

SERVICE

# IN SIGHTS

SPRING 2022

*Service Repair News  
from Your Parts Dealer*



ALL-NEW 2023

# CORVETTE Z06

Social Media Gets  
the Word Out

Steering Systems  
Come Tested

Parts Videos  
Show Big Picture

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SPRING 2022

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# FRONT & CENTER

## HELP KEEP YOUR FACILITY IN THE SPOTLIGHT WITH MARKETING HELP FROM MY GM PARTNER PERKS

Looking for potential ways to expand your customer base and increase revenue? Want to engage savvy customers who do business online? Need to get the word out on a new promotion or special?

If you're a my GM Partner Perks member, you've got access to the perfect resource for all your marketing needs. Program participants can use exclusive benefits to help keep their business top of mind with customers.

Here's a look at some of the perks:

### POINT-OF-SALE AND MERCHANDISING MATERIALS

Partner Perks members have access to a wide range of marketing products at the 1Store ([acdelco1store.com](http://acdelco1store.com)), including posters, banners, brochures, counter mats, product catalogs, display racks, product displays, branded apparel and much more. There is also a Custom Print tab on the site that you can use for personalized items, such as flyers, logos and other brand images with product information, presentations and photos.

### PROMOTIONAL KITS/WELCOME KITS

Perks+ and Pro Perks++ members can offer their customers national rebates with ready-made promotional support. Promotional kits provide point-of-sale materials updated with the latest deals throughout the year, along with a helpful instruction guide. New Perks+ and Pro Perks++ Independent Service Centers will receive a welcome kit that includes launch guides, rebate forms and more upon sign-up.

### ACDELCO CO-BRANDED SIGNAGE

Freshen up the look of your business or undergo a complete makeover with a large selection of signs and graphic wraps, building graphics and interior elements. Pro Perks++ members can take advantage of a sizable subsidy that's available through the program.

### NATIONAL WEBSITE LOCATOR LISTING

The national locator listing on [acdelco.com](http://acdelco.com) allows customers to quickly find and contact professional shops when they need vehicle assistance. Perks+ and Pro Perks++ members are featured on the locator list, which is one of the website's most visited sections. They can also customize their own listing through the my GM Partner Perks portal.





## DIGITAL SUPPORT

An online presence is more essential than ever. Partner Perks members can take advantage of digital support such as website assistance, search engine optimization, social media assistance and more. Program members receive discounted pricing from companies that can help with everything from building a website or providing consultative support to creating an online appointment schedule and hiring page.

## LOBBY TV AND DIGITAL MENU BOARD

Partner Perks members can subscribe to Lobby TV and Digital Menu Board programs, which provide a modern way to inform and entertain customers with no software to install. The Digital Menu Board displays your services and/or products with or without pricing, promotes specials, and displays community messages and vehicle animations. Lobby TV provides hours of entertainment as an alternative to expensive cable or satellite services.

## ACDELCO UNIFORMS AND APPAREL

Give your employees a professional look with an ACDelco uniform or other apparel that is well-made and designed for the job. Shirts, cargo pants, polos, welding shirts, jackets, overalls and shop coats are available to program members.

## ACDELCO IMAGE ENHANCEMENT PROGRAM

Update your shop's image and make a great impression with customers by completing a project as large or small as you want. Member projects could include interior or exterior improvements, building graphics, ACDelco-colored paint, awnings, signage or even a customized shop rendering. Download the ACDelco Image Enhancement Program Guide from the Partner Perks website.

## SOCIAL CRM

Extend your business reach through social media with Partner Perks benefits designed to engage customers and offer even more reasons to visit you. Members can connect with recommended social Customer Relationship Management (CRM) companies for assistance with various social platforms and content, analysis, promotions, reporting, customer reviews and more. ■



### THE 2022 Q2 SPRING PRO PACK TRADE REBATE PROGRAM

allows my GM Partner Perks members to receive rebates\* on the purchase of select GM Genuine and ACDelco Parts. Rebates will be available in the form of a prepaid card and will include the total amount of rebates earned during the period. my GM Partner Perks members can have all qualifying purchases tracked and rebate claims filed automatically; visit [gmpartsrebates.com](http://gmpartsrebates.com) to learn more about this and the Q2 offers currently available.

→ For more details on marketing benefits, or to sign up for the program, visit [mygmpartnerperks.com](http://mygmpartnerperks.com). Or, call my GM Partner Perks Customer Support at 800-223-3526.

\* Offer valid for Independent Service Centers, Independent Body Shops or Commercial Fleets with business mailing addresses in the U.S. that have purchased the parts indicated on this form from a General Motors dealership, ACDelco Direct Account, online retailer or auto parts store in the United States. GM dealership employees, government and municipal fleet customers are not eligible for this offer. To receive the mail-in Visa Prepaid Card, qualifying purchases must satisfy the rebate requirements as outlined on the rebate application. Failure to comply with the rebate requirements will disqualify your rebate. Parts must be purchased between April 1 and June 30, 2022, to be eligible for the rebate. All rebate submissions must be postmarked by July 15, 2022.

# Expanding Your

## Social media acts as an additional 'storefront' for customer engagement

Whether you've been busy honing your facility's social media presence or have barely dipped a toe in the pool of online platforms, it's more important than ever to participate in social media to keep your business modern and thriving.

Customers increasingly look to social media for information about their local businesses, details about the products they want and interaction with a community of like-minded people.

Your shop's presence on popular social sites such as Facebook, Instagram and Twitter can have a huge impact on generating brand awareness, increasing website traffic, engaging customers, selling products, driving referrals and much more. It's a way of expanding your business with just the tap of a keyboard.



Continued on page 6 >

### SOCIAL STUDIES

Determine which social media platforms will work best for you. my Partner Perks members can use the Social Media Packages on the **ACDelco 1Store** (see examples at right) for content.

# Reach



## Top Social Media Sites for Shops



### FACEBOOK

A great choice for everyone looking to build relationships and visibility, businesses can set up a Facebook page to share information about their business, including hours, location and contact information. Sellers can also set up a shop from their Facebook page to meet their customers where they are and help capture a sale at the moment of discovery or inspiration.



### INSTAGRAM

Another ideal place to start with social media, Instagram puts a big focus on visuals. Share photos, reels and stories (fun, quick visuals that disappear after 24 hours) of your staff and shop, and tag products to promote your business while building customer relationships, particularly with the younger demographic.



### TWITTER

With 280 characters to use in a "tweet" (a post), Twitter is an excellent place to build awareness of your shop. Use hashtags to become part of the conversation as they help determine what's trending and popular on the platform.

When you're ready to branch out, you may want to consider other social media sites such as YouTube, Snapchat, WhatsApp and TikTok.

## Planning Your Approach

If you're new to promoting your shop on social media, consider what you're trying to accomplish and set expectations for what you want to communicate, which platform(s) will work best for you and how much time your team can dedicate to it. ■

### CONSIDER A FEW THINGS FIRST:

- ✓ **Decide who will oversee** any accounts, post content, and reply to comments and questions. This can be a person or team from existing staff, or a hired specialist.
- ✓ **Think about your audience** and who you're trying to reach – new and existing customers, people seeking vehicle assistance, potential job candidates and others.
- ✓ **In terms of tone**, decide how you want to communicate for your facility. Your messaging should resonate with your audience while representing your business. Some shops might prefer a serious, professional image while others might be playful with memes, how-tos, polls and shop “rah-rah” moments. And, others will try a little of both. Just find your own voice and make your content feel natural and human.
- ✓ **For inspiration**, check out the GM Genuine Parts and ACDelco social media accounts to get a sense for the content and tone used for each platform. Also, keep in mind that you can repost their content, ranging from product photos to seasonal fun, to build your accounts. (See sidebar for details on branded Social Media Kits available to my GM Partner Perks members.)



@GMParts.ACDelco



@gmparts\_acdelco



@GMParts\_ACDelco



youtube.com/ACDelcoOfficialPage

Need  
Help?

### my GM Partner Perks Has a Solution

If creating and maintaining a social media presence seems overwhelming, my GM Partner Perks members have access to several program benefits to make it easier.

First, there are quarterly Social Media Packages available to members on the ACDelco 1Store ([acdelco1store.com](http://acdelco1store.com)). Created by the GM Genuine Parts and ACDelco social media team, these packets include a variety of creative assets for Facebook, Instagram, Twitter and Stories (for multiple platforms).

Members can use this content, which is also posted on GM Genuine Parts and ACDelco social media sites, on their own pages.

Additionally, my GM Partner Perks members have access to discounted services from companies that specialize in digital support and social CRM (Customer Relationship Management). They can help you build social media pages, maintain the sites, analyze their performance with specific metrics and more. See story on pages 2-3 for more details.

Look for more social media tips and best practices, focusing on content and engagement, in the next issue of *Insights*.



# A New Road

## EV/HEV courses focus on the future of service

With the growth of hybrid and electric vehicles shaping the future of the automobile industry, the need to understand how they operate and should be serviced becomes more paramount. ■

*The following are two courses that address these areas and chart the path that service may take in the coming years:*

### Hybrid & Electric Vehicle Operation, Diagnosis and Repair (SAP0201SM)

The instructor-led training seminar provides an overview of hybrid and electric-vehicle designs, operation and servicing. Diagnosing and servicing Hybrid Electric Vehicles and Battery Electric Vehicles require an in-depth understanding of their design and operation. The course covers propulsion services, driveline configurations, high-voltage batteries, drive motors/generators and charging systems.

### Hybrid Vehicle Maintenance Procedures (SAP0101SM)

This three-hour seminar will examine maintenance service procedures that aftermarket technicians can perform on Hybrid Electric Vehicles. Participants will receive a high-level overview of the operation of hybrid components, related safety concerns and serviceable systems. These topics include high-voltage system operation, supporting systems such as HVAC and brake systems, and the Internal Combustion Engine (ICE).

*See the 2022 ACDelco Training Course Catalog at [acdelcotraining.com](https://www.acdelcotraining.com) for a complete look at, and to enroll in, available courses.*



Preproduction model shown. Actual production model will vary. Initial availability first half of 2022.



# POWER *for the*

Chevrolet  
Corvette Z06  
brings racetrack  
credentials to  
the streets

The Z06 label was introduced for Corvette in 1963 as an option package for the racing-minded. Now, some six decades later, the latest Corvette Z06 intends to emphatically close the gap between the track and the street with a dramatically powerful new engine,

Due to current supply-chain shortages, certain features shown have limited or late availability, or are no longer available. See the window label or a dealer regarding the features on an individual vehicle.



# R *people*

impressive cornering and braking capabilities, and a sculpted look that illustrates its athleticism.

The following sections outline just some of the advantages of this dynamic new performance car.

Preproduction model shown. Actual production model may vary. Available spring 2022.



## *Small Block, Big Results*

Building on Chevrolet's heritage of small-block engines, the 5.5L V8 in the new Corvette Z06 features an all-new flat-crank design, mid-engine architecture, and aluminum-forged pistons and titanium rods. With no supercharger, the V8 produces a game-changing 670 horsepower – the most of any naturally aspirated engine in production – and redlines at 8,600 rpm.



## *Ready to Respond*

A host of impressive features help shape the new Corvette Z06's agile and supple nature. With 20-inch-diameter tires up front and 21-inch ones in the rear, the vehicle confidently grips the road and stops just as assuredly, thanks to 6-piston front/4-piston rear brakes. An 8-speed dual-clutch automatic transmission shifts surely and swiftly, and standard Magnetic Ride Control 4.0 keeps the Z06 planted firmly on the road.



## *By Design*

The Z06 commands attention with wide fenders, quarter panels and fascias, a spoiler with mounting points for an optional carbon-fiber wing, and ground effects. Inside, the jet-inspired cockpit design allows the driver to take control, complete with standard Head-Up Display and an available carbon-fiber interior package that enhances the interior trim, console, instrument panel and door panels.

[Continued on next page >](#)



# 70<sup>th</sup> anniversary

## Special Packages

Z06 owners can take their driving experience to the next level with a couple of option packages. The Z07 Performance Package offers standard carbon ceramic brakes and Michelin Pilot Sport Cup 2 tires (summer-only),\* and owners can opt for available carbon-fiber wheels for unsprung weight savings of 41 pounds. Corvette's 70th Anniversary Edition is also available on the Z06, complete with unique Ceramic White Leather and red stitching, Red Stripe wheels and 70th Anniversary badging throughout the vehicle.



70th Anniversary Edition



Z07 Performance Package

\* Do not use summer-only tires in winter conditions, as it would adversely affect vehicle safety, performance and durability. Use only GM-approved tire and wheel combinations. Unapproved combinations may change the vehicle's performance characteristics. For important tire and wheel information, go to your Owner's Manual or see your dealer.

# Ready TO GO

## Connect & Cruise crate powertrain systems simplify parts ordering

Whether it's rebuilding a 1980s Camaro or boosting the power on a classic Chevelle, the series of Chevrolet Performance Connect & Cruise crate powertrain systems can conveniently help build a performance-based powerplant.

Each of the 84 crate systems includes a factory-matched engine and transmission — combined for optimal compatibility and performance — as well as complementary calibrated controllers, torque converters and supporting installation kits. Systems are available with carbureted or fuel-injected small-block, big-block, LS and LT engines paired with automatic or manual transmissions.

“These systems take the guesswork out of putting a powertrain package together because they're essentially a plug-and-play solution,” says James Bloss, Product Manager for Chevrolet Performance Parts. “Our engineers have calibrated the engine and the transmission to work together, so

it's quick, easy and cost-efficient to use the Connect & Cruise.”

### Warranty Coverage

Connect & Cruise systems are designed, engineered, tested and backed by General Motors to perform at the highest levels. Customers can enjoy a 24-month/50,000-mile (whichever comes first) limited warranty<sup>1</sup> on Connect & Cruise systems.



“The engines always have that 24-month/50,000-mile limited warranty, but if purchased separately, some components only come with 12 months and 12,000 miles,” Bloss says.

“Here, all of those extra components get the 24 months/50,000 miles. It's a significant increase in warranty if you buy it this way. We can do this because we know all the parts work together very well.”

### Rebates Available

Ordering a Connect & Cruise system qualifies your customers for a rebate of \$500, \$750 or \$1,000 (depending on the package purchased), between now and June 30, 2022.<sup>2</sup> Direct customers to [gmpartsrebates.com](http://gmpartsrebates.com) for details, including the rebate form. ■

<sup>1</sup> See dealer for details.

<sup>2</sup> Must be purchased from a participating U.S. dealer or Chevrolet Performance Authorized Reseller. Mail-in rebate offer not available with other offers. See [gmpartsrebates.com](http://gmpartsrebates.com) for details, applicable rebate amounts, and rebate form. Rebates must be submitted by 7/31/22. Rebates may be submitted over two invoices within 120 days of each other. Allow 6 to 8 weeks for delivery of debit card. Offer valid 1/1/22 to 6/30/22.

**CONNECT**  
&  
**CRUISE**  
CRATE POWERTRAIN SYSTEMS

### FIND THE RIGHT SYSTEM

For more information on the Connect & Cruise crate powertrain systems, or to locate a specific package, visit [chevrolet.com/performance-parts](http://chevrolet.com/performance-parts) and click on “Resources.” Then, click on “Catalog” and go to page 42, where ordering information for each system begins.

# MOVING IN THE

# *Right Direction*

General Motors Original Equipment (OE) steering system components offer added peace of mind that comes with knowing the parts have been thoroughly tested and rigorously validated, and are engineered with years of development know-how.

These components – including gears, the intermediate shaft, tie rods and the steering column – help establish the ride and handling for a vehicle, as well as directional control and steering assist for its operator.

As a result, hundreds of tests are performed on vehicles’ electronic power steering systems before GM approves them for installation, examining areas such as durability, performance, corrosion, fatigue and temperature cycle. Aftermarket competitors that offer only individual components might not perform testing and validation as a system.

## ► *Put to the Test*

For example, GM “shakes and bakes” all the electrical components of the system, says Christopher Mielke, a GM engineer for Steering Systems. “That means each individual part is repeatedly heated and cooled to extreme temperatures in order to test all critical electrical connections, while at the same time vibrated violently to expose potential weakness,” he says.



*Intermediate Shaft*



*Tie Rod*

During testing, the steering gear not only undergoes salt-spray testing in a lab, but also at a full-vehicle level using accelerated corrosion exposure with salt spray, extreme heat and extreme humidity in a test booth. It goes

through real-world corrosion tests by being exposed to actual road salt and road-salt splash elements for months at a time at GM’s Milford (Mich.) Proving Ground. In addition, the components endure impact loading to test their strength and verify performance during



## GM OE steering system components offer stability and reliability

normal everyday driving as well as those more unexpected events, like driving through a pothole.

“We’ll hook hydraulic actuators right to where the tie rods usually attach, and we’ll beat the thing up pretty bad,” Mielke said, adding that the tests are meant to simulate what the vehicle would be like over two lifetimes of rough ownership.

“

*No company or parts brand knows your GM vehicle better than the company who designed and manufactured it from the ground up.*

”

It’s important to remember that GM OE vehicle steering systems include complicated mechanical, electrical and software components. The steering gear in particular is running its own diagnostic checks more than 1,000 times per second to make sure it’s functioning properly, alongside the thousands of similar checks the vehicle itself is doing. “The symphony of components must work in unison to provide ride, handling and safety performance that GM customers expect,” Mielke says.

### ► *Safety First*

Replacing steering components with aftermarket parts could affect the vehicle’s original crash test rating. The differences between the GM OE and aftermarket parts may be subtle, such as a modified dimension, or dramatic, such as when components within the system are eliminated altogether.

Some design features on GM OE parts may look extraneous – like a random bump or groove, for example – but likely play key roles in the event of a crash.

Such features on the rack and pinion are designed, for example, so that when another part of the vehicle is collapsing during a crash, they will deflect energy off the steering gear. “This could help prevent a fuel line from being cut, for example,” Mielke says. “They may not appear to do anything, but it’s a little nuance that aftermarket companies could overlook in their design.

“No company or parts brand knows your GM vehicle better than the company who designed and manufactured it from the ground up,” he adds. “That is especially true when it comes to a crucial safety component such as a steering system.” ■



GENUINE PARTS

ACDelco

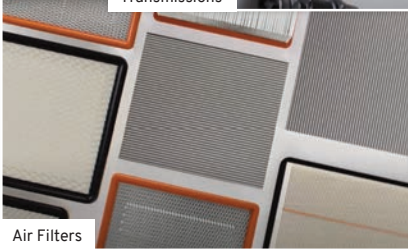
# FEATURE PRESENTATIONS



Spark Plugs



Transmissions



Air Filters

“They are quick-hitting items that take a high-level look at the key features and benefits of our parts.”

## JACOB LEPORE

Global Parts Marketing Brand Lead for GM Genuine Parts and ACDelco

New videos offer a high-level look at GM Genuine Parts and ACDelco products

Short, concise blasts of information that shops can use with their employees and customers to better understand the advantage of a variety of GM Genuine Parts and ACDelco products – that’s the objective behind a series of parts marketing videos now available on YouTube and [acdelco.com](http://acdelco.com).

Fifteen videos, each under a minute in length, cover six product categories: Brakes, Batteries, Filtration, Collision, Powertrain and Spark Plugs. “They are quick-hitting items that take a high-level look at the key features and benefits of our parts,” says Jacob Lepore, Global Parts Marketing Brand Lead for GM Genuine Parts and ACDelco.

“The videos can be watched independently, or can be stacked together to gain a big-picture understanding of what these items can offer vehicle owners. They complement our Certainty Starts Here campaign, which highlights why GM Genuine Parts and ACDelco are the best in the market.”

In a video focusing on the GM Genuine Parts and ACDelco brake portfolio, as an example, viewers can learn about how customers can select from a tiered range of products based on their individual needs— with all the parts backed by GM limited warranties.\* A brake aftermarket video points out how GM tests its components in areas that include material consistency, noise level and stability.

A presentation on powertrain engines explains that all units run through an





end-of-line, 18-step quality-improvement process to help ensure consistent performance. Another video shows that ACDelco Gold and Silver levels offer both Absorbed Glass Mat and flooded batteries, while outlining the benefits of each.

Shop owners can find these informative videos on the GM Genuine Parts & ACDelco YouTube channel and the official [acdelco.com](http://acdelco.com) website. With them, Lepore says service writers and technicians can illustrate to customers why a particular product would be a great alternative for them.

They can also use the videos themselves for a refresher, or to help new employees become acquainted with these versatile product lines. Shops can embed them on their social media outlets (see sidebar) and, with close-captioning capability, the videos can be broadcast on a TV in the customer lounge. ■

\* 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.

## HOW TO EMBED VIDEOS

If using YouTube, find the video you'd like to embed, then follow these steps:

- 1 Click "Share" under the video.
- 2 Click "Embed."
- 3 Copy the HTML code from the box that appears.
- 4 Paste the code into your blog or website HTML.

You can also post the videos directly to your social media accounts by copying the URL.



Visit [acdelco.com](http://acdelco.com) to learn more about GM Genuine Parts and ACDelco items.

# Good as GOLD

## ACDelco bearings offer impressive durability and reliability

A brand upgrade from the ACDelco Silver product, ACDelco Gold bearings are manufactured to precise tolerances to provide top-rate performance.

The rolling surfaces of the bearings undergo induction heat treatment, creating a case-hardened pattern that increases the strength and reliability of those surfaces.



The bearings' components are made of high-quality, ultra-low-contaminant steel. Heat-treated bearing races can withstand demanding driving conditions.

Hub assemblies come permanently lubricated using an advanced formulated, GM OE-quality grease engineered to withstand high operating temperatures and loading.

ACDelco Gold bearings' multi-lip design configuration and extreme-temperature seal materials provide an exceptional barrier to water and contaminants. The bearings also utilize cold-headed, high-tensile strength steel wheel bolts.

Advanced ABS sensors and connectors made from high-strength polymers and insulated heavy-gauge wire help ensure correct voltage output and a strong, consistent ABS signal.

All ACDelco Gold bearings come with a 24-month, unlimited-mile limited warranty.\* ■

\* ACDelco offers a 24-month/unlimited-mile limited warranty on ACDelco Gold bearings. Effective on parts purchased January 1, 2021, and later to the original retail purchaser. Contact seller for limited warranty part details, qualifications, and possible labor coverage.

# SPRING PRO PACK OFFERS



Take advantage of Visa® Prepaid Card mail-in rebates\* in the amount of:

**\$5**

On the purchase of a set of GM Genuine Parts Original Equipment (ACDelco GM OE) Brake Pads or Shoes

On the purchase of any GM Genuine Parts Original Equipment (ACDelco GM OE) Brake Rotor or Drum

**\$3**

On the purchase of a set of ACDelco Gold (Professional) Brake Pads or Shoes

On the purchase of a set of ACDelco Silver (Advantage) Brake Pads or Shoes

On the purchase of any ACDelco Gold (Professional) Brake Rotor or Drum

On the purchase of any ACDelco Silver (Advantage) Brake Rotor or Drum

**+**

**EXCLUSIVE REBATES\*\* FOR  
MY GM PARTNER PERKS MEMBERS**

myGM  
**partnerperks**

**\$7**

On the purchase of any GM Genuine Parts Original Equipment (ACDelco GM OE) AC Condenser, Evaporator, or Compressor

**\$5**

On the purchase of any GM Genuine Parts GM OE or ACDelco Gold (Professional) Bearings and Hub Assemblies

**\$1.75**

On the purchase of any ACDelco Gold (Professional) Battery

**\$1.50**

On the purchase of any ACDelco GM OE or Gold (Professional) Cabin Air Filter

**\$0.50**

On the purchase of any ACDelco GM OE or Gold (Professional) Engine Air Filter

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 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 issued in the business name. Visit [mygmpartnerperks.com](http://mygmpartnerperks.com) or [gmpartsrebates.com](http://gmpartsrebates.com) for complete details, eligible parts, and rebate form, which must be submitted by 7/15/22. Offers end 6/30/22. \*\*Must be actively enrolled in my GM Partner Perks by 6/30/22.

