

ACDelco TSS/ISC & AJP Newsletter June 2009

Product

Line 33 - Remanufactured Rotating Electrical Product Upgrades (WD Bulletin 09D-067)

Effective with stock orders placed beginning May 8, 2009. The ACDelco brand has a long standing history that says, "Quality". The remanufactured rotating electrical aftermarket is filled with many good brands. ACDelco would like to stand out above the competition and is pleased to announce product upgrades to Line 33 Alternators and Starters. On high volume part numbers, ACDelco will use 100% NEW regulators on Alternators and 100% NEW solenoids on Starters, where available. These product upgrades make ACDelco the only brand using 100% NEW regulators and solenoids in our most "popular" parts and demonstrates ACDelco's commitment to provide the highest quality parts in the aftermarket.

Line 33 – Remanufactured Rotating Electrical Product Upgrades Release Three New Parts (WD Bulletin 09D-075)

ACDelco is announcing the release of three new additional alternators that will receive the new "A" suffix on the Line 33 ACDelco catalog number and the gold "ACDelco Means Quality" sticker to identify the use of 100% new regulators in these parts. See bulletin # 09D-067 for details on the Line 33 design improvements.



The three part numbers are: 334-2620, 334-2621 and 334-2622. In order to keep upgraded product properly identified, new ACDelco numbers with the letter "A" suffix have been issued; 334-2620A, 334-2621A, 334-2622A. GM long numbers are also new.

Information on Improved Fuel Filter for 6.6L Duramax Diesel Engine (WD Bulletin 09D-068)

Effective May 4, 2009, an improved fuel filter (12633243/TP3012) is now released that will service all 2001-2009 Chevrolet and GMC C/K models and 2003-2009 Chevrolet and GMC C4500/5500 series vehicles with the 6.6 Duramax Diesel. The new coalescer filter provides the following benefits / improvements over the existing dual pleat design.

- Significantly improved water separation with both diesel and biodiesel blended fuels to protect fuel injectors and pumps from corrosion.
- 1.5 to 2 times the contaminant capacity depending on the type of contaminants in the fuel (longer life/less prone to plugging problems/better performance at high altitudes).
- Particle removal efficiency that is equivalent to the current Duramax fuel filter.
- Improved resistance to cold weather plugging with diesel and biodiesel improperly blended or additized for cold operation.
- Designed for use with all Duramax Diesels 2001-2009.
- This improved filter is currently used in O.E production.

New Rear Integral Wiper Blades and Winter Wiper Blades for Pinch Tab Applications (WD Bulletin 09D-069)

Effective immediately, ACDelco announces the addition of new rear integral wiper blades to line 08. This new segment in the Performance Blade category provides the blade replacement for over 16 million vehicles equipped with an integrated rear plastic wiper arm and blade. ACDelco also announces the addition of three new winter blades that fit pinch tab applications.



New ACDelco Professional Series Battery Part Number Releases for Groups 121R & 124R, and ACDelco Battery Label Changes (WD Bulletin 09D-072)

ACDelco is pleased to announce the release of two new Professional battery part numbers. These batteries are the fast moving Hyundai and Kia vehicle applications and fit over three million vehicles.

With the release of these two part numbers, we are also announcing a running change on labels for Professional Automotive and Marine Batteries. The most notable change is the removal of the warranty booklet from the front label. Warranty information is available at acdelco.com, and the website is now referenced on the front label of the battery.



New Battery Product Release – Powersports Batteries (WD Bulletin 09D-073)

ACDelco announces an enhancement to the depth and breadth of coverage in the battery line with the release of 13 new Powersports batteries. These batteries are based on Absorbent Glass Mat (AGM) technology and are designed to be spill and leak resistant and require virtually no maintenance.

With this expansion, ACDelco now offers a line of motorcycle Powersports batteries to fit motorcycle, scooter, all terrain vehicle (ATV), personal water craft (PWC), snowmobiles, utility vehicles, go-karts and other small engine starting applications. Our AGM line of Powersports batteries will cover almost 95% of all AGM, maintenance-free applications.

To more easily recognize applications, ACDelco is incorporating the industry naming standard into our ACDelco short number. We will be converting our conventional motorcycle batteries to this standard as a running change.



Programs & Promotions

ISC Trade Promotions

Cash Multiplier Ends Soon!

Here's your opportunity to turn parts into points, and points into gift cards for movie tickets, and more! Independent Service Center employees who purchase and install ACDelco DuraStop Brake Pads or Shoes, AC Compressors, or Fuel Pumps can receive up to 200 points from ACDelco (one point equal to \$1 in purchasing power). But hurry! You only have until June 30, 2009 to take advantage of this exciting promotion. What are you waiting for? **Get in on the fun – acdelcotechconnect.com.**

2009 Summer ePromotion is in Full Swing!

The heat is on! As a reminder, from now until August 31, 2009, ACDelco is giving you the chance to earn valuable prizes with the 2009 Summer ePromotions. When you purchase ACDelco products through WIP, WISE and WISEConnect, you can earn rewards like a Snap-On Digital Torque Wrench or Cabela's eCertificates (depending on the purchase/award level). **Get all the promotion details at acdelcotechconnect.com** and start earning your rewards!

TSS Shops & Alliance Jobber Stores Only

Customizable Radio Spots

Take advantage of the new ACDelco radio spots that focus on driving consumers to the TSS Independent Service Center and/or to an Alliance Jobber. You can choose the best radio spot that meets your needs & customize it too! In fact, the ads are now available in English, French, Spanish and Bilingual. You can obtain all this and more by logging in as follows:

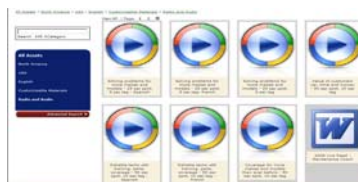
TSS Accounts log into acdelcotechconnect.com

- Select Marketing Support
- Select Promoting ACDelco in your Market



AJPs log into acdelcoadvantage.com

- Select Customizable Materials
- Radio and Audio



TV Spots

Contact your ACDelco Representative for more details on how to leverage the TV spots. You can also view them on You Tube: <http://www.youtube.com/watch?v=sRXflfHVhc>

ACDelco Digital Resources

Being the leader in online automotive aftermarket tools and resources is hard work, and with so many ACDelco assets available on the Internet, it's easy to get confused about what each Web site does and what type of resources are available on each site. We wanted to provide a quick snapshot and description about each of ACDelco's online resources.

- acdelco.com – Serves as the home page and consumer-facing Web site for all facets of ACDelco's business. This site is accessible to anyone.
- acdelcotechconnect.com is specifically tailored for all Independent Service Centers (including both TSS and non-TSS accounts) and designed to provide online tools to help grow their businesses, increase profitability, and improve overall operating efficiency. This site contains educational and training resources, access to the WIP/WISE solutions, and marketing / promotional resources.
- acdelcoestore.com is used to order point-of-purchase and point-of-sale materials and its sister site, acdelcomerchandise.com is used to purchase ACDelco merchandise and promotional items (e.g. shirts, hats, pens).
- acdelco.programhq.com provides information to customers regarding incentive trips, ey rewards and special promotions.

