

SERVICE

IN SIGHTS

SUMMER 2021

*Service Repair News
from your Parts Dealer*



ALL-NEW 2022 CHEVROLET BOLT EUV

High-Voltage
Vehicle Repair

The Benefits of
OE Brakes

Building an
Online Presence

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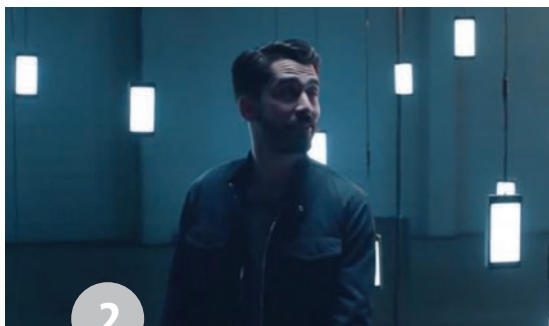
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SHOW OF CONFIDENCE

Use **“Certainty Starts Here”** videos to promote parts for your facility

When it comes to educating customers on the importance of using quality vehicle parts, it's often most effective to let them see the benefits with their own eyes.

That's why the new “Certainty Starts Here” video series from GM Genuine Parts and ACDelco is the perfect resource to pass on to them through your website and social media channels. The six videos, which are also part of a new advertising campaign for the brands, can be accessed by direct qualified partners at the ACDelco 1Store.

Each 2-minute video highlights a specific parts category — maintenance, repair, powertrain, collision, original equipment or aftermarket — and is set in a high-tech, laboratory-style environment.

The host uses demonstrations and animated graphics to illustrate why GM Genuine Parts and ACDelco are the best choice on the market for GM vehicles. The videos also underscore that customers can feel confident in the entire portfolio of parts as they are engineered specifically for GM vehicles, thoroughly tested to meet GM standards, and completely backed by GM.



SCREEN TIME

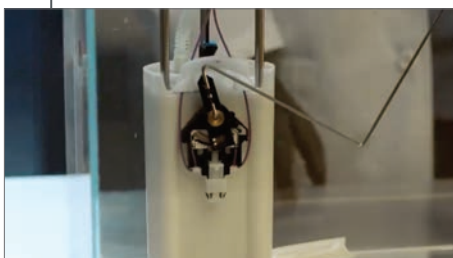
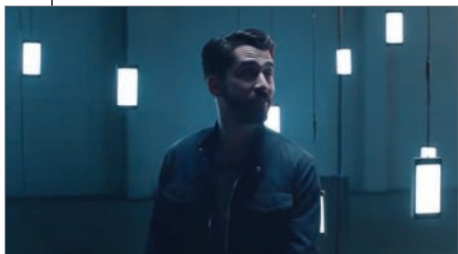
In addition to the ACDelco 1Store, the **Certainty Starts Here** video playlist can be accessed and downloaded via YouTube, by first searching “Certainty Starts Here.”

Then, follow these steps:

1. Go to the YouTube video you want to embed.
2. Under the video, click “Share.”
3. Click “Embed.”
4. From the box that appears, copy the HTML code.
5. Paste the code into your blog or website HTML. Videos can also be shared directly to Facebook and Twitter or other social platforms by copying the URL.

VIDEO CONTENT REVIEWS

Let's review the video content for Batteries (aftermarket) and Fuel Pumps (original equipment) below:



BATTERIES

A VEHICLE'S BATTERY typically works quietly in the background, providing the power to the engine as well as many of the other features we've come to rely on.

And, while cold-cranking amps remain key to the driving experience, battery reserve capacity has taken on a bigger role in newer vehicles with direct injection and gear-reduction starters — as well as for features such as wireless phone charging, heated seats and backup cameras that require more capacity.

ACDelco Gold and Silver batteries offer the right balance of cold-cranking amps and reserve capacity. They are 100% pressure-tested and electrical short-tested — and go through an 18-step quality-approval process, which helps make for long, maintenance-free battery life.

FUEL PUMPS

ALTHOUGH YOU'LL FIND the high-pressure fuel pumps offered by GM Genuine Parts are certified OE parts, you might just consider them “even better OE-spec” as they have continually undergone development and improvements to meet the needs of newer alternative fuels in addition to the demands of direct-injection engines.

Because ethanol fuel is generally more corrosive than gasoline, fuel pumps must be able to handle the heat. GM Genuine Parts OE fuel-pump assemblies are made with acetyl-engineered thermoplastic that is tolerant of high-alcohol content, while fuel level sensor arms that feature corrosion-resistant gold contacts are tested more than a million times to ensure durability, reliability and overall quality. It's vital that they do, as they are held to the high standards of GM to earn the OE stamp of approval. ■

SOCIAL ENGAGEMENT



CONNECT WITH CUSTOMERS VIA MY GM PARTNER PERKS CRM SERVICES

FROM INTERACTIVE WEBSITES and online reviews to social-media integration and internet promotions, digital and social CRM (customer relationship management) is crucial in building loyalty with today's customers.

Whether you're looking to refresh your current approach of engaging customers on social media or need to start an online presence from the ground up, the my GM Partner Perks program is here for you. Program participants have access to a host of business resources, including discounts on digital and social-marketing support.

Two companies specializing in automotive CRM offer program participants a wide range of services at discounted rates.

EPICOR MECHANICNET CLOUD CRM



Build shop

traffic, grow strong relationships with customers and help increase your profit margins using customer retention and marketing solutions offered by Epicor MechanicNet Cloud CRM.

Epicor MechanicNet's diagnostic dashboard, OBD4 Business, integrates with several shop management systems to help you determine the return on investment of marketing efforts.

With the deployment of Cloud CRM tools such as online appointments, text/email reminders and custom marketing campaigns, the OBD4 dashboard tracks key performance indicators that include how many responses were received, the preferred communication method, the method that attracts more new customers, and customer retention rate.

EPICOR MECHANICNET CLOUD CRM SERVICES ALSO INCLUDE:

- Specialized promotions segmented by vehicle, last service date, and money spent
- Shop-branded websites that reflect your business, display customer reviews and encourage social media engagement
- Lost-customer recovery to re-engage with previous owners.



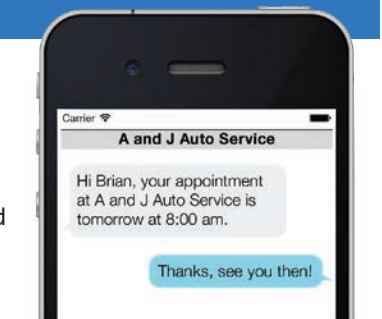
To learn more about these services, call **888-463-4700**, Option 5, or email automotive.marketing@epicor.com.



MITCHELL 1

Take advantage of Mitchell 1's SocialCRM marketing service and its LocalSearch features to bring existing customers back sooner, and more often.

SocialCRM helps you build a positive online presence and search-engine visibility by generating and managing consumer reviews. It also facilitates automated text messages to reach customers with appointment reminders, promotions or thank-you notes.



To connect with both new and existing customers, SocialCRM offers social-media automation and management as well as strategically delivered email messages. A SocialCRM dashboard also helps you view customer reviews and track key details about your overall marketing efforts from within the shop management system.

Other premium LocalSearch features include a professional website design; automated blog content highlighting positive reviews; website tracking and reporting; and call tracking to compare marketing campaign traffic. ■



For more information, call **888-724-6742** or visit mitchell1.com/socialcrm.

GROW MORE, EARN MORE



Participants in the my GM Partner Perks program have a long list of advantages they can use to strengthen their parts business.

The ongoing Growth Incentive allows all program participants to earn extra rewards points by simply increasing their year-over-year monthly parts sales by at least 10%. If you reach the goal, you earn 20% in bonus rewards.

The bonus is based on purchases of all GM Genuine Parts, ACDelco Parts, Chevrolet Performance Parts and Chevrolet, Buick, GMC and Cadillac Accessories.

SEE MYGMPARTNERPERKS.COM FOR DETAILS.





GENUINE
PARTS

ACDelco

THE OE DIFFERENCE

5 WAYS GM ORIGINAL EQUIPMENT PARTS MAKE THEIR CASE

As an automotive service professional, you're very familiar with the term "original equipment," or simply "OE."

And, while it's common lingo in the business, have you ever wondered what OE really means, or whether OE products are truly superior to their aftermarket competitors?

In fact, the advantages of General Motors OE parts are numerous, as they are designed, engineered and tested to rigorous GM standards. GM OE products endure significantly more testing than aftermarket parts and are validated through proving-ground assessments in order to meet GM's strict specifications for durability.

To illustrate this more precisely using a specific example, below you'll find just some of the many benefits that GM OE Brake Parts offer.



FIVE ADVANTAGES of GM OE Brake Parts:

- 1** GM OE Brake Parts are **required to meet stringent Federal Motor Vehicle Safety Standards (FMVSS)** — notably the FMVSS 135 Light Vehicle Brake Systems and the FMVSS 126 Electronic Stability Control Systems Standards — and they're specifically designed, tuned and calibrated to work cohesively with other GM vehicle safety systems, such as electronic traction control and anti-lock mechanisms. Aftermarket competitors, as a general rule, don't run FMVSS tests at a vehicle level before releasing items to the market.

RENCE

2 Unlike many aftermarket competitors' rotors, most GM OE Rotors that are sold in the U.S. **undergo an extended Ferritic Nitro-Carburizing (FNC) process** — pioneered by General Motors itself. FNC creates a hardened and strengthened surface for added durability and corrosion resistance, helping to prevent pulsation and noise while significantly increasing the life of the rotor.

3 Unlike the standard cast iron used in some aftermarket competitors' rotors, GM OE Rotors are **manufactured using a precise mixture of materials based on vehicle application** that was developed and specified by GM engineers through years of experience and testing. This helps to reduce the potential for brake noise.

4 GM OE Brake Caliper components are **finely tuned as an assembly** to balance performance attributes. They also are subjected to the rigors of full-vehicle durability testing.

5 GM OE Brake Pads are **formulated based on application**, such as using non-asbestos (ceramic) pads for cars and light-duty trucks to ensure quietness and dependable performance, while heavy-duty and high-performance vehicles employ low-metallic formulations to better withstand the more extreme temperatures and loads that they endure. The aftermarket, on the other hand, takes a less-precise approach, often utilizing the same pad formulations to cover a wide range of applications.



OE ROTORS



OE CALIPERS



OE BRAKE PADS

The bottom line?

With GM OE Brake Parts (now branded as GM Genuine Parts), both you and your customers can have peace of mind knowing that you're getting a quality product, a better fit for GM vehicles and one that is designed and validated by General Motors to help ensure maximum performance and dependability. Moreover, they're fully backed by a GM limited warranty.* *That's the OE difference.*

Look for features on other OE parts in future editions of *Service Insights* magazine. ■

*24-Month/Unlimited-Mile Limited Warranty: Our most common Parts Warranty offers coverage on the majority of our GM Genuine Parts and ACDelco service replacement parts. Effective on parts purchased April 1, 2018, and later to the original retail purchaser.

STRIKING MODELS

All-electric **2022 Bolt EUV** debuts alongside redesigned **Bolt EV**



STYLISH AND FUNCTIONAL

The Bolt EUV's styling features a modern, muscular design along with a distinctive front end presenting a sculpted grille as well as LED lamps and sequential turn signals. The redesigned Bolt EV displays a fresh, more upright front fascia along with a new front and rear lighting design — including its signature high-eye daytime running lamps.



KEY AMENITIES

Both the Bolt EUV and Bolt EV feature a premium interior with a spacious cabin and comfortable seating for up to five. In addition, Bolt EUV customers can opt for an available dual-panel panoramic sunroof as well as available heated and ventilated front seats that help ensure the ultimate in class and comfort.



TAKING CHARGE

Standard on the Bolt EUV and available on the EV is a new Dual Level Charge Cord² that includes a changeable plug, giving owners a choice between Level 1 and Level 2 charging capability. An illuminated charge port² that's available for the EUV lights up the plug for added convenience and style.



SUPER CRUISE

The Bolt EUV is the first Chevrolet offered with Super Cruise,³ the industry's first true hands-free driver-assistance technology. Utilizing advanced technologies such as LiDAR mapping, Super Cruise offers the ease and convenience of hands-free driving on compatible roads, making mundane commutes a thing of the past.

PROVEN PROPULSION SYSTEM

Powering the vehicles is an advanced 65 kilowatt-hour, lithium-ion battery that helps the Bolt EV deliver up to an EPA-estimated 259 miles of range on a full charge,¹ while the slightly larger Bolt EUV provides an EPA-estimated 247 miles when fully charged.¹



LATEST CONNECTIVITY

Both Bolts feature new wireless Apple CarPlay^{®4} and Android Auto^{™5} phone-projection capability, as well as wireless phone charging⁶ that is standard on the EUV and available on the EV. Customers can also opt for an available 4G LTE Wi-Fi[®] Hotspot.⁷

SAFETY-MINDED

Not surprisingly, as sophisticated, technology-rich models, the Bolt EUV and Bolt EV come standard with Chevy Safety Assist, which boasts a suite of six advanced driver-assistance features, including Automatic Emergency Braking, Forward Collision Alert and Lane Keep Assist with Lane Departure Warning.⁸

¹ Actual range will vary based on several factors, including temperature, terrain, battery age, and vehicle loading, use and maintenance.

² Late availability.

³ Always pay attention while driving and when using Super Cruise for compatible roads. Do not use a hand-held device. Visit www.chevrolet.com/upcoming-vehicles/2022-bolt-euv for compatible roads.

⁴ Vehicle user interface is a product of Apple and its terms and privacy statements apply. Requires compatible iPhone and data plan rates apply. Apple CarPlay, iPhone, Siri and Apple Music are trademarks of Apple Inc., registered in the U.S. and other countries.

⁵ Vehicle user interface is a product of Google and its terms and privacy statements apply. Requires the Android Auto app on Google Play and a compatible Android smartphone. Data plan rates apply. You can check which smartphones are compatible at g.co/androidauto/requirements. Android Auto is a trademark of Google LLC.

⁶ The system wirelessly charges one compatible mobile device. Some phones have built-in wireless charging technology and others require a special adaptor/back cover. To check for phone or other device compatibility, see my.chevrolet.com/learn or consult your carrier.

⁷ Service varies with conditions and location. Requires active service and paid AT&T data plan. Visit onstar.com for details and limitations. Availability subject to change.

⁸ The Chevy Safety Assist package includes: Automatic Emergency Braking, Lane Keep Assist with Lane Departure Warning, Following Distance Indicator, Forward Collision Alert, Front Pedestrian Braking and IntelliBeam. Read the Owner's Manual for important feature limitations and details.



Safety First

**TIPS FOR WORKING ON
HIGH-VOLTAGE VEHICLES**

When an electric vehicle comes into your facility for service or repair, following all the necessary precautions remains a must to help promote proper, safe repair on these high-voltage models. The following tips can help accomplish that.

Proper Procedures

Preparing to work on a high-voltage system requires wearing the right Personal Protection Equipment (PPE) and taking the proper precautions, including:

- **Wearing safety glasses** with appropriate side shields when within 50 feet of the vehicle
- **Using certified**, up-to-date Class "0" insulated gloves (with insulated protectors) rated at 1000
- **Removing all metal objects** from your person, such as rings and watches
- **Placing safety cones** around the vehicle to alert fellow employees that you are working on a high-voltage system
- **Employing the "one hand" rule** whenever possible, which means working with only one hand while keeping the other behind your back
- **Conducting a complete** inspection of the high-voltage system if the vehicle was involved in a collision



Failure to follow any of the above steps could result in serious injury or death.

Disable High-Voltage System

Before beginning any service or repairs, the vehicle's high-voltage system should be disabled. See High-Voltage Disabling in Service Information (SI) for complete, step-by-step instructions.

THE TWO MOST COMMON DISABLING METHODS INCLUDE:

1 THE SCAN TOOL METHOD:
A successful GDS2 Scan Tool High-Voltage Disable Procedure will open the high-voltage contactor relays and discharge the high-voltage system by setting a crash-event lockout. (Note that when this stage is reached, the Clear Secured High-Voltage DTCs procedure will have to be performed to enable the system again.) Once the system has been successfully disabled, a Procedure Complete message will appear on the scan tool.

2 THE DMM METHOD:
If the GDS2 Scan Tool Method does not complete the process or cannot be implemented, a DMM-based physical measurement procedure can be performed with certain high-voltage connectors. ■

For the latest and most up-to-date repair procedures, ALWAYS reference your Service Information (SI) site. For additional tips and safety procedures when working on high-voltage vehicles, see Documents #2409590, #4557023 and #4511265 in SI.



TOUGH TO BEAT

**Innovative design and solid pedigree will help
XAGM take charge in the fleet market**

This is the second article of a two-part series that looks at the XAGM battery line.

For XAGM batteries, a construction element developed for military applications that allows better performance than standard AGM batteries is the use of thick over-the-wall inter-cell connectors.

Traditionally, cast straps — which connect the cells within the battery case — are welded through the internal case walls separating the cells. That design results in higher electrical resistance and lower durability. Battery engineers found that thick cast straps connecting cells “over the wall,” rather than through it, could be twice as thick as the average cast strap — providing less resistance and higher conductivity while increasing vibration and shock resistance. Both are critical for the long-term performance, durability and reliability demands of fleet vehicles.

In addition to robust case materials, terminal construction, and high-grade sealing is the design of the battery cells within. In traditional AGM batteries, the design creates unused “head space” in the upper third of the case to accommodate AGM valves and through-the-wall connectors. This design, combined with the use of lead alloy grids (rather than pure lead), results in fewer, thicker and shorter plates comprising the cells.

XAGM’s over-the-wall connector design and use of pure lead allows for more, thinner and taller lead grids. That means more active material in the same size case. The result? Enhanced performance that can be measured.

SOME OF THE NUMBERS:

LONGER SERVICE LIFE

ACDelco XAGM series batteries offer 3 to 5 times longer service life than conventional batteries, not to mention limiting the time and hassle of premature failures.

LONGER CYCLE LIFE

The line boasts a 70% longer cycle life versus conventional deep-cycle batteries.

DEEPER CYCLING

XAGM batteries feature up to 400 cycles at 80% depth of discharge for amazing performance longevity.

FASTER RECHARGE

XAGM batteries offer higher recharge efficiency than other sealed lead acid batteries in the market

- Capable of 90% recharge in under 40 minutes
- 100% recharge in only 4 to 6 hours

A very competitive limited* warranty comes with such a premium product. Commercial, industrial, marine and automotive starting applications (includes police, postal and taxi) receive a 48-month limited warranty.* Auxiliary Power Unit and other non-engine-start cycling applications have a 24-month limited warranty.*

Although the limited warranty* may be the same as some, the brand is not. The ACDelco brand is a major part of what differentiates XAGM from the competition. The brand awareness, reputation for quality, reliability and technical excellence, plus national distribution/support combine to make a very attractive product for fleets wanting to bring more certainty to their maintenance.

It's the overall value of the XAGM that makes it stand out as a fleet battery. The cost may be higher, but it provides twice the power and three times the life compared with traditional batteries. Fewer failures

mean fewer service calls and less downtime, which can result in more time making money and less time losing it.

True dual capability in terms of high cold-cranking amps and reserve capacity provides flexibility to help meet the needs of the most diverse fleet. And, the enhanced construction provides additional peace of

mind, knowing that you're equipped for the rigors of both road and worksite.

So, while your fleet needs won't match those of the military, it's good to know that some of the best in battery engineering and design is available to help get your job done — no matter where your front line is. To learn more about what ACDelco XAGM can do for you, and to assess its impact with the Fleet Cost Savings Calculator, see your ACDelco representative or contact robert.e.foote@gm.com. ■

*Free replacement limited warranty to the original retail purchaser. See acdelco.com for details.

★ ★ ★
ALTHOUGH THE LIMITED WARRANTY* MAY BE THE SAME AS SOME, THE BRAND IS NOT.



A SMOOTH TRANSITION

Techline Connect to Replace TIS2Web

Have you heard? TIS2Web is undergoing a phased retirement that's targeted for completion later this year. But don't fret; GM has launched the all-new Techline Connect to replace the legacy TIS2Web application.

Techline Connect will house all the common resources that technicians often rely on for repairs and diagnostics — including GDS2, SPS, Service Information (SI) — in one single, convenient application. Techline Connect does require a PC that runs on Windows 10 Pro, at a minimum.

FAST FACTS

As with TIS2Web, Techline Connect can help you:

- **Efficiently perform** service repairs, helping to control costs
- **Diagnose GM vehicles** quickly and accurately, helping to reduce time
- **Quickly look up** vehicle calibrations and other data
- **Contact personnel** who can support software issues

Subscribing

Over the coming months, service centers that already have a TIS2Web subscription will automatically be transitioned to Techline Connect and will have the same level of access as they enjoyed with TIS2Web.

If your shop does not currently have a subscription, but would like one, Techline Connect is available through ACDelco.com. Simply click on the Technical Resources tab at the site and select Techline Connect located within the Diagnostics section.

More information

As the transition from TIS2Web to Techline Connect moves forward, more information will be provided. So, watch for additional communications in the coming months. ■



NEED TECH HELP NOW?

Should you need assistance with Techline Connect now, simply contact the ACDelco eBusiness Helpdesk at 1-888-212-8959, or send an email by clicking the mail icon located at the top of the Techline Connect dashboard.

Stronger together — it's always been the case

when it comes to the relationship between GM and its part brands, GM Genuine Parts and ACDelco. So, it's fitting that the new logos representing them are just as unified as their business efforts.

You'll notice that the updated logos for GM Genuine Parts and ACDelco shown on this page both reflect the new version of GM's corporate logo. The GM Genuine Parts logo includes the new GM brandmark; a new, brighter shade of blue; and a modern, clean

font mirroring GM. ACDelco's new logo includes the same new blue color, along with a refreshed red on the speed line underneath. The notches in the letters "A" and "D" have also been retired in favor of smoother, streamlined lettering.

These new logos are being incorporated into marketing and communications now and new packaging that features the branding

begins preproduction this quarter and will be in market throughout the U.S. in Q4.

The move to align the logos with GM's new brand identity is expected to strengthen the value brought by GM OE parts and service moving forward, especially as we all work as

PREVIOUS LOGO



NEW LOGO



a team toward a future with electric vehicles and our common vision of zero emissions, zero crashes and zero congestion. ■

**New GM Genuine
Parts and ACDelco
logos reflect GM's
new branding**

ALIGNED FOR THE FUTURE



GENUINE
PARTS

ACDelco

PARTS KNOWN

Rural repository houses older GM Genuine Parts, ACDelco inventory

Looking for a master cylinder to repair a 1999 Chevrolet Cavalier? Your quest may lead you to the farm fields of Beaver Dam, Wisconsin.

That's where Vintage Parts Inc. can be found. The facility boasts 15 warehouses, representing more than 24 million cubic feet of internal climate-controlled, high-density storage (which means inventory is well-cared-for), and houses more than 1.1 million parts ranging from automotive and aviation items to construction and material-handling equipment.

Included in that inventory are more than 90,000 GM Genuine Parts or ACDelco parts in stock — the majority from the late '90s through the early 2010s — that GM no longer makes available due to low demand. GM has worked with Vintage Parts Inc. since 1999.

These parts being carried cover all GM lines, including current brands and retired ones, such as Geo, Pontiac, Oldsmobile, Saturn and Hummer.

Available parts are visible in the GM Parts Catalog or the OE Connect parts locator. Orders placed before 4 p.m. generally ship that day. ■



To learn more about ordering from Vintage Parts Inc., visit its website at vpartsinc.com.



SUMMER PRO PACK OFFERS

with offers for Professionals on select
GM Genuine Parts Powertrain Assemblies
and select GM Genuine Parts and ACDelco
maintenance parts



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

\$15

On the purchase of any GM Genuine Parts GM OE
(ACDelco OE) Fuel Pump

\$12

On the purchase of any GM Genuine Parts or
ACDelco Alternator

On the purchase of any GM Genuine Parts or
ACDelco Starter

\$1.50

On the purchase of any GM Genuine Parts or
ACDelco Transmission Filter

\$1

On the purchase of any ACDelco Ultraguard Oil Filter

On the purchase of any ACDelco Oil Filter

On the purchase of any ACDelco Oil Quart or Gallon

On the purchase of any ACDelco Transmission Fluid
Quart or Gallon

\$0.50

On the purchase of any ACDelco Original Equipment
Wiper Blade

On the purchase of any ACDelco Gold (Professional)
Wiper Blade

On the purchase of any ACDelco Silver (Advantage)
Wiper Blade

\$50

On the purchase of any GM Genuine Parts
Transmission Assembly or Transfer Case

On the purchase of any GM Genuine Parts
Engine Assembly

my GM
partnerperks

Members earn points on GM parts
purchases plus additional benefits.

streamlined rebate redemptions
exclusively with:



Visit gmpartsrebates.com to create your account and submit your rebates
online, or visit gmgenuineparts.com or 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 category 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. My GM Partner Perks members that have accepted the terms and conditions receive streamlined, automatic rebate redemptions. Visit your my GM Partner Perks dashboard or see gmpartsrebates.com for complete details, eligible parts, and rebate form, which must be postmarked or submitted online by 10/15/21. Offers end 9/30/21.



