

## ACDelco Newsletter May 2009



### Leadership Message

#### ***GM Takes ACDelco off the Market***



As you are aware, ACDelco, General Motors' global independent aftermarket parts business, has been under strategic review since last October as part of GM's asset sales strategy. Over the past few months, several parties have expressed significant interest in the business. However, none have been able to provide an offer representative of the value and opportunity we know this brand and business represent.

As we previously communicated to you, our intention has been to not protract these discussions, but bring them to conclusion prudently and in a reasonable timeframe. To that end, and since we have been unable to find a buyer that will provide us the value that we have been seeking, the decision has been made that GM will retain ACDelco. In this way, we believe we will maximize the value of this business for General Motors and its stakeholders.

ACDelco is clearly one of the most highly recognizable brands in the automotive aftermarket and has a proven track record of providing high-quality parts and services for GM and non-GM vehicles globally. We believe that there is tremendous upside opportunity for ACDelco in the independent aftermarket.

We will share more information about ACDelco in the near future. For now, I thank you for your support over these last few months and look forward to an even stronger ACDelco and General Motors in the near future.



Kevin W. Williams  
GMNA Vice President and  
General Manager, Service and Parts Operations



### ***Sponsor an ASEP Student***

**Tom Whitelock, ACDelco TSS Program Manager**



One of the challenges facing all TSS accounts is finding and hiring the best personnel, and this is especially true of automotive technicians. With the ever increasing complexity of automobiles and the changes in information technology, it is more important than ever to find technically qualified people to fill these positions. Fortunately, the TSS program can help you find and train new technicians with the GM Automotive Service Education Program (ASEP).

GM ASEP is designed to bring TSS accounts together with qualified students who want to pursue a career as an automotive technician. There are more than 60 ASEP schools in the country and they are ready to help you get involved with the program. The first step in using this valuable tool is to contact the ASEP school in your area. To get a list of ASEP schools, go to [www.qmasep.com](http://www.qmasep.com), or call 1-800- 828-6860.

If you need to find a student to sponsor, the ASEP school will provide you with a list of candidates. ASEP students attend classes for eight to ten weeks and then work in your shop for a similar period of time. In addition to automotive courses, ASEP students take courses in math, science, and communication skills. At the end of the program, the student graduates with an associate degree in automotive technology and the TSS shop has a new technician who is trained in the latest diagnostic procedures, equipment, and information technology.

Many of our TSS Shops have been using this program with great success, and have even said that the technicians they've discovered through the ASEP program are some of the best technicians they have on staff today. You can't get a much better recommendation than that!



### ***Filter Design Change - PF46, PF47, PF52 and PF61 (WD Bulletin 09D-054)***

ACDelco is implementing a design change on the PF46, PF47, PF52 and PF61 ACDelco Oil Filters due to capacity constraints on the current product design. GM engineers have approved the new design which will begin to be incorporated in upcoming vehicle designs. This OE approved and manufactured filter provides the same Duraguard filtration performance as the previous design and specifically utilizes the original ACDelco media that traps particles up to 25 microns. Additional features include a slightly smaller can, fully covered baseplate, non metallic end caps and high strength nylon core. This newly designed oil filter has the benefits of not only bringing excellent filtration performance, it is also environmentally friendly with components that can now be easily separated into steel, oil and parts to incinerate, resulting in less waste.

At this time, the Durapack versions of the alternative design filter will begin shipping. The boxed or individually packaged versions will utilize the available production capacity on the original design, where possible, and will otherwise begin to rollover to the new alternative design.

ACDelco appreciates your business and stands behind each and every filter that we distribute with pride and confidence. Should you have any concerns or questions at all, please feel free to contact your local ACDelco sales representative.

## Product, cont.

### **ACDelco Low VOC Non-Chlorinated Brake Parts Cleaner; #10-6012 (WD Bulletin 09D-048)**

ACDelco announces the availability of a new, improved Low Volatile Organic Compound (VOC) Non-Chlorinated Brake Parts Cleaner. This product replaces part number 10-111.

- ACDelco Brake Parts Cleaner is specially formulated to remove oil, grease, brake fluid, dirt and contaminants from brake components such as brake shoes, drums, springs, brake plates, calipers, pads and rotors.
- It is also an effective cleaner for clutch, transmission and engine parts.
- Does not contain chlorinated solvents.
- Product content increased from 13.5 oz. to 15 oz.
- For use in all 50 states.



## Marketing

### **Consumer Assurance Brochures Back in Stock!**

Good news! The long-awaited Consumer Assurance brochures are back in stock and ready to be at your service. These brochures are necessary and helpful in explaining ACDelco's promise to your service customers that we will cover part failures if the part is put on by a TSS Shop. To order these brochures, go to the ACDelco e-store at [www.acdelcoestore.com](http://www.acdelcoestore.com), and order item #TS-BR-0557-06. For more information on this program, log onto [www.acdelcotechconnect.com](http://www.acdelcotechconnect.com) and click on the "Total Service Support" tab. From there, choose the words "Marketplace" in small blue font. This page will explain the 30+ TSS Benefits, which includes the Consumer Assurance Program.



### **ACDelco Intune Issue #2 - Now Available**



The second issue of Intune Magazine began shipping to our customers during week of April 6, 2009. Catch highlights from the SEMA show in Las Vegas. Read about a 90-year-old who is still pulling parts off the warehouse shelves, and how skylights and vegetable oil are contributing to greener service department facilities. You get all of this and more inside Intune.



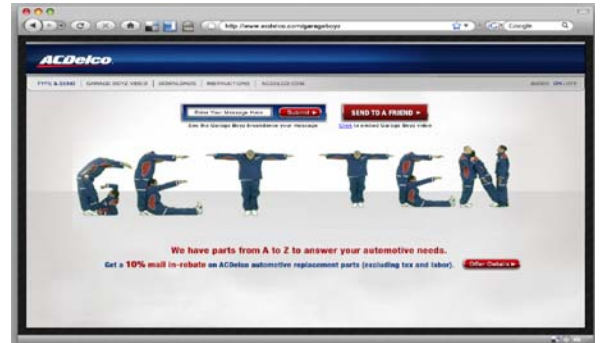
**2009 Winning Hand Spring Consumer Mail-In Rebate Promotion (WD Bulletin 09D-038)**



Both TSS and ISC accounts who install ACDelco automotive replacement parts are eligible to participate in the Consumer mail-in rebate promotions. As a reminder, the spring rebate offers a mail-in rebate equal to 10% off the price of all ACDelco automotive replacement parts installed (no maximum rebate dollar amount).

Also, don't miss the opportunity to view the fun and interactive "breakdancing" demo to

get everyone excited about this promotion; just log onto [www.acdelco.com/garageboyz](http://www.acdelco.com/garageboyz). This is meant to be shared, so encourage your customers to forward this site onto their friends!



**2009 Cash Multiplier Trade Rebate (WD Bulletin 09D-040)**

Participants can earn up to **200 points (with one point equal to \$1 in purchasing power)** towards the purchase of more than 3,000 products including merchandise, travel, event tickets, food and more. The participant can also choose from a number of available gift certificates that include some great products and services that are available from Disney, Hertz, Blockbuster, AMC Theatres, American Airlines, Marriott, SeaWorld, Panera Bread, Hard Rock Cafe, Borders, Bath and Body Works, Pier 1 Imports, Lands' End, Eddie Bauer and even the Beer-of-the-Month Club. And that's just a small sample of what's available.

From April 1 to June 30, 2009, ISC employees who purchase and install the qualifying ACDelco parts listed below can receive up to \$200 worth of points from ACDelco. Participants can mix and match the qualifying parts to accumulate points.

Line	Parts	Rebate
14	DuraStop Brake Pads and Shoes	5 Points
15	AC Compressors	10 Points
43	Fuel Pumps	15 Points

**2009 Summer ePromotions (WD Bulletin 09D-051)**

ACDelco is offering ePromotions this summer to help drive ACDelco product sales to various customer types who purchase through WIP, WISE and WISEConnect. The promotions are designed to engage each customer type at various purchase and award levels. Multiple earning opportunities are being offered along with prizes that may be used within the shop such as a Snap-On Digital Torque Wrench, as well as prizes intended for personal use such as Cabela's eCertificates. Refer to TechConnect for more information.

**Ongoing Promotions Previously Communicated:**

Promotion Name	Timing	Refer to Prior Newsletter	WD Bulletin Number
2009 Powertrain Rebate	Jan. 1- Dec. 31, 2009	April 2009	09D-035
WIP SI e-Promotion	Jan. 1 – Dec. 31, 2009	April 2009	08D-179