

January 2009 ACDelco News



Relationships

TSS Advisory Council Message

Happy New Year from ACDelco and Your TSS Advisory Council!

Through constant improvement, the TSS Program has developed into a comprehensive program that addresses many aspects of a TSS participant's business. In 2008, we added discounts for an epoxy floor system and GMAC insurance, a rebate program for Bosch/Vetronix tools, the ASE Blue Seal recognition program, and we enhanced the exclusively yours Rewards program to enable you to increase your earnings to 3% of reported purchases. The good news for 2009 is that we have again increased your opportunity to earn even more points on your Rewards card. The following table shows the 2009 Rewards program:

<u>Reported Monthly Purchases</u>	<u>2009 Rewards Earnings</u>
\$1,500 - \$2,999	2.0%
\$3,000 - \$4,499	3.0%
\$4,500 – Up	4.0%

Just \$4,500 per month in reported ACDelco purchases would equal 2,160 points on your exclusively yours Rewards card. The Rewards card can be used in stores, over the telephone, or on the internet for many retailers such as Home Depot, Bass Pro Shops, Cabela's, Eddie Bauer, J. Crew, Lands' End, Marshall's, Sam Goody, and The Pottery Barn.

Another enhancement we recently announced is the ACDelco opportunity Report which is available through the incentives website. This report will help you view your purchase history by product line, rewards earnings, and other benefits ACDelco delivers to you. Go to acdelcotechconnect.com and click on the ACDelco Incentives button on the left-hand side of the screen. You can also contact your ACDelco representative for more details on this report or call 1-800-833-4866.

ACDelco Welcomes New Total Service Support Program Manager

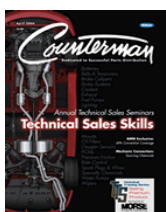
We would like to take this opportunity to introduce everyone to the new TSS Program Manager, Thomas Whitelock. Tom recently moved to Michigan after his last assignment in Texas. Tom replaces John Putnam who has been reassigned to the South Central Region. Please welcome Tom as he joins the team here at ACDelco and works on ensuring the ACDelco TSS Program is the best of the best in the automotive aftermarket.



Marketing

ACDelco Receives Readers' Choice Awards

ACDelco recently received two 2008 Readers' Choice awards from Babcox publication's *Courterman* and *ImportCar* magazines. Readers identified ACDelco's "In Every Box" ads as the ones they recalled and read the most through three separate AdScope research surveys from each magazine.



For 12 straight years, Babcox's *Brake & Front End*, *Courterman*, *ImportCar*, and *Underhood Service* magazines have recognized advertisers that are "the foremost communicators in the industry with their annual Readers' Choice Awards," according to the publication. Said Babcox Publisher Jeff Stankard, "The awards are a reflection of ACDelco's brand strength in the market and ad creation excellence."

The Readers' Choice awards are given to only 10 companies from each magazine.

"The ACDelco brand consistently ranks highest in terms of brand reliability, dependability, and delivering quality --attributes which are among the most important criteria in purchase consideration," said ACDelco Advertising Manager Chris Brandt. "With the recent launch of our new 'In Every Box' advertising campaign, we expect the ACDelco brand to maintain a visible position in a very competitive market. We will accomplish this by continuing to add great products and services to earn the respect of the market."

ACDelco Announces 3rd Quarter Marketing Initiatives Tracking Study Results

On a quarterly basis TSS and ISCs are surveyed by a third party company and asked to evaluate ACDelco and its major competitors in key areas of performance. The ACDelco brand was very strong in the third quarter this year and we wanted to share the results with everyone. All the ACDelco brand funnel measures (unaided brand awareness, familiarity, carry/install brand, overall rating, and purchase consideration) improved in Q3. ACDelco continues to lead competitors (NAPA, Carquest, Champion, Fram and Interstate) in all areas.

	ACDelco %	NAPA %	Carquest %	Champion %	Fram %	Interstate %
Unaided Brand Awareness	53	40	22	5	7	1
Familiarity	90	77	58	69	71	83
Carry/Install Brand	91	64	49	60	45	66
Overall Rating	68	40	29	21	25	57
Purchase Consideration	62	40	28	23	21	59

In fact, ACDelco's scores for Unaided Brand Awareness, Carry/Install and Purchase Consideration are the highest they have been in 5 quarters (since Q2 '07). When the TSS and non-TSS participants were asked which brands of auto parts they can think of, off the top of their heads, the non-TSS ISCs (51%) named ACDelco which is the highest number ever (norm=36%). And ACDelco continues to score well vs. competitors on 10 out of 15 image attributes, such as "widely known for quality", "a brand consumer's will readily accept" and "reflects your values."

We want to thank each of you for your continued efforts to support the ACDelco brand. We will continue to support the independent aftermarket by providing great automotive parts and service, award winning advertisements, and by supporting those who support ACDelco through the TSS Program.

Winter "TSS to Consumer" Customizable Newsletter

The 1st Quarter customizable newsletter that you can use to communicate to your direct customers is now available on the acdelcotechconnect.com website in Microsoft Word format. On the home page click on the Marketing Support tab at the top, click on Promoting ACDelco in Your Market, and finally the Customizable Customer Newsletters link. Just customize it with your ACDelco information and it is ready to go.



Intune Magazine- 1st Quarter 2009

Make sure you catch the latest issue of Intune Magazine. It's a new look and feel to the entire magazine. We hope you enjoy the changes. Visit www.acdelcotechconnect.com to view Intune online.

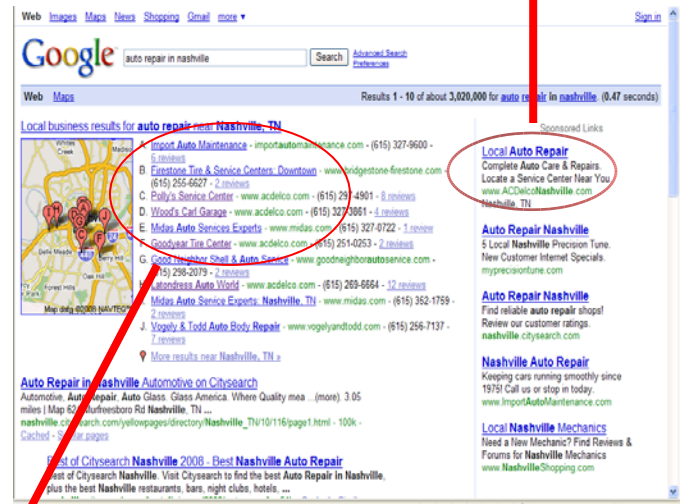


ACDelco is Driving Business to You

Part one of our “Driving Business to You” series highlighted what we are doing through digital local paid internet search. Using these tactics, among others, enables ACDelco to track spend by market, as well as view TSS locates, thus providing a reasonable determination for Return on Investment. Listed below are some of the ongoing digital projects ACDelco focuses on to increase traffic to ACDelco TSS customers:

- ▶ Digital local paid search
- ▶ **Google local business listing (Our focus topic for this month)**
- ▶ ACDelco.com locator
- ▶ Promotions
- ▶ Customizable advertising
- ▶ Yellow pages local search

ACDelco loaded the TSS customers contact information into the *Google Local Business Listings* to help drive consumers to ACDelco TSS accounts. Google automatically rotates listings for all business so they are constantly changing their results and who is listed first. This is just one more way ACDelco continues to Drive Business to You. In our next issue read more about the ACDelco.com locator and how TSS customers benefit from being part ACDelco.



Google Business Listing in addition to Paid Search



Program/Promotions

Bosch Diagnostics & ACDelco Training ePromotion

ACDelco is offering an ePromotion for WIP/WISE/WISEConnect users to receive valuable Bosch Diagnostics discounts, General Motors technical information (SPS or TIS) and access to ACDelco training at no additional charge. Customers will qualify for these awards for the following month once they reach a target of \$1,500 in ACDelco purchases, via WIP/WISE/WISEConnect in any given month. All ACDelco Automotive Parts product lines purchased through WIP/WISE/WISEConnect count toward the monthly purchase target. The promotion will run from January 1- February 28, 2009.

Once the purchase threshold is met, one of the following packages will be made available to qualified WIP/WISE/WISEConnect users based upon which package the user selects:

Package #1

- \$300 Bosch Diagnostics Rebate on a Tech 2 Kit (Pro Kit or Basic Kit).
- Three Web-Based Training (WBT) classes from ACDelco Learning Management System (LMS)—A \$300 value!
- Three months' additional subscription for Technical Information System (TIS 2 Web) access when one-year subscription is purchased from ACDelco—A \$350 value!

Package #2

- \$200 Bosch Diagnostics Rebate on Mastertech VCI or General Motors MDI Kit.
- Three Web-Based Training (WBT) classes from ACDelco Learning Management System (LMS)—A \$300 value!
- Three months' additional subscription for Service Programming System (SPS) access when one year subscription is purchased from ACDelco—A \$250 value!

GM si Promotion for WIP/WISE & WISE Connect Users

Accurate service information is the lifeblood of the automotive service business, and you can get authentic GM information right from the source.

Users who purchase \$3,000 in ACDelco parts in a calendar month will receive access to GM si (GM's Web-based electronic Service Information) for the following month at no additional cost. In this ongoing promotion, as you continue to meet the same parts purchase requirement each month, you maintain your no-cost access to GM si.



The promotion has recently been enhanced. WIP/WISE/WISEConnect users will be able to combine their purchases from multiple accounts, such as WISE, WISEConnect and even WIP accounts from multiple DDGs to count toward the GM Service Information (SI) ePromotion, as well as all other ACDelco nationally administered ePromotions. To combine multiple accounts the WIP/WISE/WISEConnect user simply selects the "Tools" tab and then selects "Account Profile." Once inside the Account Profile, select "Link Accounts" and enter the applicable WIP/WISE/WISEConnect account number(s) to be combined. Once this process is complete, it does not need to be repeated for future promotions.

Purchase less than \$3,000 in one month? No problem; there is no monthly bill for GM si in this promotion. You simply lose the no-cost access for the following month. When your parts purchase level again meets the monthly goal, your no-cost access is restored the following month. No reenrollment is required.

GM si is also available on a subscription basis: daily, weekly, monthly, or annually. Registration for this promotion is exclusively through WIP/WISE and WISEConnect.

Powertrain \$100 Mail-In Rebate – Extended through February!

Effective immediately, ACDelco Total Service Support (TSS) Accounts are eligible to receive the "GM Parts Powertrain \$100 Mail-In Rebate." This rebate is an excellent opportunity which adds more value to an already powerful product line. The rebate is offered on all GM Parts engines, transmissions and transfer cases, and eligible Performance Parts (circle track and race engines excluded).

The "GM Parts Powertrain \$100 Mail-In Rebate" is a bonus in addition to the proven value of Genuine GM Parts and our powerful 36-Month/100,000-mile (whichever comes first) limited warranty. All ISCs, TSS and Fleet Accounts in the Continental U.S., Hawaii and Alaska only are eligible.

The GM Parts \$100 Mail-In Rebate form is located on the ACDelco Techconnect website www.acdelcotechconnect.com under the Promotions tab and on www.acdelcoadvantage.com. To receive the \$100, return the completed form, along with a copy of the purchase invoice and a copy of your installation R.O. All claims must be received by March 13, 2009, to be considered for payment.



Product

Remanufactured Central Multiport Fuel Injector (CMFI) - ACDelco #217-3395

ACDelco is pleased to announce the introduction of a remanufactured Central Multiport Fuel Injector (CMFI), part number 217-3395, which can be used in place of the OES injector. In addition to offering a cost advantage, this high quality remanufactured injector features:

- New base regulator with double diaphragm to provide enhanced sealing
- New poppet valve retaining clips
- New O-rings in all locations
- Resized O-ring at interface to protect against leaks
- New nylon fuel lines
- OE equivalent replacement materials for all seals, O-rings, hoses and clips

Applications include 1992–1995 V-6, 4.3 L engines, Chevrolet Astro Van, Blazer, S10 Pickup, GMC Safari Van, Jimmy, and Sonoma Pickup.



New Marketplace Launched on acdelcotechconnect.com

ACDelco has just launched a new Marketplace on acdelcotechconnect.com, which will allow TSS, KFLT and AJP customers to easily find information on all their program benefits. Marketplace can be found by clicking on the Total Service Support or Fleet tabs.

Once there, click on Marketplace at the top of the page and log in. You will then see an alphabetical list of all the benefits that are offered with links to each to obtain more information.

