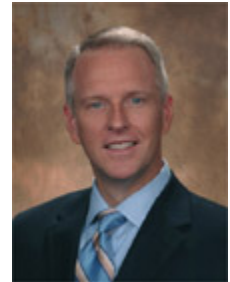


**■ Leadership Message*****It's a New Year!***

I find myself thinking in a new way--on a new day--in this New Year--of a new decade--about a new GM and ACDelco. All I see are opportunities for us to win new business together. We have so much energy it's contagious! We are focused on growth and execution and we are ahead of plan.

For 2010, we are focusing on our strengths; taking advantage of who we are: GM. We are leveraging our "OE-ness". We have OE parts for the largest portion of the US car parc, and that combined with a powerful all-makes offering give us a unique, competitive advantage in the automotive aftermarket. We are intent on growing our share in the IAM, but also embracing our relationship with GM Dealers. In 2010 we want ACDelco to be a business that you don't just want to be part of, but want more of!



On behalf of everyone at ACDelco, let's make 2010 a year to remember!

Paul Johnson  
General Director, ACDelco

**■ Product*****ACDelco's New All Season Metal Blade***

(WD Bulletin 10D-006)

ACDelco announces availability of the new All Season Metal blades – stock up now! This is a new universal fit metal blade. The line consists of 13 part numbers with lengths from 11" – 28". Product Features and Benefits:

- Aerodynamic, All Metal Blade
- Engineered for better wrap on highly curved windshields.
- Dog leg design provides ease of installation on flat wiper arm applications.
- Pre-attached universal adapter fits 95% of all vehicles directly.
- The competition makes you use two adapters to fit the two most popular hook arms, but ACDelco's All Season Metal does it with one! No need to fumble around with extra adapters.

***2001-2005 Duramax Diesel Water Pump Cover Now Available***

(WD Bulletin 10D-002)

ACDelco is pleased to announce the availability of a water pump cover for the 2001 - 2005 Duramax Diesel; please order part number 97228188.



## Introducing New Belt Wear Tool

(WD Bulletin 10D-014)

ACDelco has introduced a new tool to inspect automotive serpentine belts since construction has changed over the last few years so a visual inspection isn't always enough. A Belt Wear training video will be made available via [acdelcotechconnect.com](http://acdelcotechconnect.com) February 1, 2010. You can launch this new video easily by following these instructions :

1. Access - [www.acdelcotechconnect.com](http://www.acdelcotechconnect.com)
2. Click the fourth red tab titled - Product Information
3. Under Technical Product Service Aids click the button for Accessories Belt Drive System (ABDS)

For additional information contact your field representative.

## Action – New DuraStop Brake Catalogs

(WD Bulletin 10D-010)

The ACDelco 2009 DuraStop Brake Catalogs (14A-100-09-V1 and 14A-100-09-V2) are now available. Application coverage per catalog is 1991–2010 for Volume 1 and 1975–1990 for Volume 2. This release supersedes catalogs 14A-100-08 Vol 1 & 14A-100-08 Vol 2 and contains the following information:

- Updated all makes, all models applications for passenger car and light truck, medium duty truck, and bus applications from 1975 - 2010.
- Make-Model-Year format
- Brake information: Friction (ceramic brake pads are highlighted where recommended due to OE brake system parameters)
  - Drums & Rotors
  - Caliper & Caliper Kits
  - Master Cylinders
  - Hoses & Cylinders
  - Kits
  - Miscellaneous


## ■ Programs/Promotions

### GM Vehicle Supplier Discount

TSS participants and their employees can save big when they purchase new and unused GM passenger vehicles and light-duty trucks! Just follow the steps below to view the benefits and instructions to obtain your discount:

Log onto: [www.acdelcotechconnect.com](http://www.acdelcotechconnect.com)

Click on the picture on the right hand side that says, “A new car in your future?”



The screenshot shows the ACDelco TECHCONNECT website. The navigation menu includes Home, Total Service Support, Training, Product Information, WISE, Marketing Support, Fleet, and Promotions. The main content area is titled 'TOTAL SERVICE SUPPORT – Program Overview' and includes a list of benefits such as OE Expertise, 100 years of automotive aftermarket experience, and GM vehicle supplier discount. On the right side, there are three promotional images: 'ACDelco TRADE NEWSLETTER SOON UP', 'Stay Connected. Introducing the ACDelco Customer Support Center', and 'A new car in your future?'.



## ■ Relationships

### ***Towing Phone Scam Article – Your Feedback***

In the December 2009 issue of the ACDelco News we included an article about automotive repair shops being targeted with a vehicle repair towing phone scam that abuses the Telecommunications Relay Services (TRS). We received a number of e-mails and phone calls in response to the article from other ACDelco customers across the country that also has been targeted by similar scams. We wanted to share some of their stories and insights on how they have dealt with these scams in hope that these tips will help others avoid this from happening.

The following are direct excerpts from your feedback on the towing scam in addition to other scams you may have encountered:

- The scam phone calls often appear to be from a great distance (possibly overseas) as they seem to have a lot of static noise in the background.
- Some shops have also received e-mail versions of the towing scam.
- Often the caller will ask to speak to the owner or manager before even attempting to speak with the person that answered the call.
- Sometimes the phone company will interrupt the call if they realize it is a scam and tell the recipient that this could be an illegal transaction.
- No one in their right mind is going have a car towed from Texas to Maryland for a brake job! Another thing to consider, how many repair shops have customers that qualify and actually use TTY/TRS? We have quite a few hearing impaired customers and believe me, a majority of them use e-mail instead.
- Another scam that can trap shops originates from companies masquerading as online yellow pages or a similar organization that calls to "confirm" your business information. During the call you're asked to answer questions that require a "yes" answer, which is then dubbed into a recorded "verbal" authorization using your voice.
- I recently received a phone call from *Regional Yellow Pages Online* and was told my ad was being cancelled and that I was going to be sent a closing statement. I told the caller I had no knowledge of this ad, but had them send me the statement to look over. I finally demanded authorization proof from the company, which was never provided, and they threatened to put the dispute into collections. I told them to go ahead and do that, and I haven't heard anything from them since. I googled the company and found scam after scam about them online.



*Note: As a reminder, ACDelco offers a corporate discount on Yellow Pages (print) and TSS accounts may be eligible. For further information on this discount, call 1-800-438-2222 and ask to speak with Shannon Chase, ACDelco Acct Executive.*

### More Feedback - Tips & Actions

- Get proof of the caller's driver's license or some sort of other identification.
- Speak with the phone company about getting added to the 'block list' for these types of scam calls.
- Tell the operator when the call starts that you have had problems with relay calls being used for scams in the past, and usually the caller will hang up.
- Tell the relay operator before you continue the call that you need full identification of the caller including proof of residence and a copy of the person's ID. As soon this happens the call is ended. As a result of doing this, we only receive about one or two calls per month instead of the five relay scam calls received per week.
- Send the scam e-mails directly to the FBI.
- Report any type of business scam to the Better Business Bureau.



## Other Feedback

- Thank you for the notification on other TSS shops getting hit by the same scam!
- It's a shame that the people who need the TRS service are probably going to suffer from this problem. I would highly recommend that all repair centers be very aware of this scam.
- It seems the perpetrators are targeting TSS accounts, and I am very glad to see it addressed in the latest newsletter. More should be done to track these people down.

We'll leave you with this final comment from ACDelco TSS Joe Jarvis. Joe said, "I would like to commend you on the December newsletter. I would say it is one of the most informative ones that I have received in some time." Thanks Joe, we'll try to keep up the good work and please continue to send us your feedback and suggestions for future discussions.

## **TSS Satisfaction Survey**

We launched the 2010 ACDelco TSS Satisfaction Survey on February 1, 2010. The goal of this survey is to collect feedback from our valued TSS customers that allow us to enhance the TSS experience. Questions will cover a variety of topics such as promotions and product quality, and also allow customers to comment on additional subjects that they would like us to address.

All TSS accounts will receive an email with a survey link. Once an account clicks on the link, they will be prompted for their 6-digit ACDelco account number then the email will provide all of the details to complete the survey. Once completed, the results will be compiled and presented to the ACDelco marketing leadership to guide future decisions. ACDelco values the input received annually from this survey and works towards addressing concerns and suggestions raised in the responses.

## **Secret (Auto) Service**

Right before the holiday, we received a special parts inquiry from Bryan Manning of Montgomery Automotive, Inc., an ACDelco affiliate in Beltsville, Maryland. Bryan was contacted by the United States Secret Service because they needed help locating the correct OE brake pads and rotors for a 2006 Cadillac DTS limousine with full armor. Bryan got connected with Kurt W. Pursche, GM SPO's Product Specialist for Bearing and Brake Systems, and they were able to quickly track down the correct parts. At ACDelco, we help a variety of customers and provide parts and service for all kinds of vehicles, even for the President of the United States of America.



## **ACDelco TSS in Michigan Named a Top Ten U.S. Automotive Repair Shop**

Marathon Automotive ([www.marathonauto.com](http://www.marathonauto.com)), an ACDelco TSS in Traverse City, Mich., recently earned the honor of being one of the top 10 automotive repair shops in the nation by *Motor Age Magazine*.



"Being recognized as one of the top 10 shops in the nation is a huge honor" said Ross Schofield, founder and owner of Marathon Automotive. "I started this business in 1980 with the goal to not only be the best auto repair shop in Michigan but also to be one of the best in the nation. I can largely attribute our success to our great employees. We work hard to give our customer the best service possible."

In 1992 Marathon Automotive became Traverse City's first ACDelco affiliated service center, and in 2000, they became the only ASE Blue Seal Shop in the area.



So what makes a top shop? They have to be unique, innovative and ready to go above and beyond your basic repair shop. Simply doing what's been done for decades doesn't cut it anymore.

The full list of award winners and the judging criteria can be found in the December 2009 issue of *Motor Age Magazine*.

### ***Feedback Welcome***

We are always looking for feedback from our customers. If there is a challenge or opportunity affecting your business that you'd like us to look in to or share with other ACDelco customers please send it our way. We continually look for opportunities to answer questions or provide insights on topics that will help grow and improve your business. Please send feedback to Debra LaLonde at 810.606.3844 or [debra.lalonde@gm.com](mailto:debra.lalonde@gm.com).

