incorporating an air spoiler on the Beam Blades will help maintain contact with the windshield at cruising speed. More than 20 part numbers will be available to fit practically every vehicle on the road today.

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“ACDelco intends to be ready to provide technicians with the TPMS they’ll need to satisfy demand, as consumer awareness of this safety advancement grows,” Bidgood says. “This new technology is just another reason why technicians can turn to us for the utmost in quality.”

Proactive battery testing is an idea that works. Statistics from recent National Car Care Month events show that 77% of all vehicles brought into check lanes during these events are found to be in need of repair or maintenance. Don’t miss an opportunity to increase your business and improve customer satisfaction.

It’s as easy as 1-2-3:
1) Perform a battery test on every vehicle that enters your shop with your Micro500XL tester.
2) Print out the test results and review them with your customer.
3) Advise battery replacement as needed.

Proactive battery testing gives you a great competitive advantage. By testing every battery, you can improve your customer satisfaction by ensuring that every customer knows they are leaving your shop with a good battery — all while increasing battery and related electrical sales. Consistency is the key to success. Make sure to test every battery and promote the fact that your shop offers this FREE service. By committing to help your customers as well as your shop, you are committing to be successful!

Don’t have a Micro500XL?
Contact your ACDelco distributor and order Midtronics’ P/N: MCR-500-XL-ACD-KIT

For more information about Midtronics equipment visit www.midtronics.com or call 1-800-776-1995 and ask for the ACDelco account manager.
There was a time folks thought cars would eventually fly. They never did, but early concepts looked like they could.

Since 1938, designers have dreamed up concept vehicles that look like they are faster than a speeding bullet or could leap tall buildings in a single bound. Some of them could have been mass-produced, while others had no chance of seeing an assembly line. Still, they stirred the imagination and many of their characteristics have made it — or may make it — into production. What follows are some of the standouts.
1938 BUICK Y-JOB

During the heyday of motorcycle fenders, running boards, and perpendicular windshields and grilles, along came the 1938 Buick Y-Job. Credited as the first concept car, it was created by General Motors design chief Harley Earl. The low-slung drop top Buick Y-Job featured integrated hood and fenders, power-operated hidden headlamps and top, door handles flush to the body and a wide horizontal grille with thin vertical bars that Buick uses today. The Buick Y-Job was built to test futuristic styling ideas on the American public at auto shows. What's more, it served as one of Earl's personal cars, racking up about 25,000 miles before he stopped driving it in 1951.

THE '50s FIREBIRD I, II AND III

If cars could fly, GM’s Firebirds of the 1950s would have been the first. They were based on the Douglas Skyray Attack Jet and were powered by turbine engines. The Firebird I was vibration free, idled at 8000 rpm and was controllable at any speed. It also continued to cruise right along when the throttle was closed. In other words, it had no brakes. The Firebird II featured a computer-operated steering system, a new engine that recovered waste heat, improved fuel economy that GM kept secret and intake silencers. It could also “drive itself” by following a wire imbedded in GM’s test track. The Firebird III featured cruise control and a drive-by-wire system. One control stick accelerated the car, put it into reverse, applied the brakes and steered the car. Engineers built “speed sensitivity” into the system to prevent abrupt changes that would put the Firebird III into uncontrolled spins. The Firebirds took Harley Earl’s longer, lower, wider design philosophy and flew with it.

1962 MUSTANG I

The 1962 Mustang I bore no resemblance to the muscle car it would become. It had a 90-inch wheelbase, 154-inch overall length and a 117.6-cu.-in. mid-engine that produced 109 horsepower. The Mustang I was only 40-inches high and it never meant for production. But it was Ford’s first try at creating a small, inexpensive sports car to lure baby boomers, who were teenagers at the time. The name, however, could have sunk the effort. Among the choices were Special Falcon, T-Bird II, Chestnut, Colt, Cougar and Bronco — none of which seemed to fit the car, although some were used on later production models. Ford finally settled on Mustang and automotive lore is richer because of it.

2006 MAZDA KABURA

It has eye-catching curves, but the real story of Mazda’s Kabura is the glass. The windshield and forward portion of the roof are one seamless piece of glass that extends to the B-pillar. Tinting can be adjusted to control the amount of light let into the cabin. The upper portion of the two-piece glass hatch can be tilted upward to act as a spoiler, vent interior air and increase rear passenger headroom. It has solar panels, side-mounted hinges on the rear hatch and an extra right-side door that slides straight back. The Kabura was created to explore fresh ideas for a compact sports coupe. Its name is a Japanese term for the howling arrow historically used to signal the start of a battle. Is Mazda sending a message?

2006 AUDI R-ZERO

The Audi R-Zero, an electric concept car, combines performance with environmental friendliness. Get this: It has four in-wheel electric motors that make 1091 horsepower and 2,168 lb.-ft. of torque. The Audi R-Zero can go from 0 to 62 mph in less than three seconds and it has an estimated top speed of 286 mph. The car is the creation of three French design students and has no official ties to Audi. But the fellas from Ingolstadt are not unhappy about the affiliation.

2001 FORD FORTY-NINE

Ford’s 2001 Forty-Nine concept car had an all-glass upper body with concealed pillars and windshield wipers. The paint job was the blackest of blacks and the car featured chrome wrapping around the greenhouse, 20-inch wheels and a chrome badge. It was inspired by the 1949 Ford, which was so popular, the company received 1.3 million orders before it went on sale. The original ‘49 Ford’s revolutionary design included slab sides, integrated body and fenders, an independent front suspension and rear quarter windows that opened. And its place in Ford history is so esteemed that the company produced a convertible Forty-Nine concept car in 2002.

2007 CHEVROLET VOLT

Chevrolet has had to dampen expectations as the public and press clamor for the production of its Volt concept car. Not only does it look otherworldly, the Volt can run on electricity, E85, biodiesel or gasoline. Its range is 40 miles on one electric charge, and the Volt can get up to a whopping 640 mpg between fill ups using a combination of fuel and its electric motor. Although it’s an advanced technology vehicle that uses little or no fuel, there was no reason to compromise the Volt’s design. What’s that old cliché about beauty and brains?
ToDAY’S TEENs AND 20-SOMETHINGs are the most tech-savvy generation ever. They send text messages from cell phones, listen to MP3 players, shop online and watch digital TV — all at the same time.

Commonly referred to as “echo boomers,” “Generation Y” or “millennials,” those born between 1977 and 1997 numbered around 75 million in 2006. But reaching these consumers — and their wallets — isn’t as easy as connecting with their parents. Experts say the key to marketing to teen and 20-something drivers lies in realizing that conventional methods such as direct mail and Yellow Pages advertising don’t work well with this segment.

“This group isn’t influenced by advertising because they think they already know what’s in the ads,” says Richard Laermer, co-author of Punk Marketing. “They want something new.”

Cindy McColley, manager of CRM and digital marketing at ACDelco, says, “It’s not just about getting our messages out to them anymore — they have to be excited and entertained. Younger consumers are saying, ‘If you don’t entertain me, I’m moving on.’”

They shop online more than any other group, too. In fact, online auto parts and service shoppers skew younger than the total U.S. Internet population, according to Media-Screen research commissioned by Google in mid-2006. Nearly one-fifth of the Internet users who said they shopped for auto services online in the previous 12 months were 18 to 24 years of age.

Given this, having a top-notch Web site for your shop is a must. But you need more than an Internet presence to capture their attention. Here are a few suggestions for engaging youthful drivers in ways that will help convert them from prospects to customers:

**HOST A FOCUS GROUP.** Invite a group of younger drivers to your shop and ask questions about what excites or interests them about driving. Find out what they want to learn more about when it comes to vehicles. Laermer recommends using what you learn to develop informational content for your site or for e-newsletter articles.

“Don’t worry about using youthful lingo,” Laermer advises firmly. “Just share your knowledge in short postings that educate and inform.” Include links to local auto events so your blog becomes the “go-to” place for auto information they’re looking for.

**GET NOTICED ONLINE.** ACDelco is teaming with Google to make it easier for Internet users to find their local Total Service Support (TSS) shops online. Searchers using the “Find Businesses” link at local.google.com to search for an auto part or auto service shop within their ZIP code are now directed to an ACDelco page that links to the sites of nearby TSS shops.

**GIVE THEM INFO IN A RANGE OF FORMATS.** Offer info on the importance of proper vehicle maintenance in an electronic newsletter, on your site or in an MP3 audio file. ACDelco produces a series of informational podcasts, available at acdelco.com, that shops can link to or host on their sites. These MP3 files can be downloaded to audio players made by Apple and other manufacturers.

**BE SOCIAL AND START BLOGGING.** Set up a page on MySpace (myspace.com), a lifestyle portal. Share what you know about vehicle maintenance on a MySpace profile, or ask one of your younger technicians to start a blog for your shop on your site.

“Just share your knowledge in short postings that educate and inform.” Include links to local auto events so your blog becomes the “go-to” place for auto information they’re looking for.

**GO VIRTUAL.** Partner with technology students at a local college to host a virtual event on your site. A guest speaker from your shop can talk via a Web camera about the top-five mistakes new car owners make and how to avoid them, or teach viewers how to perform easy maintenance tasks, such as checking tire pressure, themselves.

**IT’S NOT JUST ABOUT GETTING OUR MESSAGES OUT TO THEM ANYMORE — THEY HAVE TO BE EXCITED AND ENTERTAINED.**

ACDelco CRM AND DIGITAL MARKETING MANAGER CINDY MCCOLLEY
Innovation

Former GM design executive William Mitchell (left) had a lifelong passion for drawing and designing automobiles. From 1958 to 1977, he was responsible for designs that produced 72 million cars.
OUR PARTS HAVE A PROVEN TRACK RECORD.

When it comes to performance, The Pros don’t take any chances. And neither should you. Rely on ACDelco parts for all your automotive parts needs. We deliver over 100,000 trusted quality parts for most vehicles on the road today. And thanks to our 10 plus years as a motorsports sponsor, some of our parts have been used on the most punishing proving ground of all — the racetrack. So get the job done right the first time. Go with The Pros.

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