

SERVICE

IN SIGHTS

WINTER 2023

*Service Repair News
From Your Parts Dealer*

MY GM
PARTNER
PERKS
SEE
PAGES 2-3



THE FIRST EVER 2023 SIERRA AEV EDITION

Tracking Your
Social Media

Unified Website
Brings Clarity

Engine Damage
Fallout

CONTENTS

WINTER 2023

SERVICE

IN
SIGHTS

2 **YOUR GM PARTNERS**
Use my GM Partner Perks points to collect rewards

11 **GM GENUINE PARTS/ACDELCO**
Visit gmparts.com for a comprehensive parts resource

14 **ACDELCO**
Select ACDelco Gold Chassis Parts for quality and durability

4 **SOCIAL MEDIA**
Track customer engagement with site metrics

12 **TIPS**
Check intake manifold/catalytic converter after engine damage

16 **TRAINING**
Learn more about HUMMER EV battery systems

8 **PRODUCT SPOTLIGHT**
Discover the rugged strength of the Sierra AEV Edition

17 **REBATES**
Find the latest trade rebates on quality parts



8



2023 GMC Sierra AEV Edition

Preproduction model shown with available accessories throughout. Actual production model may vary. Available early 2023. Due to current supply-chain shortages, certain features shown throughout have limited or late availability, or are no longer available. See the window label or a dealer regarding the features on an individual vehicle.

GM ADVISOR
John Juarez

GM ADVISORY BOARD
Kent Burnett, Adam Dettloff, Kelli Doherty, Jessica Earl, Matthew Ericksen, Lea George, Bob Gollehur, Cherish Hayes, Logan Hill, Janet Johnson, John Latner, Kim LaClear, Jacob Lepore, Chad Ogden, Mike Stachelski

EDITOR
Bill Davis

WRITERS
Amy Lenard, David Muller, Mark Spencer

ART DIRECTOR
Mindi Schappach

MAGAZINE DESIGNER
Joe Senneker

GRAPHIC DESIGNER
Gerald Stein

OPERATIONS
Maureen Walsh

CONTACT US AT
editor@cainsights.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.

© 2023 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.

Gifts of Gratitude

Use my GM Partner Perks points to give and reap rewards

You work hard to ensure your customers have the best possible experience at your shop, including the peace of mind that comes with using GM Genuine Parts and ACDelco products.



You can use the card to treat yourself to a gift, reward your employees or thank a customer. It's our way of showing our appreciation for your business.

Cover your enrollment fee

You can also use your Prepaid Mastercard to pay for my GM Partner Perks enrollment.² Once you've transferred points from your wallet to the card, go to the enrollment page, complete the information, choose Mastercard as the card type and enter the card number. If you are signing up for my GM Partner Perks for the first time, you may use points from a prior rewards program, such as Genuine GM Rewards or ACDelco Rewards, to pay for enrollment by first transferring points to the Prepaid Mastercard.

But, did you know that your parts purchases can also bring extra benefits your way?

As a my GM Partner Perks member, you can transfer your loyalty-program rewards points to a unique my GM Partner Perks Exclusively Yours Prepaid Mastercard^{®1} to spend on virtually endless options for merchandise, travel, restaurant meals, gift cards and more. The Prepaid Mastercard can be used in-store or online for thousands of items from hundreds of retailers.

GET A PREPAID MASTERCARD

As a program member, you earn points for every purchase of our quality

parts brands, including GM Genuine Parts, ACDelco, Chevrolet Performance Parts, and accessories for Buick, Cadillac, Chevrolet and GMC.

Each point you earn translates to \$1 in redemption power. You can redeem your

points in the rewards catalog for thousands of merchandise items, multiple travel options, a wide selection of gift cards, and more – including transferring points to a Prepaid Mastercard.

Simply check the “My Wallet” section on the left side of your homepage in the my GM Partner Perks Portal to see how many points you have available to transfer to the card.

More ways to redeem

Keep in mind that my GM Partner Perks rewards points are automatically deposited into your my GM Partner Perks wallet at the beginning of each month, so you can decide the best use for them.

In addition to transferring your points to a Prepaid Mastercard, you can also redeem points in other ways. One of those is requesting reimbursement for business expenses, such as computers and technology, tools, uniforms, marketing assistance and shop image materials. New items are regularly added to the rewards catalog – recent additions include Apple[®] products and an electric bike.

Visit your my GM Partner Perks homepage at mygmpartnerperks.com for information. ■

1. Card is issued by Pathward, N.A., Member FDIC, pursuant to license by Mastercard International Incorporated. Mastercard and the circles design are registered trademarks of Mastercard International Incorporated. No cash access or recurring payments. Can be used at select merchants where Debit Mastercard is accepted; see www.eycardonline.com. Card valid for up to 24 months, funds do not expire and may be available after card expiration date; fees may apply. Terms and conditions apply.

2. The Prepaid Mastercard cannot be used for the my GM Partner Perks' automatic reenrollment feature because there is no guarantee that the card will have enough points when the charge is made.

Quick Tips

Here are a few suggestions for making the most of the Prepaid Mastercard:

- ✓ Be sure you want to use your points in the program as they can't be transferred back to your wallet for other uses.
- ✓ Look over the most up-to-date list of merchants participating in the program at eycardonline.com. There's no log-in required, and the site will give you an idea of what's available before you venture out to a store or begin to shop online.
- ✓ Check the card balance before shopping to ensure you know how much you have to spend.
- ✓ If shopping in person, always swipe the Prepaid Mastercard as a credit, even though there is a “debit” logo on the card itself. If asked for a PIN, bypass the screen using the appropriate keypad button (typically, the red X).
- ✓ Remember that Prepaid Mastercards expire. If there's a balance when that happens, a new card will be generated that includes the prior point balance. If the card expires without a balance, a new card with a new number will be generated the next time a transfer is made.

Then, visit and bookmark

<https://www.myprepaidcenter.com>

(be sure to type this URL into your browser rather than using a search engine) and log in using your credentials.

From there, you can:

- Activate a new Prepaid Mastercard.
- Transfer points to an existing Prepaid Mastercard.
- Access Prepaid Mastercard features and benefits.

- View transaction information.
- Find your card balance.
- Review a current list of merchants.
- Subscribe to email or text alerts for transaction activity.

It's highly recommended that my GM Partner Perks Exclusively Yours Prepaid Mastercard cardholders sign up for those text alerts for important transaction information.

Measure of Success

Metrics help guide your social media marketing efforts

Social media is much more than a steady stream of vacation photos and celebrity videos. It's also a very personalized and cost-effective way to advertise your business.

Posting to social media platforms allows you to reach new audiences and regularly interact with them. And, unlike paid TV or radio ads, billboards or store signs, you can find out how many people see your marketing efforts and get their feedback – for free – using each platform's analytics tools, accessible through your business account pages.

The metrics you find will give you an idea of how your posts are performing, what kind of content your audience (customer base) is interested in, and when they are most likely to see your messaging.

The data also tells you more about your customers, including what areas of social media they participate in most. Plus, you

It's all in the Numbers

Most shops are seeking awareness and letting customers know what they offer, so these are some of the most valuable metrics you can collect for your shop:

Reach

The total number of unique people who see your content

The number of times your content is displayed

Impressions

Engagement

A measure of likes/reactions, comments, clicks and shares on a post

can glean a lot about customers from their comments and social media pages, including whether they're auto enthusiasts, work in the trade or are simply seeking a knowledgeable staff to take care of them in a time of need.

The more they communicate with you, the more social media algorithms can help ensure that your business posts appear in page feeds and are shared to grow your audience.

If you dedicate time to organically building your social media presence, you create

an online presence that can help keep your business healthy and growing. With most people using smartphones and many engaged on social media, it's an opportunity you can't afford to miss.

Insights talked to the GM Genuine Parts and ACDelco social media team to find out how to best use metrics to guide your marketing efforts. Here's what they said.

GOAL ORIENTED

Before you begin to collect metrics on your social media sites, revisit what your goals are for using social media. Are you trying to raise awareness? Sell products? Drive traffic to your website? Build relationships?

Ultimately, your goals for using social media will help you determine which metrics, or Key Performance Indicators (KPIs), will matter to you most.

From your social site's business account, locate the menu for metrics. Facebook and Instagram data are found under an "Insights" tab and Twitter and YouTube

data is found under an "Analytics" tab.

Tracking these metrics will help you continually test what kind of content works the best and adjust accordingly. Remember, the more engagement you receive for a post, the more people will see it. Social media algorithms are driven by the number of comments and likes, so creating engagement is a top priority when you post.

You may want to post at least a dozen times before really starting to look at metrics. Depending on how often you post (GM Genuine Parts and ACDelco post about nine times per month), you'll likely want to check metrics for the first time after a month or two.

PUTTING DATA TO USE

Our social media team recommends transferring metrics from each platform to a spreadsheet so you can set benchmarks and look for trends month-over-month as well as to establish a 12-month average.

[Continued on next page >](#)

DOING THE MATH

$$\text{Engagement Rate} = \frac{\text{Total Engagement}}{\text{Number of Followers}} \times 100\%$$

(likes, reactions, comments, shares)

Social media experts generally say an engagement rate between 1% and 5% is a good result, with anything more than 3.5% considered excellent.

Measure of Success

(Continued)

Set a regular cadence, perhaps at month's end or a week later, for when you'll look over the numbers. When you review data, go post-by-post to see how each piece of content performed.

You'll want to see a general improvement in numbers as time goes on, but expect ups and downs in your metrics, especially early on. Don't be discouraged if your metrics start out low; instead, focus on ways to generate interest.

Planning how many times you'll post each week will help keep your metrics accurate. If you post several times in one week and then take a few weeks off, you might not get a clear picture – and your followers might lose interest.

KEEPING TRACK

Start a library of what kind of posts work well and which don't. Note what times of the day and what days of the week seem to capture higher numbers. Maybe your followers are most receptive on weekends, after work or during their lunch break.

Take a look at how many times a link to your website is clicked and find out how many people have watched videos you've posted. If these garner a lot of attention, keep that type of content coming.

Be sure to take note of the types of posts that are spiking your metrics. If you get a great response to a humorous post, or a big promotion sends followers into a frenzy, that content is likely to work again.

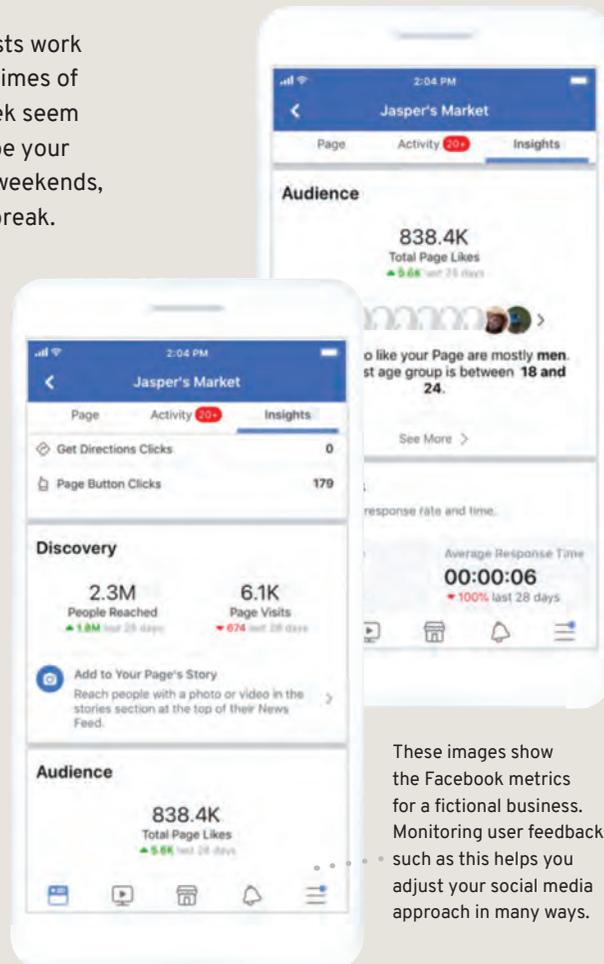
Any extra steps your followers take, whether sharing a post or saving it for later, expresses their interest.

ONGOING ENGAGEMENT

Social media is constantly evolving, so what works today may not work tomorrow. You need to continually adjust your approach and content, especially if the number of your followers grows and their collective perspective changes.

Make sure you assess platforms differently. Facebook is more conversational and drives a lot of comments and reactions. Instagram is more visual with a great deal of videos, so measurement there may focus more on views or clicks.

Treat social media as a legitimate marketing method that positively impacts your business.



If you find you're doing really well, you may want to invest in software for pre-planning posts or gaining more detailed metrics, or you could hire a professional to assist.

But measuring your success is something you can do on your own. You ultimately determine your social media success based on the effort you put in with the metrics guiding you along the way.

Trust the platforms you're using, as the data is straight from the source. Then monitor, test and adjust your messaging where needed. Stay authentic with your followers and show you care about your business. You're sure to get a thumbs-up for that. ■



Quick Tips

FOR BOOSTING METRICS

- **Set yourself up for engagement** by asking questions and encouraging feedback. Comments and some reactions make a bigger impact on engagement algorithms than basic likes.
- **Find out where your audience is coming from.** They could be spending time in stories, in their feed, or maybe they like videos most. Be sure to provide them content where they are likely to see it.
- **Balance content** with what you want to communicate to your audience and what they respond to most.
- **Stay aware of the social sphere.** If your metrics are low, consider whether big news stories or political events may be monopolizing attention.
- **Look back at metrics** and establish a rolling benchmark over a 12-month period, but not longer. Comparing to older data won't give a realistic comparison of what's happening now, especially when your follower base or content has changed.
- **Let people know you have social media accounts** by incorporating them in your email signature, on your website and at the customer service desk. You can also offer incentives to customers for following or liking you on your platforms.
- **Don't delete low-engagement posts** just to boost metrics. Learn from the experience and move on.
- **Try not to compare yourself to other shops,** even if their posts seem to have more likes or comments. There are many personal factors that go into social media that you aren't privy to.
- **It's best to keep your social media "organic"** and build a following naturally, but if you're not happy with your numbers, you can pay platforms to "boost" your reach and have more people see your content.

OFF-ROAD, ON POINT

The NEW Sierra AEV Edition brings refined strength, style to the back country

To help more of its owners find their own path – even if that path is off the main road – GMC introduced the Sierra AT4X for the 2022 model year. The truck blended modern luxury touches with robust features such as class-exclusive front and rear e-locking differentials and Multimatic™ DSSV shocks.

It has returned for the 2023 model year along with the introduction of the First Ever Sierra 1500 AEV Edition. This collaboration with American Expedition Vehicles (AEV) delivers the most off-road-capable Sierra 1500 ever with durable front and rear bumpers, improved approach and departure angles, heavy-duty reinforcement, and some eye-catching style.



AT4X

The AEV Edition is built off the Sierra AT4X model, powered by a 6.2L V8 that produces 420 hp and 460 lb.-ft. of torque. Along with the front and rear e-locking differentials and Multimatic shocks, AT4X offers a two-speed transfer case with selectable modes for different off-road situations as well as specially tuned springs.



COMING AND GOING

With the AEV Edition, owners will get AEV stamped-steel, powder-coated front and rear bumpers designed to handle rugged terrain. The bumpers provide enhanced durability, corrosion resistance and heavy-duty cast recovery points, and the vehicle boasts front-winch capability. With the enhanced bumpers, the AEV Edition can now offer optimal approach and departure angles: 32.5 degrees for the front approach and 23.4 degrees for the departure.



SOLID PROTECTION

Sierra AEV Edition owners can tackle tough trails with confidence as their truck features hot-stamped boron steel skid plates that are 3.5 times stronger than equivalent cold-stamped steel. The plates provide impact resistance and underbody protection for a variety of components, including the steering gear, transfer case, fuel tank and rear differential.

Preproduction model shown with available accessories throughout. Actual production model may vary. Available early 2023. Due to current supply-chain shortages, certain features shown throughout have limited or late availability, or are no longer available. See the window label or a dealer regarding the features on an individual vehicle.

Continued on next page >

Off-Road, on Point (Continued)

Distinct Look

A number of design cues set the Sierra AEV Edition apart on- or off-road. Start with exterior badging showcasing AEV's impressive buffalo logo on the front license plate, bumpers, tailgate and wheel caps. Racing-inspired Salta wheels with a 12-spoke design and recessed stems, along with gloss-black door handles and a black tailgate accent, help add style to this off-road entry.



AEV

Founded in 1997, American Expedition Vehicles began with President and CEO Dave Harriton modifying vehicles in a small garage with a dirt floor in Missoula, Mont. Today, it's an internationally recognized supplier of parts and accessories designed to enhance off-road and recreational pursuits. For the 2022 model year, AEV collaborated with Chevrolet to produce the Colorado ZR2 Bison for traveling over rugged terrain.



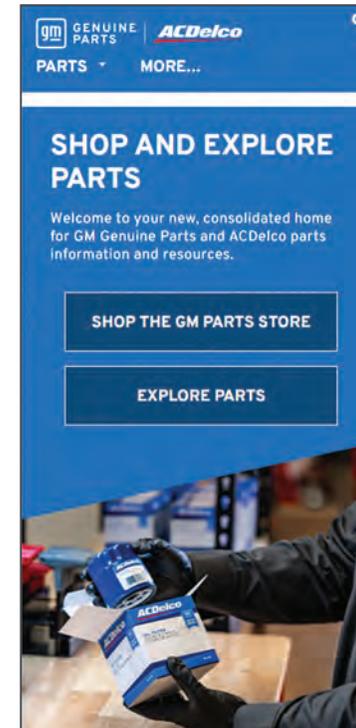
One VISION

GM Genuine Parts, ACDelco come together in a unified website

General Motors boasts two unique parts brands that offer the advantages of GM-backed design, engineering and specifications, but with their own value points.

After years of GM Genuine Parts and ACDelco having their own websites, the two are coming together in one website — gmparts.com — to maximize the dual branding and offer a one-stop resource for all customers' parts needs.

"Our new unified website brings GM Genuine Parts and ACDelco together to showcase the depth and breadth of General Motors' parts portfolio," says Wendy Wroby, Associate Manager for GM Genuine Parts/ACDelco Digital. "It features a streamlined experience and intuitive navigation, and



seamlessly provides paths to purchase when someone is ready to buy."

The site, which features GM Genuine Parts and ACDelco OE Parts as well as Gold and Silver ACDelco items, will display reformatted pages with a fresher, more user-friendly appearance, and a more convenient interface.

A key objective of the consolidated site is to bind GM Genuine Parts and ACDelco together in the view of the customers, exhibiting the strengths of each brand's products while leveraging the common heritage of both. ■

Our new unified website brings GM Genuine Parts and ACDelco together to showcase the depth and breadth of General Motors' parts portfolio. "

Wendy Wroby
Associate Manager for
GM Genuine Parts/ACDelco Digital



Scan this QR code to visit the new GM Parts website.



Collateral Damage

REPLACING AN ENGINE? KEEP THESE STEPS IN MIND

When replacing an engine that has suffered internal breakdown, two important parts that also may need to be replaced are the intake manifold and the catalytic converter.

For the intake manifold, internal-engine damage could have left debris inside the manifold via broken pistons or bent, broken or missing intake valves, for example.

are bent, damaged or missing, then there is likely component debris in the intake port and the intake manifold should be replaced.

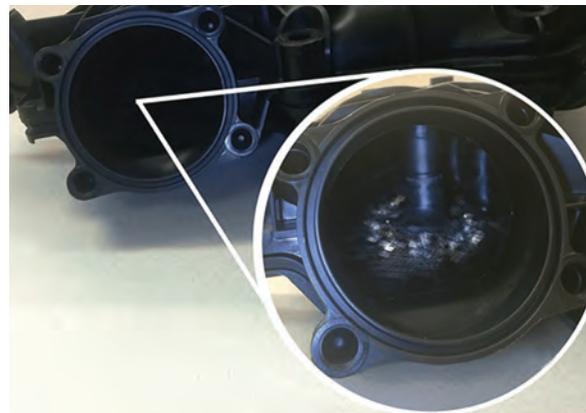
Because most intake manifolds have a complex inlet runner and plenum configuration, it's almost impossible to completely clean the component and verify that all debris has been removed. If a dirty



After removing the intake manifold from the engine, it's important to carefully inspect all cylinder-head intake ports to see whether the valve heads are all still present and unaffected. If the valve heads

intake manifold is reinstalled, it could result in any remaining debris being ingested by the new GM Genuine Parts service engine, causing damage or potential failure of the new engine's long block. ■

After removing the intake manifold from the engine, **it's important to carefully inspect** all cylinder-head intake ports.



This is a view of a broken valve that blew debris back into the intake from the combustion chamber.



Did You Know?

Misfires and oil consumption are the by-products of ingested catalytic-converter material.

CATALYTIC CONVERTER CONSIDERATIONS

If an engine breaks down, such as from a broken intake or exhaust valve or piston, debris could get left in the catalytic converter through engine exhaust ports.

If the engine isn't functioning because of severe overheating, there could be damage to the ceramic brick inside the catalytic converter. If that happens, material or metal can get sucked back into the replacement engine during valve overlap and be sent throughout the intake manifold and into the cylinder.

This can cause heavy wear to piston rings and cylinder walls, and can result in misfires and oil consumption. The replacement engine could fail because of the remaining debris being sent into the combustion chambers when the vehicle is started.

As a result, an inspection of the catalytic converters and all transferred components should be performed when replacing an engine, and all debris should be removed. In the case of an engine failing from severely overheating, dealers should also inspect each catalytic converter for signs of melting or cracking in the ceramic brick. If any damage is seen, the converter should be replaced.

ROAD WARRIORS

ACDelco Gold Chassis Parts meet ride and drive challenges

The components that comprise a vehicle's chassis are crucial to both its ride and its safety. With less-than-ideal road conditions currently throughout the country, these parts become more important than ever.

ACDelco Gold Chassis Parts are the high-quality choice that undergo rigorous testing for quality and durability. They are built to meet expectations for fit, form and function, making them the perfect choice for both General Motors and most non-GM vehicles alike.

The vehicle's chassis system includes several separate, but interlinking, parts. Ball joints connect the control arms to the steering knuckle and control arms link the vehicle's steering knuckle to its frame, allowing the suspension to move and keeping the vertical motion of the vehicle's wheels synchronized in relation to its body. Pitman arms connect the vehicle's steering gear to its steering linkage, which itself is connected by tie-rod ends to the steering knuckle.

These parts not only need to function in harmony, but they also must be able to hold up against everything the road throws at them.

For example, if a vehicle hits a pothole and a ball stud fails, the driver is likely



STRUT

to lose control. This underscores the importance that the studs meet OE design specifications.

Put to the Test

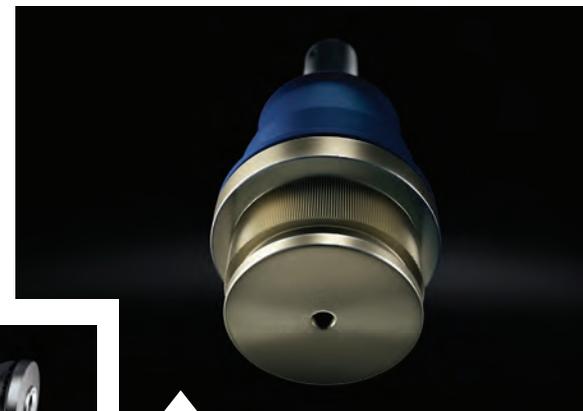
Engineers perform rigorous testing of the parts. The bench tests mimic the same kinds of situations that would be found on the highway, simulating when a wheel hits a pothole or simply when the suspension goes up and down during the drive.

Engineers also evaluate the usage of the parts in a way that mirrors the conditions the parts will likely face over the life of a vehicle. For example, engineers may run a part for 1.2 million cycles until it breaks, so that they know its failure point, and compare that to data from the field. They



WORK TOGETHER

GM chassis systems include separate, but interlinking, pieces that help produce a smooth ride.



BALL JOINT

stronger and more durable.

Furthermore, many of the ACDelco Gold Chassis Parts feature e-coating, an electrostatic painting process that helps prevent corrosion. Some other brands' parts may simply use epoxy paint, which provides less protection. GM e-coated parts will endure some 700 hours of salt spray to ensure that the seals hold up and the items don't chip.

"At the end of the day, the Gold Chassis Parts are designed to meet the fit, form and function of the OE items," says Kyle Edwards, Product Manager, Shocks/Struts, Bearings & Chassis for Customer Care and Aftersales. "This means that performance factor is in there, that durability is in there, and that wear factor is in there." ■



CONTROL ARM

use that information to design the part for greater integrity, and then test it all over again.

Also, a process called cold-formed manufacturing helps craft ACDelco Gold Chassis Parts. Where appropriate, instead of cutting the parts' material in the forging process, the parts are instead formed to their necessary shape, which preserves the grain of their metal and makes them

Electric Education

Courses examine GMC HUMMER EV battery systems

The GMC HUMMER EV Pickup and SUV represent a revolution in automotive retail as the world's first all-electric supertrucks – bringing innovation, startling capability and mind-blowing performance to the marketplace.

The impetus behind these vehicles is the Ultium Platform, the high-voltage systems – and the battery that gets it all started. ■

Two courses from ACDelco Training examine these subjects, providing insights into what will be driving vehicles in the near future.

Battery Electric Vehicle: Introduction – GMC HUMMER EV (SEL6701WB)

This course covers the various components of the high-voltage systems, the supporting Battery Electric Vehicle (BEV) systems and vehicle operation of the 2022 GMC HUMMER EV.

High Voltage Battery: Overview – GMC HUMMER EV (SEL6801WB)

This course presents an overview of the high-voltage battery in the 2022 GMC HUMMER Electric Vehicle. This high-voltage battery is also known as the hybrid/EV battery pack. Topics include the high-voltage battery's characteristics, components, thermal management, and diagnosis and service.

See the 2023 ACDelco Training Course Catalog at acdelcotraining.com for a complete look at, and to enroll in, available courses.



Preproduction model shown. Actual production model may vary. GMC HUMMER EV reservations are currently full.

WINTER PRO PACK OFFERS

for Professionals on select antifreeze, door handles, lock actuators, oil filters, radiators, shocks and struts, quarts or gallons of oil, and wiper blades.



Take advantage of our rebates* in the amount of:

\$10

- On the purchase of any GM Genuine Parts OE Radiator
- On the purchase of any GM Genuine Parts OE Interior or Exterior Door Handle

\$5

- On the purchase of any GM Genuine Parts OE Lock Actuator
- On the purchase of any GM Genuine Parts OE Shock or Strut

\$1.50

- On the purchase of any ACDelco Antifreeze Gallon Container

\$1

- On the purchase of any ACDelco Ultraguard Oil Filter
- On the purchase of any ACDelco OE Wiper Blade

\$.50

- On the purchase of any ACDelco Oil Filter
- On the purchase of any ACDelco Oil Quart or Gallon
- On the purchase of any ACDelco Gold Wiper Blade

Visit gmpartsrebates.com to create your account and submit your rebates online, or visit gmparts.com/professional-rebates 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 or gmpartsrebates.com for complete details, eligible parts, and rebate form, which must be submitted by 4/15/23. Offers end 3/31/23. **Not available to Fleet members. Rebate amount depends on membership level and average monthly purchases during program period.

my GM partnerperks

my GM Partner Perks members** earn up to 4% bonus rewards on all purchases.

