

SERVICE

# IN SIGHTS

WINTER 2021

*Service Repair News  
from your Parts Dealer*



## NEXT-GENERATION 2021 CADILLAC ESCALADE ARRIVES

New Line of  
XAGM Batteries

my GM Partner Perks  
Marketing Benefits

Understanding New  
Parts Packaging,  
Designations

# CONTENTS

WINTER 2021

**2** **YOUR GM PARTNERS**  
New packaging underscores  
new parts designations

**6** **YOUR GM PARTNERS**  
Enhance your marketing  
through my GM Partner Perks

**8** **PRODUCT SPOTLIGHT**  
Meet the Next-Generation  
Cadillac Escalade

**10** **YOUR GM PARTNERS**  
New diagnostic, service  
and programming  
information available

**12** **ACDELCO**  
Premium XAGM batteries  
provide durability

**14** **ACDELCO**  
Starters and alternators  
offer reliability



14

8



2021 Cadillac Escalade



2



## 16 REPAIR PROCEDURES

Aftermarket devices may cause issues on pickups

## 17 REBATES

Check out the latest mail-in rebates



### GM ADVISOR

John Juarez

### GM ADVISORY BOARD

Adam Dettloff, Jessica Earl, John Eck, Shelley Francisco, Lea George, Bob Gollehur, Marc Hammond, Janet Johnson, John Latner, Chad Ogden, Jim Rokitski, Gretchen Sells, Josh Shuck, Bob Stewart, Jeff Swanson, Charlie Tadavich, Dale Tripp

### EDITOR

Duane Roose

### WRITERS

Bill Davis, Steve Krause, Amy Lenard, Mark Spencer

### ART DIRECTOR

Mindi Schappach

### MAGAZINE DESIGNER

Courtney Okoye

### MULTIMEDIA DESIGNER

Erica Sneath

### OPERATIONS

Maureen Walsh

### CONTACT US AT

[editor@ccainsights.com](mailto:editor@ccainsights.com)

*Service Insights* magazine is published quarterly by General Motors. Address all correspondence to Insights Magazine Editorial Offices, P.O. Box 500, Troy, MI 48007-0500.

© 2021 General Motors. All rights reserved. GM, the GM logo, GM Genuine Parts, ACDelco, Chevrolet, GMC, Buick, Cadillac and the slogans, emblems, vehicle model names, vehicle body designs and other marks appearing in this publication are the trademarks and/or service marks of General Motors, its subsidiaries, affiliates or licensors. All information in the publication is based on the latest information at the time of publication approval. The right is reserved to make changes at any time in prices, rebates or offers. *Service Insights* magazine, General Motors, participating dealers and the publisher of this magazine are not responsible for prices or information printed in error.

# A NEW VISION

Updated branding strategy promotes GM-backed OE parts, revised product hierarchy and package design





**A**s your latest parts deliveries arrive, you've probably noticed some new packaging for GM Genuine Parts and ACDelco products.



The new packaging reflects a parts-branding initiative that differentiates and elevates the parts lines you provide your customers every day. The strategy also aims to bolster all of our products and promote GM Genuine Parts and ACDelco as the true OE parts brands — and the only brands with backing from GM.

[Continued on next page >](#)





## There are three parts to the Global Parts Branding initiative:

1

Leveraging the well-known **GM Genuine Parts** and **ACDelco** brands as a powerful tandem while bringing more clarity to their individual roles

2

Elevating the **OE position** while adjusting ACDelco Aftermarket product designations (from Professional/Advantage to Gold/Silver)

3

Designing **new, premium packaging** with a consistent message that not only reflects a modern look of quality and prestige, but also provides multi-language translations, standard product names, internationally relevant color coding and graphics, pre-printed and retail-ready UPC codes, and Global Security Labels and Stamps that help distinguish our products from counterfeit parts

While several of the parts you currently receive reflect the updated strategy and packaging, you also may receive some parts with the previous packaging for a time until the transition is complete.

# New Designations

As the branding initiative moves forward, GM is expanding the ACDelco Original Equipment included in new GM vehicles. Now, in addition to batteries, spark plugs, air filters and oil filters, ACDelco OE offerings also will include wiper blades, cabin air filters, oil caps, coolant fill caps, radiator hoses and accessory drive belts, reinforcing them as “assembly-line-installed” GM products.

Under the initiative, all other current ACDelco-branded OE lines will now transition to GM Genuine Parts, which remains the primary OE brand. All OE parts from both GM Genuine Parts and ACDelco will be packaged in blue, representing their position atop the new parts hierarchy.

ACDelco Professional parts will transition to ACDelco Gold parts and be packaged in gold-colored packaging. The Advantage parts category will shift to ACDelco Silver parts and be designated by a silver color in its packaging.

The new designations clearly differentiate the market positioning, making it easier to communicate the differences to your customers.

The change also allows you a better understanding of how to best meet your customers’ needs and decide which parts to stock. ■

## Showing the Differences Among Parts

**Offering strong, secure parts brands will benefit you and your customers with a defined distinction among:**

- Products
- Their roles in the portfolio
- Their target customers
- Each part’s relevance to those customers



Additional information about the branding initiative is available at [acdelco.com/brand-details](https://acdelco.com/brand-details).

# THE DIGITAL CON

**L**ooking for a positive way to start the new year with a resolution that's easy to keep?

Use the marketing benefits available through the my GM Partner Perks program to refresh your shop's website and digital presence. The updates can help you attract new customers while building loyalty with your existing base.

As a program participant, you'll receive discounted services from TCS Technologies and Repair Shop Websites, two leading companies that specialize in automotive website design and online marketing. You'll have access to modern, turnkey site design with branding that highlights your status in the program — lending added credibility.

You also can request assistance to redesign your shop website, use search engine optimization, and make the most of online advertising tools, social media and CRM. Additionally, you'll have the ability to load ACDelco consumer promotion tiles to your website to bring customers to you. ■



## TCS TECHNOLOGIES

TCS has provided digital marketing services for auto repair shops for more than 20 years, and it offers websites as the centerpiece of an online presence. Websites services can include:

- The ability to show pricing and inventory from your local wholesalers to your customers
- Automatic posting of distributor and manufacturer rebates
- Fully maintained and integrated catalog data
- Directory cleanup and optimized services
- Ongoing consultative support

**TCS OFFERS THREE AVAILABLE SUPPORT LEVELS:**

## REPAIR SHOP WEBSITES

With more than 13 years of experience building and managing websites for auto repair shops, Repair Shop Websites offers program participants several website features, including:

- Website hosting
- Hours of operation/contact information
- Maps and directions
- A personalized homepage
- About us/services information
- Careers and Meet the Team pages
- Powerful SEO

**THERE ALSO ARE THREE REPAIR SHOP WEBSITE SUPPORT LEVELS TO BEST MEET YOUR NEEDS:**



# NECTION

## Update your online presence with marketing benefits from my GM Partner Perks

With so many customers seeking business services online, it's important that your shop is at the forefront, ahead of competitors. **As one of many benefits offered through my GM Partner Perks, these marketing companies and their digital services are just a few clicks away:**

1

### SERVICE BASIC, WHICH INCLUDES:

- Professional website build-out
- 90 days of consultations with a TCS marketing consultant
- Domain setup and email hosting
- Google My Business optimization
- Homepage banner optimization
- Service pages, car care tips and appointment scheduler
- A My Service Reminder vehicle maintenance module
- An advanced move-over package
- Responsive design for handheld devices

2

### SERVICE PREMIUM, WHICH INCLUDES SERVICE BASIC, PLUS:

- Premium directory management and advanced analytics reporting

3

### TIRE SERVICE PREMIUM, WHICH INCLUDES SERVICE PREMIUM, PLUS:

- Tire-fitment search options by vehicle, brand and size
- Tire wholesale integration
- Managed tire-catalog and auto-pushed manufacturer promotions



To work with TCS, call 888-449-8473 or email [info@tctire.com](mailto:info@tctire.com).

1

### PRO+MOBILE, WHICH FEATURES:

- A mobile version of your website that includes click-to-call on smartphones
- Responsive design for tablets and other devices
- No additional charges for site updates
- Appointment-request and tire-selector online forms
- Printable coupons
- A testimonial page
- A hiring page, including job descriptions
- Videos and slideshows, including customizable banners

2

### PRO+CONNECT, WHICH INCLUDES PRO+MOBILE FEATURES, PLUS:

- Social media services, including Facebook posting and Google My Business setup
- A hiring assessment survey
- Up to 10 professional email addresses at your domain ([service@yourshop.com](mailto:service@yourshop.com))
- Effortless testimonials allowing customers to post reviews to your site

3

### PRO+ENGAGE, WHICH INCLUDES PRO+CONNECT FEATURES, PLUS:

- A service texter app to communicate with customers via text
- Call recording and analytics to track website and service-advisor performance
- Integrated reviews to encourage customer posting of positive reviews on social media sites



Contact Repair Shop Websites at 866-665-1605 or [repairshopwebsites.com](http://repairshopwebsites.com).

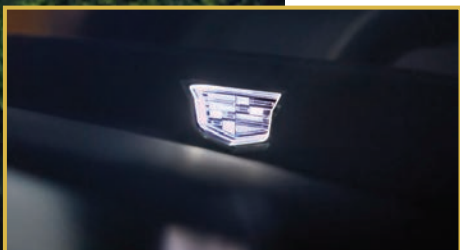
**!** Mention your participation in my GM Partner Perks to receive discounts on either company's services. For an overview of all the benefits that come with the program, visit [mygmpartnerperks.com](http://mygmpartnerperks.com).



*NEXT-GENERATION*

# 2021 Cadillac ESCALADE

Completely redesigned for 2021, the Next-Generation Cadillac Escalade combines a bold look with pioneering technologies, enhanced sophistication, nine available interior trims and more cargo space that — together — add a new dimension to the iconic luxury SUV.

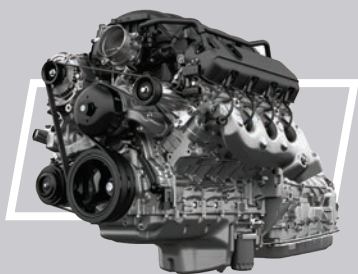


**WELCOMING LIGHTING** | When approaching the Escalade, the striking new SUV greets you with its own light show. The Daytime Running Lamps pulsate two times, the rear LED light blades illuminate twice from bottom to top and the Cadillac crest on the back of the infotainment display turns on.



**AKG AUDIO TECHNOLOGY** | AKG brings its world-famous audio technology to the auto industry for the first time with Escalade's standard AKG Studio, featuring a segment-leading 19 standard speakers. The available AKG Studio Reference system features a segment-leading 36 speakers powered by three amplifiers delivering 28 channels for a listening experience that is astonishingly crisp.

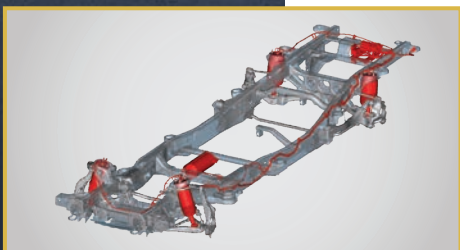
**REFINED MUSCLE** | Confidence-inspiring performance remains a hallmark of the Escalade, beginning with a standard new 6.2L V8 engine that features variable valve timing, stop/start and Dynamic Fuel Management technologies — not to mention a solid 420 horsepower — for robust, yet efficient, power. A new 3.0L turbodiesel is available as well.



**ON DISPLAY** | The Escalade's industry-first curved OLED (Organic Light-Emitting Diode) display provides more than 38 inches of total diagonal display area with twice the pixel density of a 4K television — that makes for bold imagery, perfect blacks and an exceptionally large color range.



**SUPER CRUISE** | As a full-size SUV with available Super Cruise\* driver assistance technology, the 2021 Escalade enables hands-free driving on more than 200,000 miles of compatible highways in the U.S. and Canada by using LiDAR map data, high-precision GPS, a state-of-the-art driver-attention system and a network of cameras and radar sensors.



**AIR APPARENT** | The Escalade's available Air Ride Adaptive Suspension system features automatic load-leveling and ride-height adjustments. During highway cruising, the system lowers ride height to improve aerodynamics. The suspension also can be lowered to aid passenger entry and exit. Drivers can even raise the body for added ground clearance when off-road.

\*Even while using the Super Cruise driver assistance feature, always pay attention while driving and do not use a handheld device. Visit [cadillacsupercruise.com](https://cadillacsupercruise.com) for compatible highways and more information. Requires properly equipped vehicle, active Super Cruise subscription, working electrical system, cell reception and GPS signal.



# ESSENTIAL INFORMATION

Technical subscriptions offer service programming, diagnostic guidance

**W**hether it's new-vehicle technology or recent diagnostic advances, the automotive service environment is constantly evolving — making it crucial that everyone in the service bay has access to the latest tools and information.

ACDelco's internet-based Techline Information System, TIS2Web, offers valuable resources to help you efficiently perform service repairs by:

- Helping reduce the time it takes to accurately diagnose vehicles
- Accessing trained experts
- Researching vehicle calibrations

In fact, subscriptions for a wide range of vehicle-diagnostic, service-programming and service-information resources can be delivered directly to your shop through the ACDelco Technical Delivery System (ACDelco TDS), so you'll have the knowledge readily available when you need it.

A portal to GM's service information, diagnostics and service programming for the automotive aftermarket, ACDelco TDS offers a direct line to efficient vehicle diagnosis and repair. See the "Subscribe to Thrive" information box for an overview of the subscriptions available to you.



Learn more at  
[acdelcotds.com](http://acdelcotds.com)



You should verify that your computer hardware meets system requirements for the subscriptions to properly support software functionality. Recommended products include enterprise-grade hardware (over consumer-grade), Intel Core i3/i5/i7 processors (6th generation and above), Windows 10 Professional (64-bit) and Java Run Time Environment (32-bit).

For more details on price, subscription length and computer hardware requirements, see [acdelcotds.com/subscriptions](http://acdelcotds.com/subscriptions). ■

## NEW APP!

Make service work easier with a new app for Techline Connect. The app combines all service information, diagnostics and programming resources and allows you to access and view them all from a simple dashboard. We'll feature a more detailed story about the app in the next issue of *Service Insights*.



## Subscribe to Thrive

### SERVICE INFORMATION

Gain access to all the detailed documentation necessary for repairing many GM-manufactured vehicles with General Motors Service Repair Manual Information (does not contain software):

- Campaigns and bulletins from 1980 to present
- Unit repair manuals from 1997 to present
- Service manuals from 1996 to present
- Owner manuals from 2003 to present
- GM Mode 6 Data and OBD-II Diagnostic Parameters

### DIAGNOSTICS

Find the most accurate and efficient vehicle diagnostics that allow you to communicate with GM vehicles quickly and easily. There are several diagnostic subscriptions available to meet your needs:

- GM Light Duty Global Diagnostics 2-GDS 2
- Tech2Win (includes software to emulate Tech2 on a PC)

- GM Medium Duty Global Diagnostics 2-GDS 2 (requires Light Duty GDS 2 subscription)
- GM Vehicle Communication Interface Package (includes GDS 2 and Tech2Win)
- Tech 2 Diagnostics Software
- North American version (released August 2013)

### PROGRAMMING

Simplify the job with Vehicle Programming Software, which allows you to download and update module calibrations.

Software includes 24 months of access to program all modules for one vehicle (VIN).

### TECHLINE CONNECT

Enjoy diagnostic information and vehicle data in one place as Techline Connect integrates it all into one location for a seamless experience. This single application includes service information, programming and scan-tool diagnostics.

# LEADING THE CHARGE

New line of Absorbent Glass Mat batteries  
offers more staying power

**TODAY'S VEHICLES ASK A LOT OF THEIR BATTERIES.** From start/stop systems to sensors to a host of electrical features, the demand has increased dramatically and has called on manufacturers to develop a product that is both responsive and durable. The newest line of Premium Absorbent Glass Mat (XAGM) light-duty and heavy-duty batteries answers that challenge, providing up to twice the power and three times the service life of traditional lead acid units. This is due in large part to enhanced materials and construction that boosts cranking and cycling capability.

## **XAGM BATTERY CAPABILITIES**

The XAGM batteries also are capable of a 90 percent recharge in under 40 minutes and a full recharge in four to six hours. And, with better cycling capabilities being one of the keys to a long battery life, XAGM batteries offer up to 400 cycles at 80 percent depth. All XAGM batteries are backed by a 48-month Free Replacement Limited Warranty.\*

To learn more about this dynamic line of batteries, visit [acdelco.com](http://acdelco.com). ■

## **BIG BENEFITS**

Among the strengths of the new line of XAGM batteries:

Plates that are **99 percent pure lead**, which combine with high-purity electrolyte to virtually eliminate internal corrosion and increase the product's shelf and service life.

Thick inter-cell connections and specially tuned paste, which work together to **provide greater cranking and deep-cycle capability** without having to increase the case size.

\*Free Replacement Limited Warranty to the original purchaser. See [acdelco.com](http://acdelco.com) for details.



## BATTERY CELL COMPARISON



The case's **PET/polycarbonate blend** helps insulate the battery from high-impact shocks and vibration.

Lead/tin-coated brass terminals with O-ring seals **help produce secure, corrosion-free connections.**



65XAGM

# A Great Place TO START

ACDELCO STARTERS AND ALTERNATORS COME  
FULLY TESTED AND READY TO PERFORM



ACDELCO ALTERNATOR

**W**hether it's their design, the engineering that goes into them or the rigorous testing that they undergo, ACDelco starters and alternators represent an appealing choice for discerning consumers.

Sold as GM Genuine Original Equipment (OE) and ACDelco Gold parts, these new and remanufactured starters and alternators offer variety, validation and great reliability and durability.



ACDELCO STARTER

New OE starters and alternators feature 100-percent new components and are manufactured to be an exact replacement for the parts that came with the new vehicle.

More than 250 part numbers cover light-, medium- and heavy-duty applications, and they all undergo rigorous testing — particularly with start/stop technology. All OE starters and alternators are backed by a competitive limited warranty.\*



“ACDelco Gold alternators and starters are backed by GM OE quality processes and an ACDelco [limited] warranty,\* and may be a cost-effective alternative for your business,” says Tiffany Jeffries, Rotating Electrical Product Manager.

New ACDelco Gold starters are thoroughly tested for solenoid contact life as well as coil balance and pull strength, and drive gears and clutches are assembled to tight specifications. With new ACDelco Gold starters and alternators, all dimensions, key mounting surfaces and contact points are gauged and measured for fit. All parts boast completely new components, with more than 550 SKUs comprising an application mix of 35 percent GM/65 percent non-GM.

ACDelco Gold Remanufactured starters feature new brushes, bearings, bushings and solenoid contacts on

all parts. The Remanufactured Gold alternators also include new brushes and bearings, and new regulators on many of the top-selling units. The rotors and stators are electronically tested and are sealed by a secondary insulating coating. More than 2,700 SKUs with an application mix of 20 percent GM and 80 percent non-GM make up the remanufactured offering. ■



Visit [acdelco.com](https://acdelco.com) for more information on these products.

\*24-Month/Unlimited-Mile Limited Warranty: Our most common Parts Warranty offers coverage on the majority of our Genuine GM Parts and ACDelco service replacement parts. Effective on parts purchased April 1, 2018 and later to the original retail purchaser. Contact seller for limited-warranty part details, qualifications and possible labor coverage.



# AFTERMARKET DEVICE CAUSING ISSUES ON **FULL-SIZE PICKUPS**



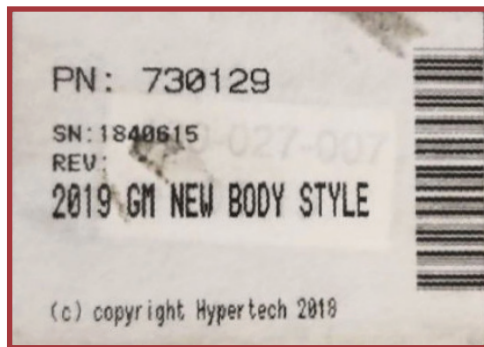
2020 Silverado 1500

Some 2019 and 2020 Chevrolet Silverado and GMC Sierra vehicles may exhibit some of the following symptoms:

- ✓ IPC warning lights or messages
- ✓ Erratic IPC gauge
- ✓ Cruise control may not set or not set at a certain speed
- ✓ Issues with SPS programming or reprogramming a module
- ✓ A lack of communication with various modules
- ✓ Any of the following DTCs: U0073, U0100, U0101, U0102, U0121, U0128, U0131, U0140, U0415, U0422, U2413 and/or P0700

The cause of these concerns may be an aftermarket device that is plugged inline with the BCM X1 connector (shown at the bottom of the page). These aftermarket devices are typically used to change the speed calibration when a different-sized wheel/tire is installed. The devices are neither supported nor recommended by GM and will void the vehicle's warranty.

Before beginning any in-depth repairs, inspect the vehicle for such a device. It will be plugged inline with the BCM X1 connector. ■



Note that, if the vehicle is modified with a lift kit, lowering kit, different-sized wheels/tires or similar alteration, it is a good indication that one of these devices is installed.

Pro Pack

# OFFERS FOR PROFESSIONALS

on GM Genuine Parts OE Radiators and ACDelco Oil, Oil Filters, Antifreeze, and Wiper Blades



Visa® Prepaid Card\* mail-in rebate in the amount of:

**\$10**

On any GM Genuine Parts Original Equipment (ACDelco GM OE) Radiator

On any GM Genuine Parts Original Equipment Interior or Exterior Door Handle

**\$5**

On any GM Genuine Parts Original Equipment Lock Actuator

On any GM Genuine Parts Original Equipment (ACDelco GM OE) Shocks or Struts

**\$1.50**

On any ACDelco Antifreeze Gallon Container

**\$.75**

On any ACDelco Oil Filter

**\$.50**

On any ACDelco Oil Quart

On any ACDelco OE Wiper Blade

On any ACDelco Gold (Professional) Wiper Blade

On any ACDelco Silver (Advantage) Wiper Blade

my GM  
**partnerperks**

Members earn points on GM parts purchases plus additional benefits.

streamlined rebate redemptions  
exclusively with:



Visit [gmpartsrebates.com](http://gmpartsrebates.com) to create your account and submit your rebates online, or visit [gmenuineparts.com](http://gmenuineparts.com) or [acdelco.com](http://acdelco.com) for more information.

**CERTAINTY STARTS HERE.**

\*Mail-in rebate available only to Independent Service Centers, Body Shops, or Commercial Fleets with a U.S. mailing address. Limit 15 rebates per part per business. Not available with some other offers. Government and municipal fleets are excluded. Allow 6 to 8 weeks from promotion end date for delivery of Visa Prepaid Card. Visa Prepaid Card will be issued in the business name. Visit your my GM Partner Perks dashboard or see [gmpartsrebates.com](http://gmpartsrebates.com) for complete details, eligible parts, and rebate form, which must be postmarked by 4/15/21. Offers end 3/31/21.

