

SERVICE

IN  
SIGHTS

SUMMER 2022

*Service Repair News  
from Your Parts Dealer*

MY GM  
PARTNER  
PERKS  
Enrollment Process  
SEE  
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# THE ALL-ELECTRIC 2023 CADILLAC LYRIQ



Severe Duty  
Brake Parts

Cleaning Engine  
Gaskets

Rebates  
Inside

Simulated vehicle shown throughout. Actual production model may vary. MY23 LYRIQ orders are full. Go to Cadillac.com and complete a pre-order for MY24 to be among the first to order a MY24 when available.

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2023 Cadillac LYRIQ

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MY23 LYRIQ orders are full. Go to Cadillac.com and complete a pre-order  
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**EDITOR**  
Bill Davis

**WRITERS**  
Amy Lenard, David Muller,  
Mark Spencer

**ART DIRECTOR**  
Mindi Schappach

**MAGAZINE DESIGNER**  
Joe Senneker

**GRAPHIC DESIGNER**  
Gerald Stein

**OPERATIONS**  
Elizabeth Bowers

**CONTACT US AT**  
editor@ccainsights.com

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# Content That Connects

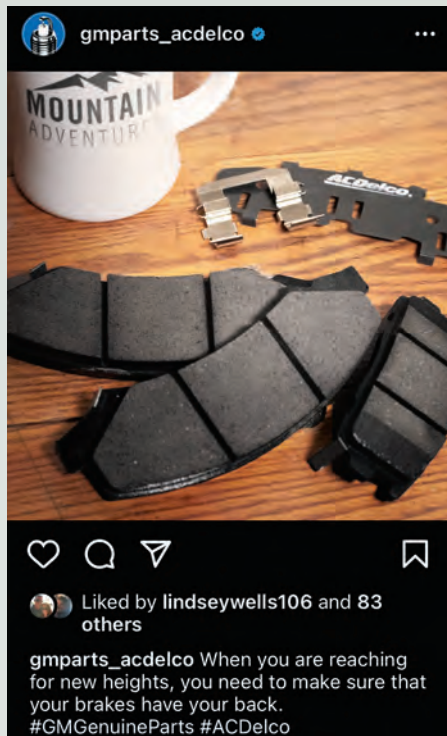
## Social media helps prompt ongoing communication with customers

There's no question that having a social media presence is an essential part of staying relevant in today's business world.

Not only can social platforms help you reach a large audience, promote your products and services, and direct people to your website or physical location, but they are an excellent way to connect with customers and build trusting relationships.

While social media success isn't instantaneous — or guaranteed — giving these interactive channels the attention they deserve with valuable and evolving content and communication can go a long way with customers.

*Insights* spoke with the social media professionals responsible for the GM Genuine Parts and ACDelco accounts and asked them to pass along a few best practices that can help make your sites successful.



The GM Genuine Parts and ACDelco social media team offers quarterly Social Media Packages available to members on the ACDelco 1Store ([acdelco1store.com](https://acdelco1store.com)). These packets include a variety of creative assets for Facebook, Instagram, Twitter and Stories (for multiple platforms).

## THE BIG PICTURE

Be prepared to put thought and effort into keeping your pages updated with content that not only gives customers a resource for your shop, but also makes them feel like part of a community. Whether you handle content and engagement in-house or with the help of an outside pro, you must be dedicated to its development.

Also, understand that it may take time to grow your audience and to determine the right tone and mix of content. Here are a few things to consider:

**Start small.** You don't need to have a presence on every platform right away. Facebook and Instagram are often great starting points because you can include many essential details about your facility, such as hours and contact information, to get started and then add more content as you go.

**Set a cadence** for your responses to user posts. Decide if you will provide responses within a few hours, in the morning and in the afternoon, once a day, etc.

If you respond to a few commenters immediately and then wait a few days before responding to others, it could cause frustration, so level-set expectations.

Use a mix of **all the features** on your chosen platforms. For example, if you're using Facebook, fill out a profile, post messages and photos, create reels (short, fun videos) or stories (visual posts that automatically delete in 24 hours), and reach out via private messages. Users will gravitate toward the site features they enjoy most, so cover your bases.

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# Content That Connects

(Continued)

## DEVELOPING CONTENT

As the world continues to go digital, more users, especially younger people, rely on social media to gain insight about the culture and spirit of a company before deciding if they want to do business there. Be sure to make a great impression.

- ✓ Maintain a **conversational tone** using short phrases and a sense of familiarity. Relate it to a customer conversation you might have over the counter.
- ✓ **Highlight your employees** and the happenings around your shop. Show how your team performs quality work, promote events or specials, and relay success stories or how you've helped someone in need.
- ✓ Feature GM Genuine Parts and ACDelco parts in **interesting ways** that are relevant to customers' lives. Try promotional, seasonal and retail angles, or even a throwback photo or post that might stir up customer memories.
- ✓ Communicate **one-on-one** with users as much as possible to make them feel part of your online community. If they share positive news with you about your shop, thank them for the shout-out. If they have an issue, make them feel heard and be prepared to respond.
- ✓ **Review** content with your legal counsel.

## ONGOING ENGAGEMENT

Social media users want to gain information quickly, accurately and with transparency. Things can change quickly in social media so you should stay in tune with your followers and what they want from your sites.

**Stay current.** If you had a promotion that expired, make sure to remove it from your page. Keep hours and phone numbers updated and don't let too much time pass between posts.

**Prepare answers** to common questions to save time later. If you typically hear, "Do you do tire rotations?" or "Will you be open over the holiday?" at the shop, you'll have ready-made answers for online queries.

**Grow a database** of content. Once you begin to see what users respond to, start to build a file for future content. You can determine what times of the year will be best for certain posts or upcoming event notifications.

Plan to **address customer-care issues**. Some people go to social media to air complaints or share a negative experience instead of calling. Make sure to have a strategy in place for handling this type of situation. ■

### GM Genuine Parts and ACDelco Social Pages

Keep up to date with GM Genuine Parts and ACDelco through these social media platforms.

-  @GMParts.ACDelco
-  @gmparts\_acdelco
-  @GMParts\_ACDelco
-  youtube.com/ACDelcoOfficialPage

## Quick Tips for Social Media Content

- Use visuals (photos, videos, reels, stories, illustrations, memes) with every post, if possible.
- Share user-generated content (UGC) in the form of posts, photos and videos that present your shop in a positive light. Be sure to provide credit for any content that comes from your users, and that you have a process in place to obtain permission to post.
- Include relevant hashtags highlighting your shop name (#ABCShop), parts (#Brakes) or #GMGenuineParts and #ACDelco to make it easier for users to find you or the parts you use.
- Prompt two-way engagement or ask questions on your social sites to begin a dialogue.
- Be sure to answer questions or thank users for their comments, so your site is more than an online bulletin board.
- Include your social media handles (public usernames that allow people to find you, e.g., @gmparts\_acdelco) anywhere and everywhere – on your websites, emails, flyers and business cards. Better yet, provide links directly to all of your social media pages when possible.
- Stay current with regular, ongoing posts and provide timely information, whether it be for a special promotion or an announcement that you'll be closed for a certain time frame.



# Carrying Their Weight



## ACDELCO SEVERE DUTY BRAKES GIVE DRIVERS ADDED TOWING CONFIDENCE

**W**ith summer in full swing, there's no better time for drivers to be instilled with confidence as they travel near and far – especially if they're towing. ACDelco's Severe Duty brakes are designed to help provide that assurance for the technicians installing parts as well as for customers planning to trailer.

### PADS

Made from premium hardware, ACDelco Gold brake pads are designed to help withstand high temperatures that can rise when vehicles are towing heavy loads. The pads are more durable than most standard truck pads, and their Mechanical Locking System holds friction material in place to help with retention strength and long-term durability. A constrained, multilayer shim assists with noise dampening.



### CALIPERS

ACDelco Gold calipers are made with completely new seals and components. They are salt-spray-, pressure- and end-of-line-tested for leaks. The calipers have high-temperature silicon boots and have been pre-lubricated at critical points. The friction-ready calipers have a black finish, zinc-coated body and silver zinc bracket.



### ROTORS

ACDelco Gold Severe Duty rotors have COOL SHIELD coating on the surface and a specialized paint that help in resisting corrosion. High Carbon iron content reduces brake fade at high temperatures, leading to a faster recovery rate, which, in turn, cools the rotors and reduces noise. An application-specific vane configuration further works to dissipate heat.

Specially designed, venting S-grooves help improve gas outflow from the rotor, and increase pedal feel and performance for the driver. The advanced design of the rotors eliminates the need to drill holes and risk cracking the part. ■

### BURNISHING

When replacing brake pads, it's a good idea to burnish or "break in" the components to properly condition them for use. If done correctly, burnishing the brake parts will help to physically and thermally convert the composition of the pad and/or rotor, while smoothing any roughness or unevenness on the mating surfaces. It also heat-cycles the entire pad structure.

The burnishing process is recommended to give the brake pads and rotors their best possible service and a long lifespan. The procedure is:

- 1 Five moderate brake applications from 40 to 20 mph with a three-quarter to one-mile cool-down interval between brake applications.
- 2 Five somewhat harder brake applications from 60 to 20 mph with a three-quarter to one-mile cool-down interval between brake applications.
- 3 Five hard (but less than ABS) applications from 60 to 20 mph with a one-mile cool-down interval between brake applications.
- 4 Allow brakes to cool at least 15 minutes either by parking the vehicle or continuing to drive at moderate speeds with minimal brake applications.

# LEADING *the Charge*

LYRIQ steers Cadillac  
into the future of electric vehicles



*Cadillac has always been known* as a forerunner that sets itself apart in the market with distinct styling, impressive luxury and innovative technologies. The arrival of the all-electric Cadillac LYRIQ this summer underscores all these elements as it leads the division into this new world of electric vehicles.

Learn more about this exciting new vehicle in the following sections that highlight key features and capabilities.

Simulated vehicle shown throughout. Actual production model may vary. MY23 LYRIQ orders are full. Go to [Cadillac.com](https://www.cadillac.com) and complete a pre-order for MY24 to be among the first to order a MY24 when available.



**WHAT A WELCOME!** | When one approaches a LYRIQ vehicle, they are greeted with a choreographed display of LED lighting. The LYRIQ's unique Black Crystal Shield and signature crest illuminate first, followed by a trail of lights along the amber turn indicators before waterfaling down the distinctive narrow headlamps. And, when walking away from the vehicle, a similar lighting experience sends you off in style.



**GOING THE DISTANCE** | Powering the LYRIQ is the Ultium Drive System, with a new 100 kWh Ultium battery that helps enable a 50/50 weight distribution and lower center of gravity for a more responsive drive. For model year 2023, the RWD LYRIQ offers an EPA-estimated 312 miles of driving range with a full charge.<sup>1</sup> The RWD LYRIQ also features 340 hp and 325 lb.-ft. of near-instantaneous torque for a dynamic driving experience. Model year 2023 LYRIQ will also come with an AWD version and 500 hp. All LYRIQ models will feature on-demand drive modes to adapt to a variety of road conditions and driving preferences.



**ON DISPLAY** | A LYRIQ driver can access a range of information projecting from a 33-inch curved LED display that covers most of the vehicle's dashboard. The display divides into three sections, covering (left to right) trip information, instrument gauges and the infotainment system.

Continued on next page >

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

## CADILLAC LYRIQ: Leading the Charge

(Continued)

**LUXURY TOUCHES** | Slide inside the LYRIQ and you will experience the many features that make Cadillac a distinctive brand. These include ambient LED lighting with 26 colors to choose from, a Cadillac-exclusive, 19-speaker audio system with Adaptive Volume and Surround Technology, and driver and front-passenger seating that incorporates heating, ventilation and lumbar massage and support.



**TECH TIME** | With available Super Cruise, the LYRIQ can offer hands-free driver assistance technology on more than 200,000 miles of compatible roads in the U.S. and Canada.<sup>1</sup> It also offers an additional feature for its owners – Automatic Lane Change, in which, under certain conditions, Super Cruise activates a turn signal and automatically performs this maneuver. Super Cruise is one example of impressive technology that the LYRIQ boasts: Other advances include Google built-in<sup>2</sup> and its associated features, giving LYRIQ drivers access to live traffic updates as well as their favorite apps.



Simulated vehicle shown throughout. Actual production model may vary. MY23 LYRIQ orders are full. Go to Cadillac.com and complete a pre-order for MY24 to be among the first to order a MY24 when available.

1. Super Cruise requires late available software update. Always pay attention while driving and when using Super Cruise. Do not use a handheld device. Requires active Super Cruise plan or trial. Terms apply. Visit cadillac.com/supercruise for compatible roads and full details.

2. Google built-in services are subject to limitations and availability may vary by vehicle, infotainment system and location. Select service plan required. Certain Google actions and functionality may require account linking. User terms and privacy statements apply. Google, Google Play and Google Maps are trademarks of Google LLC.

## Gasket CASE

### GM-recommended procedure for cleaning these components

**T**o avoid potential engine damage, technicians should learn the proper way to clean engine gaskets. A service bulletin (#00-06-01-012K) outlines the correct procedures to accomplishing this task, while offering some caution on what to avoid.

### Cutting Edge

General Motors recommends using a razor blade or plastic gasket scraper to clean the gasket surface or components that are going to be reused.

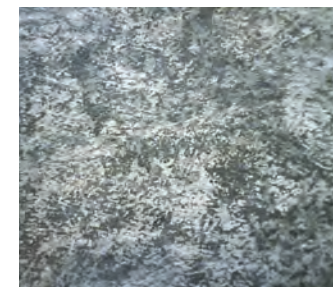
When doing so, it is important to use a new razor blade for each cylinder head and corresponding block surface. You should hold the blade as parallel to the gasket surface as possible to make sure the blade does not gouge or scratch the gasket surfaces. It is also important to avoid scratching or gouging any engine-sealing or combustion-chamber surfaces.

Another method is to use GM Low VOC Cleaner (Part #19287401). Spray the cleaner to the mating surface prior to reassembly. Be careful not to get solvent in any other area beside the mating surface. Allow it to soak for several minutes so it can loosen the old RTV sealer or gasket material. Here again, GM strongly recommends using a razor blade or non-metallic scraper to remove all loose material.

### What Not to Do

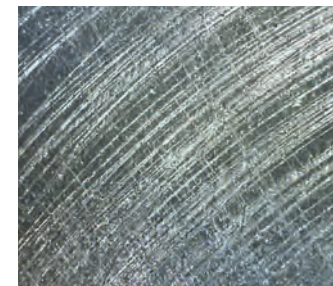
Don't use abrasive pads or bristle devices to clean the gasket surfaces. Abrasive pads and steel wool can release aluminum oxide and metal particles into an engine's oil that can lead to premature engine-bearing failure. They can also produce a fine grit that could stay in the engine's oil and ultimately cause internal damage. In addition, material removed by abrasive pads, wire and rubber finger wheels can

### See the Difference



#### CORRECT METHOD

Using a razor blade or plastic gasket scraper



#### INCORRECT METHOD

Using an abrasive pad or bristle device

affect the gaskets' ability to seal the area between the combustion chambers and coolant jackets. This can lead to leaks throughout the engine.

Avoid high-speed grinders; these tools, when used with abrasive pads, also can produce airborne debris that can contaminate other work being done in the immediate area of the shop. ■

# Peak PERFORMANCE

## NEW ZZ632/1000 DELUXE BIG-BLOCK IS CHEVROLET'S MOST POWERFUL CRATE ENGINE

**C**ompetitive vehicle performance just got the boost of a lifetime with an all-new big-block engine now available from Chevrolet Performance.



*Hand-built by  
Chevrolet Racing  
experts*

The ZZ632/1000 Deluxe Crate Engine\* is sure to thrill with an incredible design that allows new heights of performance. The naturally aspirated V8 can reach a mind-blowing 1,004 horsepower and 876 lb.-ft. of torque with a max. 7,000 rpm. Inspired by stock-car engineering, this big block with a 632-cubic-inch displacement is a fuel-injected and superpowered version of the classic Chevrolet engine.

And, it can hit all those high notes while fueled on 93-octane pump gas, a less-expensive alternative to race gas.

"This engine is bigger, badder and bolder than anything that came before it,"

says James Bloss, Product Manager for Chevrolet Performance Parts. "Let me put it this way: You're going to need some very good tires."

Hand-assembled by Chevrolet Racing engine builders for the ultimate attention to detail, the ZZ632's electronic fuel injection, advanced ignition system and control system truly bring the big block into the modern age, Bloss says.

All-new RS-X spread-port cylinder heads – named as a tribute to longtime Chevrolet Performance powertrain engineer Ron Sperry – have large 449 cc intake runners



### ZZ632 (P/N 19432060) by the Numbers

Displacement	632 cubic inches
Bore x Stroke	4.60 x 4.75 inches
Compression Ratio	12.0:1
Power	1,004 hp @6,600 rpm
Torque	876 lb.-ft.
Max. Rec. Engine Speed	7,000 rpm

**“***This engine is bigger, badder and bolder than anything that came before it.* **”**

— James Bloss,  
Product Manager for  
Chevrolet Performance Parts

supporting 481 cubic feet of air per minute. And, the engine's CNC-machined, high-flow aluminum cylinder heads feature symmetrical ports to ensure all cylinders produce similar power.

"To get this kind of performance with pump gas on a naturally aspirated engine without any boosting [from turbos, superchargers or nitrous] is a huge achievement," Bloss notes. "Some components resemble what we have used between 2007 and 2013 on Corvettes and Camaros."

Another highlight of the ZZ632 is that it is 100 percent hot-tested, which is unique for crate engines. Each ZZ632 is put on an engine-run stand and fired up to check that everything is running smoothly before being packaged for customers. ■

### Components for ZZ632

- A Sportsman tall-deck cylinder block with 4.6-inch bores
- An all-forged rotating assembly with a 4340-forged crankshaft and long 4.75-inch stroke
- Electronic fuel injection with a throttle body mounted on a high-rise intake manifold
- A precise crank-trigger ignition system with individual coil-near-plug ignition coils
- Unique orange aluminum valve covers marked "632"

Additional parts for ZZ632 are available separately, including a spin-on orange cast-aluminum air cleaner, high-rise aluminum intake manifold and special valley cover plate with individual ignition coil mounts.



For more information, go to [chevroletperformance.com](http://chevroletperformance.com) to access the 2022 Chevrolet Performance catalog as well as a ZZ632 information sheet.

\*Because of its effect on a vehicle's emissions performance, this engine is intended exclusively for use in competition vehicles. This engine is designed and intended for use in vehicles operated exclusively for competition: in racing or organized competition on courses separate from public streets or highways. Installation or use of this engine on a vehicle operated on public streets or highways is likely to violate U.S., Canadian, and state and provincial laws and regulations related to motor vehicle emissions.

# PROGRAM ELEMENTS ENHANCE my GM PARTNER PERKS



Business success is often a culmination of hard work, quality products and services, and sound decision-making. Those who have decided to enroll in the my GM Partner Perks loyalty program have seen how participation can pay off in the way it helps their facilities grow.

From access to marketing benefits and specialty resources to the ability to earn

rewards and offer customers valuable programs, my GM Partner Perks brings a wealth of advantages to your business.

Now, the program has introduced some new components to further assist my GM Partner Perks members throughout the year.

Here's an overview  
of the added perks:



## Double the Trade Rebates

Trade rebates undoubtedly make an impact on any bottom line, but my GM Partner Perks members now can earn twice as much as non-members on Q3 Pro Pack offers.

These exclusive mail-in rebates on select GM Genuine Parts and ACDelco products were recently made available to members as yet another benefit of the program. These rebate offers (Q3/Summer Pro Pack offers pictured at right) are found on the inside back cover of *Insights*.

The first offer listed is for any GM Genuine Parts Original Equipment (ACDelco GM OE) Fuel Pump, in which my GM Partner Perks members\* can earn a

## SUMMER PRO PACK OFFERS

Become a my GM Partner Perks member, and you can receive double the rebate\* when you purchase select parts.

**\$15** On any GM Genuine Parts Original Equipment (ACDelco GM OE) Fuel Pump for my GM Partner Perks members\* or a \$7.50 rebate for nonmembers

**\$12** On any ACDelco GM OE or Gold (Professional) Starter for my GM Partner Perks members\* or a \$6 rebate for nonmembers  
On any ACDelco GM OE or Gold (Professional) Alternator for my GM Partner Perks members\* or a \$6 rebate for nonmembers

**\$1.50** On any GM Genuine Parts GM OE (ACDelco GM OE) or ACDelco Gold (Professional) Transmission Filter for my GM Partner Perks members\* or a \$0.75 rebate for nonmembers

**\$0.80** On any ACDelco Ultraguard Oil Filter for my GM Partner Perks members\* or a \$0.40 rebate for nonmembers

On any ACDelco OE Wiper Blade for my GM Partner Perks members\* or a \$0.25 rebate for nonmembers

**\$0.50** On any ACDelco Gold (Professional) Wiper Blade for my GM Partner Perks members\* or a \$0.25 rebate for nonmembers  
On any ACDelco Oil Quart or Gallon for my GM Partner Perks members\* or a \$0.25 rebate for nonmembers

On any ACDelco Transmission Fluid Quart or Gallon for my GM Partner Perks members\* or a \$0.25 rebate for nonmembers

**\$0.40** On any ACDelco Oil Filter for my GM Partner Perks members\* or a \$0.20 rebate for nonmembers

**\$0.20** On any ACDelco Silver (Advantage) Wiper Blade for my GM Partner Perks members\* or a \$0.10 rebate for nonmembers

Visit [gmpartsrebates.com](http://gmpartsrebates.com) to submit your rebates online or [mygmpartnerperks.com](http://mygmpartnerperks.com) to sign up for seamless rebate redemptions.



\*Must be actively enrolled in my GM Partner Perks by 9/30/22. \*\*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 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 10/15/22. Offers end 9/30/22.



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\$15 rebate per part, while non-members only earn a \$7.50 rebate per part.

That's double the rebate for the same part purchase! Pro Pack rebates change on a quarterly basis, with varying products and monetary amounts based on seasonal offers and opportunities to grow and help drive additional parts sales.

Rebate redemptions are paid in the form of a Visa® Prepaid Card issued in the business name. Newly enrolled participants can start earning the full rebate amounts that same quarter.

\*Must be actively enrolled in my GM Partner Perks by 9/30/22.

Continued on next page >

## Simplified Reenrollment Process

Each year, my GM Partner Perks members need to reenroll in the program during the same month as their original enrollment to maintain membership status.

Now, you can save your credit-card information during the annual process for reenrollment. This means that going forward, you won't need to enter the payment information every year, but

instead will simply go into your my GM Partner Perks portal to sign the program agreement.

Not only does this new process save



Set up Automatic Reenrollment with the press of a button.

you time each year, but it reduces the possibility of your account expiring. And, you're less likely to lose an award month because there won't be an interruption in your membership.

When it's time to reenroll, you'll see an orange flag notifying you on your my GM Partner Perks dashboard home screen. You'll also receive an email reminder.

# SUMMER PRO PACK OFFERS



(Continued)

## Automatic Trade Rebate Redemption

Although it's not a new feature for my GM Partner Perks, the automated trade rebate redemption

process is always worth mentioning – especially if you're considering the program.

Members enjoy automated tracking of their quarterly qualifying trade rebates through the program dashboard, and they don't need to submit any paperwork through the mail or even electronically.

Once members enroll in the Terms and Conditions for Trade Rebates, all purchases are automatically recorded online, and members simply need to acknowledge and approve what was loaded into the program dashboard to confirm accuracy. Members have up to 15 days after a promotion has ended to provide their approval.

To use the automated process, click the "Trade Rebates" tile from the program dashboard and follow the directions. ■

my GM  
partnerperks



To enroll in the program and take advantage of these valuable benefits, scan the QR code, visit [mygmpartnerperks.com](http://mygmpartnerperks.com) or call 1-800-253-3428.

Become a my GM Partner Perks member,\* and you can receive double the rebate\*\* when you purchase select parts.

**\$15**

On any GM Genuine Parts Original Equipment (ACDelco GM OE) Fuel Pump for my GM Partner Perks members\* or a **\$7.50 rebate** for nonmembers

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my GM  
partnerperks

\*Must be actively enrolled in my GM Partner Perks by 9/30/22. \*\*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 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 10/15/22. Offers end 9/30/22.