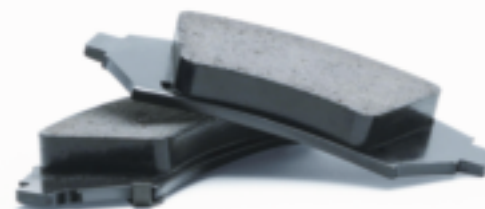


■ Programs / Promotions

Parts Points Product Rebate Focuses on Brakes for July and August

WD Bulletin 10D-097

ACDelco's Parts Points Product Rebate Program rewards you with 5 points per axle on brake parts for July and August. Just purchase ACDelco DuraStop and OE service friction parts to earn rebate points. Each point equates to \$1 in purchasing power and can be redeemed at for more than 3,000 products and services at www.acdelcorebatecentral.com. Ask your DDG or local ACDelco rep for more information.



Order Online and Win! ACDelco Launches 'Create your own Wave' Summer ePromotion

WD Bulletin 10D-103

"Create your own Wave" is ACDelco's 2010 Summer ePromotion. It is open to WIP/WISE and WISEConnect users and rewards them for ordering ACDelco products online. Throughout the summer, participants can earn chances to win weekly prizes and grand prizes that include flat-screen TVs, Apple® iPad™ computers and more!

You can earn one chance to win a prize for every \$250 in ACDelco products purchased. Participating DDG's will award one (1) weekly prize for each week of the eight-week promotion period. And, there will be five (5) grand prizes awarded within each ACDelco region at the end of the promotion period. Check with your DDG for complete details— and order your parts online! You may catch a wave that brings great prizes to your door.

■ Product

GM OES Steering and Brake Components Now Available

WD Bulletins 10D-099 and 10D-100

ACDelco announces the expansion of select GM Original Equipment Service (OES) steering and brake components. These products are validated and tested to GM OES specifications for fit, form and function. Please note the ACDelco Catalog Number follows the same numbering convention as all other OE brake parts (17X-XXXX) for the new brake components being released. The ACDelco Catalog Number is identical to the GM Part Number for the new steering components.

GM OES Product	# SKUs	Components
Steering Components	153	Power steering pumps, integral gears, remanufactured rack and pinion gears
Brake Components	148	Boosters, calipers, pads and rotors



5YR Battery Replacement Labels

Bulletin 10D-104

In February, ACDelco announced an expansion of the Professional Series 5YR battery line, along with an extension of the free replacement period on all Professional Series 5 YR batteries to 20 months. Because not all of the batteries in stock carry labels that correspond with the 20-month free replacement period – and that is likely the case for any batteries you may have on your shelves – ACDelco is providing new labels at no charge.

Simply ask your ACDelco Distributor for the 5YR/20-month labels and affix them to batteries you sell to your customers. You can also ask your ACDelco Distributor or ACDelco rep to refer to bulletin #10D-039 for complete details on the expanded battery lineup and 20-month free replacement warranty.

The 5YR battery is a great product. It has the same construction as the Professional 6YR and 7YR batteries and is manufactured in the U.S.A.

■ Special Interest - Reman Engines

GM Parts releases four 8.1L "big-block" reman engines

GM Parts announces immediate availability of remanufactured 8.1L (496 cubic inches) V-8 engines for light- and medium-duty truck applications. They are delivered in long-block form, for a great, economy-minded alternative to rebuilding. The engines are based on the robust, L18-code "big-block" engine used on a variety of GM's heavy-duty pickups, full-size vans and medium-duty trucks from 2001 to 2009, and featured sequential fuel injection and coil-near-plug ignition. Four versions of the engine are offered:

- **Part number 19168066** (gasoline and KL5-equipped CNG/LPG-capable) is designed as a 2004-06 replacement engine. It requires the purchase of a new oil pump assembly and screen, per the vehicle application.
- **Part number 19211051** (gasoline and KL5-equipped CNG/LPG-capable) is similar to 19168066 above – including the required oil pump assembly and screen – but is designed as a replacement engine for 2007-09 vehicles.
- **Part number 12491673** (gasoline) includes a camshaft sprocket designed for 2001-03 applications and requires a camshaft position sensor specific to them. This assembly includes a high-volume oil pump assembly.
- **Part number 88984300** (gasoline and KL5-equipped CNG/LPG-capable) is designed as a 2001-03 engine replacement. It includes a high-volume oil pump assembly.

All part numbers are emissions-certified (OBD II) for direct OEM replacement in all 50 states. They are covered for 36 months/100,000 miles by GM's Service Replacement Powertrain Limited Warranty.

Engines 19168066, 19211051 and 88984300 carries an MSRP of \$5,772; and engine 12491673 has an MSRP of \$5,550.

The 8.1L engines are remanufactured to meet or exceed GM's original specifications for performance, durability, reliability and fit. And in their long-block configuration, the customer simply transfers accessories and components such as the oil pan, valve covers, balancer, etc. to the remanufactured engine. That keeps the price of the engine lower, while saving the customer the time and cost of a rebuild.

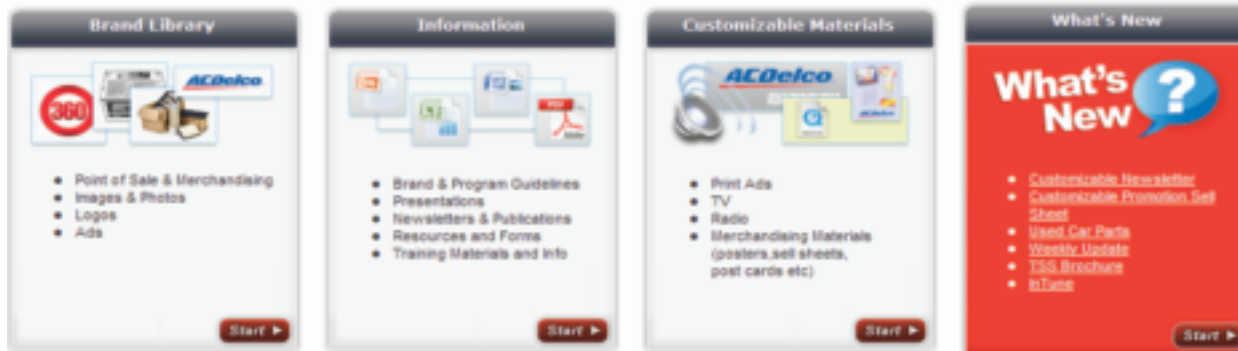
The customer must purchase the application-specific oil pump and screen for engines 19168066 and 19211051. Contact your local GM Dealer to assist you in determining the correct, application-specific oil pump assembly.



■ ACDelco Total Service Support (TSS) Information - Check it Out!

acdelcoadvantage.com

Be sure to go to acdelcoadvantage.com this week and check out our all new “What’s New” section! You’ll love how easy it is – and fast, too: Just click on the information you want to see and it links you right there in only one click! Check out our customizable newsletters, promotional sheets, weekly updates, TSS brochures and more.



New TSS to Consumer Customizable Newsletter and Intune

TSS accounts should have received the following items along with this ACDelco Newsletter:

1. Cover letter describing the new customizable newsletter
2. Sample TSS to Consumer customizable newsletter
3. Five issues of the latest Intune

- **Intune:** ACDelco Intune delivers timely stories on service and maintenance, all written in a language that your customers can understand and relate. The stories remind customers about the maintenance of common components and systems, as well as describe operation of those components and systems – and how to recognize a potential problem. There are also great stories on automotive and driving-related topics that entertain and amuse your customers while they're visiting your shop. Best of all, ACDelco Intune can be customized with your shop's name, contact information and even a unique message. Leverage this great customer tool to your advantage via acdelcoadvantage.com.
- **Customizable Newsletter:** The new ACDelco TSS customizable newsletter is another great way to reach your customers. Through an easy-to-use Web site ([acdelcoadvantage.com/what's new](http://acdelcoadvantage.com/what's%20new)), we offer a continually growing number of technical and general interest stories that can be arranged on the newsletter's template. You select the stories you want to include, drop them onto the formatted template and either print or email the newsletter. You can personalize the customizable newsletter with your own title and add coupons, maintenance reminders and more. We provide the template and you select the content – it's as easy as that.

Please take the time to learn all the simple steps to personalizing these great, exclusive customer communications tools. Once you get the hang of it, you'll be a master...And your customers will appreciate the personalized attention!

Service Center Locator Improved: The Service Center Locator on the www.acdelco.com site is improved! Now, when there are two or more locations in close proximity and they appear on the locator map with overlay pins, there will be a pop up message that indicates “multiple locations found.” When your customers see this, they can either click on the blue pin or on the “click here to zoom for details” to get the pins to automatically separate to see the exact location of each shop location.



Relationships

TSS Feedback Drives Action

A Note from Nancy McLean, Director ACDelco Marketing



First, I want to thank each and every person who took the time to complete our annual TSS Satisfaction Survey. Every year, we ask our TSS customers to tell us how we're doing. We take your comments very seriously and use your input to make on-going improvements to the program and to our business. I and others read every word that you write, often following-up on specific points.

For the survey completed in February of this year, 84% of the respondents were satisfied or very satisfied with the program. Highest rated categories were Training with 96% satisfaction and Product Quality with 93%. All other categories reflected satisfaction scores in the upper quartile--telling us that the majority ranked ACDelco very favorably. We strive to support your business and appreciate that you continue to recognize us as one of the industry leaders. But we want to do more! We want to continue to do things that serve you better.

I want to address a couple of areas that we had a lot of comments and feedback. We were working on most of these items well in advance of the survey, but you might not have been impacted by the improvements.

- **Improved All Makes Starter and Alternator Quality:** In May of 2009, we began to transition to 100% new regulators; this was on our high volume reman alternators and 100% new solenoids on starters. We were not happy with the quality and leap-frogged the competition with these new components. We completed the transition in January and you have likely already seen the "A" suffix and the gold quality sticker on the packaging to make them easily identifiable.
- **Improved All Makes Water Pumps Quality:** ACDelco has recognized and addressed quality issues on this product line, particularly on certain applications. Many manufacturing and quality validation processes have been enhanced. Current warranty has remained consistently around 3%.
- **Industry Leading Training Made Even Better: More Advanced Courses and More Flexible Times:** We are launching virtual classroom training (VCT), which is an interactive, web-based, instructor-led training that will be offered at flexible times, as well as recorded and available for viewing on-demand. New advanced technical courses are in development. We are also working locally to adapt course times with demand.
- **Added Field Reps:** ACDelco has recently added new field representatives throughout the country to complement our existing sales team. These new district sales & service managers have been trained to assist you and bring a wealth of product and technical knowledge. We apologize that in the transition, some of you may not have seen a rep at the frequency to which you were accustomed.
- **More ACDelco Parts at Your Local Distributor:** Our field teams are committed to improving product availability, when and where you need it. Specific availability concerns should be discussed with your local ACDelco and warehouse distributor representatives.
- **Even More Competitive Product Offering:** We continually review and address our competitive position both via price changes and product line additions. We are launching the Advantage lines to meet more competitive market demands and complement our Professional and GM OE product offering.
- **Improved Awareness of TSS Benefits:** www.acdelcotechconnect.com is your one-stop resource for all program benefits, as well as details on how to get the most out of each benefit. There are additional reference tools being developed to help you stay on top of what's available and what TSS can do for you.

These were the most common concerns that we received. All of your comments were evaluated and subject matter experts are addressing them. We rely on our ACDelco reps to tell us what's on your mind all year round--and I can assure you they do.

Hopefully, this gives you a sense for how valued your comments are. I learned at an early point in my career that feedback, even the most critical is the key to continuous improvement. You took the time to tell us; we are going to do what it takes to serve you better!

Have a great summer! And, thank you very much for your business and support for ACDelco.

