

SERVICE

# IN SIGHTS

FALL 2023

*Service Repair News  
From Your Parts Supplier*



Cadillac XT4 Sport

## THE 2024 CADILLAC XT4

ACDelco Batteries  
Get Absorbed

Ready Struts  
Smooth Things

Replacing  
Engine Parts

# CONTENTS

FALL 2023

**2**  
**PROGRAMS**  
Shop finds rewards  
with my GM Partner Perks

**6**  
**ACDELCO**  
ACDelco expands its  
lineup of batteries

**8**  
**PRODUCT SPOTLIGHT**  
Redesigned Cadillac XT4  
redefines the small SUV

**11**  
**TRAINING**  
Courses emphasize the  
need for in-shop safety

**12**  
**TRAINING**  
Instructor finds experience  
can be the best teacher

**14**  
**ACDELCO**  
Ready Struts are tough  
and easy to install

**16**  
**TIPS**  
Keep oil levels consistent  
with new A/C compressor



**12**  
“Trainers have to  
develop listening  
skills and  
**ASK  
QUESTIONS.**”  
— Keith Glasgow,  
ACDelco Training's  
Southeast Regional  
Instructor



## SERVICE IN SIGHTS

**GM ADVISOR**  
John Juarez

**GM ADVISORY BOARD**  
Brittani Bridger, Kent Burnett,  
Stephanie Desrosier,  
Kelli Doherty, Jessica Earl,  
Kyle Edwards, Matthew Ericksen,  
Lea George, Matt Gibbard, Bob  
Gollehur, Logan Hill, Zachary  
Hirsch, John Latner, Kim LaClear,  
Jacob Lepore, Mike Stachelski,  
Wendy Wroby

**EDITOR**  
Bill Davis

**WRITERS**  
Amy Lenard, Mark Spencer

**ART DIRECTOR**  
Mindi Schappach

**MAGAZINE DESIGNER**  
Joe Senneker

**GRAPHIC DESIGNER**  
Gerald Stein

**OPERATIONS**  
Rebecka Bale

**CONTACT US AT**  
[editor@ccainsights.com](mailto:editor@ccainsights.com)

*Service Insights* magazine is published quarterly by General Motors. Address all correspondence to *Insights* Magazine Editorial Offices, 3155 W. Big Beaver Rd., Suite 300, Troy, MI 48084.

© 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.



# Service Runs Deep

*Patriot Auto Repair fulfills duty to customers with OE parts, highly trained techs*



my GM  
**partnerperks**  
MEMBER SPOTLIGHT

**OWNER:**  
Jim Pinsonneault

**LOCATION:**  
Weston, Wisconsin

**5 EMPLOYEES**

**PRO TIP:**  
Reinvest your rewards back into your business, whether purchasing specialty tools, ordering new diagnostic subscriptions or using points toward the purchase of a new vehicle.

**FAVORITE BENEFITS:**  
Incentives on parts purchases, ACDelco training for my staff, discounts on diagnostic tools and subscriptions, and amazing options for redeeming award points



You could say service is a way of life for Jim Pinsonneault.

The owner of **Patriot Auto Repair** in Weston, Wisconsin, Pinsonneault was a dedicated auto technician as he served the country in the U.S. Marine Corps. He's since gone on to excel in the automotive service profession as a GM world-class technician, overseeing his own independent service center and earning the trust of his community with knowledge gained from well-respected training and certification programs, experience in the bays, and teaching roles in the classroom.

Pinsonneault has combined a strong calling to assist others with a deep understanding of the automotive service industry to find success as an owner – educating customers on work done at the shop and even offering discounts to veterans, current military and law-enforcement members, and firefighters.

“Being a Marine taught me that failure is not an option,” he says. “Mission accomplishment can always be achieved, even though you will encounter obstacles in your path. You rely on your training to adapt and overcome those obstacles: always having a backup plan and a backup to the backup. The only way to fail is to stop trying.”

Pinsonneault says he and his team (two additional technicians, a service advisor and an office manager) adhere to that philosophy to stay successful in the business.

He emphasizes the importance of using Original Equipment (OE) parts and uses them almost exclusively on every job at the shop. Another way he ensures positive business results is making the most out of the **my GM Partner Perks** loyalty program.

## A Smart Investment

After opening a small two-bay service center in 2015, Pinsonneault broke ground on his current facility, a new 3,500-square-foot shop with four service bays, in 2021.

Right away, he knew that he wanted to continuously invest in his shop and his people, and one way to do that was through my GM Partner Perks, a program that thanks shops for purchasing GM Genuine Parts and ACDelco products by providing a host of benefits – ranging from rewards and incentives to marketing support and resources that boost profitability and productivity.

Pinsonneault feels strongly about reinvesting any rewards he receives from my GM Partner Perks back into his business, whether using discounts and points redemption toward new equipment – such as the MDI2 diagnostic tools he recently purchased – or software and parts. He even plans to purchase a new GM truck with a snowplow, using rewards points, for those wintry Wisconsin days at the shop.

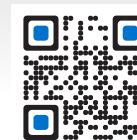
“We use most of the benefits of the program,” he says. “The discounts have allowed us, as an independent shop, to provide the same OE parts, factory tools and training that a dealer would, but at less of a cost.

“Instead of going to a chain store to get a tie-rod, I can get a GM Genuine Parts tie-rod and have a factory-trained technician install it, because we've taken the ACDelco

Continued on next page >



Scan the QR Code to learn more about the my GM Partner Perks Program.



## Service RUNS DEEP

(continued)

courses, and we've used the web-based training available as well. So we're providing customers with the same parts as a larger facility, but with a personal one-on-one feel of an independent store."

### High Marks for my GM Partner Perks

When it comes to automotive parts loyalty programs, Pinsonneault says there's no comparison to my GM Partner Perks because it's so comprehensive and offers far-reaching benefits that can be used to improve business in every area – and it's easy.

With streamlined trade rebates, my GM Partner Perks members enjoy automatic tracking that's applied directly to their online program portal, so there's no time spent filling out rebate forms or turning them in.

"Other competitors' programs aren't tracked as well as GM and that's a huge reason it's simple to use the program," says Pinsonneault. "The best part is it's seamless; it happens by itself. I enroll quarterly, then approve the purchases that I make and that's it. I don't have to snail mail or email copies of the invoices."

Another thing Pinsonneault appreciates about the program is the comprehensive take on how to reward members. Everything GM-related is so connected that, if you purchase GM Genuine Parts and ACDelco products, there are, of course, options to redeem points for restaurant gift cards or catalog items. But, there are other amazing benefits that can be utilized for the shop and day-to-day business.

For example, a program benefit that Pinsonneault values is the discount

subscriptions for Service Information (SI) and Techline Connect software to help complete work more efficiently and

*"[This program] allows you to have organic growth."*

— Jim Pinsonneault,  
Owner of Patriot Auto Repair

effectively using the discounted unlimited VIN package.

"GM does an especially excellent job of telling us 'This is how you need to do it, and this is why,'" he says. "They'll say, 'Make sure you torque this,' or there's a note telling us that we can't reuse a bolt or fastener or whatever it is. Following those procedures leads to the highest customer satisfaction, fixing it right the first time."

### Room to Grow

Now a service expert, Pinsonneault knows he developed a solid foundation for his profession over the years through various sources – his training in the military, studying in GM's Automotive Service Education Program (ASEP) and getting valuable hands-on work experience.

But he's also grown to be a smart business owner who knows you never stop learning new aspects of the business and are always adapting with the times and technology.

So, he plans to keep making the most of my GM Partner Perks for the foreseeable future.

"This program has definitely impacted our business positively," he says. "It allows you to have organic growth. The more you use it, the more benefits you get out of it. Those benefits just continue to snowball and allow you to use it more." □



ACDelco Gold and Silver Batteries Emphasize an Absorbent Glass Mat Lineup

# Fully in Charge

The demands of modern society have affected a number of elements that make up our day-to-day activities.

Take the typical car battery, for example. With engine technologies such as Stop/Start, comprehensive infotainment communications and sophisticated safety systems, today's battery is asked to power a lot and do so by different means.

With that in mind, ACDelco has expanded its premium Gold and, in particular, value-conscious Silver lines to include a broad coverage of Absorbent Glass Mat (AGM) batteries that complement the traditional flooded, or Sealed Lead Acid, units it already offers.

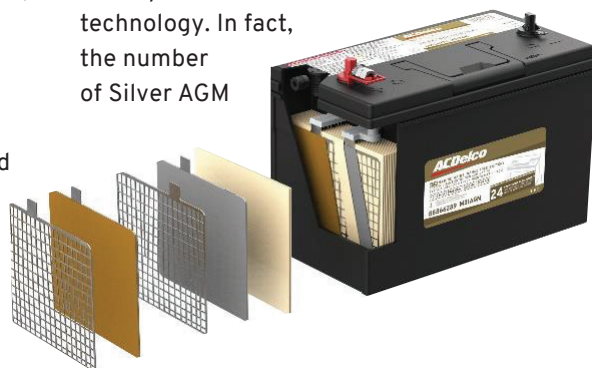
"AGM batteries are increasingly becoming the preferred choice because of their enhanced cycling and charging characteristics," says Kim Plamondon, ACDelco Battery Product Manager. "AGM batteries have high cycling capabilities and high charge acceptance, which help

greatly with higher-demand applications such as Stop/Start technology."

The effectiveness of AGM batteries is due in part to the fact the electrolyte is absorbed into a glass mat that sits between the positive and negative lead plates. They are also tightly packed and compressed to avoid internal cell deterioration and improve vibration resistance.

### Power in Numbers

The ACDelco Silver line of batteries provides customers with an economical alternative, and it is now reflecting the expansion of the AGM technology. In fact, the number of Silver AGM



### Keeping It Current

Electrical devices found in vehicles almost tripled between 2009 and 2019, and are projected to double in 2024 from 2019 figures.\* During this time, power consumption (in terms of kilowatts) has increased nearly twofold.\*

\*Independent study conducted by Clarion 2019 comparing maximum devices in 2019 to minimum devices in 2009; and comparing minimum devices in 2019 to projected maximum devices in 2024.

batteries has grown from two to eight, offering more options and price points.

Both the Silver and Gold AGM lines offer many appealing features that include:

- A polypropylene case for excellent impact durability and chemical resistance
- A heat-sealed cover to help prevent leaks and enhance durability
- A terminal design that resists acid leaks, seepage corrosion and black post
- A valve-regulated system that contains and recombines gases, helping to extend battery performance

- Highly controlled design elements such as grid thickness paste weight, electrolyte fill level and separator sizing that work to ensure reliability.

Each item in the full portfolio of ACDelco AGM and flooded batteries boasts reliable, maintenance-free construction, an ergonomic handle for easy installation and portability, a leak-resistant vent-cap design and flame-arrestor vents to help prevent possible damage from outside sparks. □

Simulated and preproduction model shown throughout.  
Actual production model will vary.



Cadillac XT4  
Premium Luxury

Luxury+

## Cadillac XT4 brings together high-end comforts and a sleek look with SUV flexibility

Balancing the worlds of practicality and luxury, the 2024 Cadillac XT4 boasts the first refresh of the popular small SUV. It now features a new front fascia, redesigned LED lighting, an all-new wheel lineup, greater connectivity and an impressive suite of safety features. These updates will help owners navigate the road with style and security, and help the XT4 navigate the extremely competitive small-SUV luxury segment. The following represents just a few of the highlights.

### Front and Center

As the updated XT4 approaches, you see changes that both celebrate the Cadillac brand and offer individual touches. Start with the redesigned grille on the Luxury and Premium Luxury models that presents a fresh take on the classic Cadillac chevron, or the uniquely shaped, Gloss Black cells on the Sport trim forming a dynamic parametric pattern. The new front fascia features Cadillac's signature vertical LED lighting with sleek headlamps and daytime running lights. (The rear end also sports similarly distinctive LED taillamps.)



### Sitting Pretty

With an expansive curved 33-inch LED infotainment touchscreen, along with comfortable available heated, cooled and massaging front seats, XT4 owners are truly in control.

Cadillac XT4 offers a new lineup of sharp-looking standard 18-inch and available 20-inch alloy wheels across the vehicle's three trim levels, as well as three new exterior colors: Emerald Lake Metallic, Midnight Sky Metallic and Deep Sea Metallic.<sup>1</sup>

### Making a Connection

The Cadillac XT4's command center for infotainment and safety is an expansive 33-inch diagonal LED touchscreen curving toward the driver in a continuous display bursting with 9K resolution. Google built-in capability<sup>2</sup> will allow drivers to voice text, listen to music, navigate their routes (complete with traffic updates) and even adjust the temperature in the vehicle. An available AKG audio system is designed to provide precise sound, with 14 speakers carefully placed for a truly immersive experience. Other technology that's available on the XT4 includes the

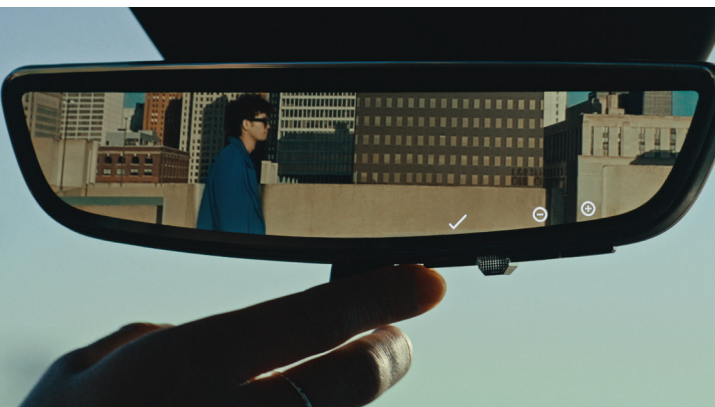
configurable Head-Up Display, which projects key driver information in full color onto the windshield.

### Interior Design

The inside story on the 2024 Cadillac XT4 is a good one, with a class-leading<sup>3</sup> 39 inches of rear legroom, along with versatile cargo space, thanks to the 60/40 folding rear seats. The cabin features a brushed aluminum décor complemented by contemporary-looking embroidery patterns on the seats and dashboard. Depending on the trim, the XT4 could feature genuine carbon fiber or wood accents (Sport), genuine wood trim (Premium Luxury) or Classic Piano Black appointments. There are also available heated front- and rear-outboard seats, available ventilated front seats<sup>4</sup> and available four-way lumbar massaging front seats.<sup>4</sup>

Continued on next page >

1. Late availability. Available at an extra charge. 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. 3. Based on latest competitive data available. 4. Included and only available with the Comfort and Convenience Package.



**Out in Front**

XT4 hopes to leave competitors in the rearview mirror with a suite of impressive safety features and a responsive powertrain.

*Luxury+*  
(continued)

**Smart and Safe**

The XT4 offers a wealth of standard safety features and driver-assistance technology.<sup>1</sup> These features include Blind Zone Steering Assist, Rear Cross Traffic Braking, Following Distance Indicator, HD Rear Vision Camera and Teen Driver.

The Premium Luxury and Sport trims add select available features that include HD Surround Vision, Speed Limit Assist, Traffic Sign Recognition and Enhanced Automatic Emergency Braking.

**In Control**

As with the prior incarnation, the XT4 is powered by a 2.0L turbocharged engine that produces 235 horsepower and 258 lb-ft of torque, while also offering an appealing 29 mpg on the highway.<sup>2</sup> XT4 utilizes Active Fuel Management, which shifts the vehicle into a reduced-cylinder operation mode in situations when less power is required. Owners can personalize their journey with the standard Drive Mode Selector, which allows them to tailor the XT4's responses to a variety of road conditions via accelerator-pedal mapping, transmission-shift points and steering effort. □

1. Safety or driver-assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. Read the vehicle Owner's Manual for important feature limitations and information. 2. EPA-estimated 24 mpg city/29 mpg highway on XT4 front-wheel-drive model with premium fuel.

**A successful repair** not only means returning a vehicle to a customer to their great satisfaction, but also doing so without anyone getting injured in the process. Following established procedures – along with exhibiting commonsense behavior – can greatly increase the likelihood of an incident-free experience in the bay.

**Scan this code**  
to access the ACDelco Training Catalog and take these important safety courses.



ACDelco Training released a number of new courses for 2023, with several focusing specifically on shop safety and its importance to maintain a healthy workplace environment. The following are three courses that illustrate how to perform a repair in a responsible manner. □

**Lifting and Jacking Safety**  
(Course # SFN4701WB)

This course provides instruction on safely lifting and jacking a GM vehicle when service is needed. It identifies the proper equipment needed to lift and jack a GM vehicle, as well as the correct procedures for servicing vehicles when on a hoist.

**Shop Safety**  
(Course # SFN1901WB)

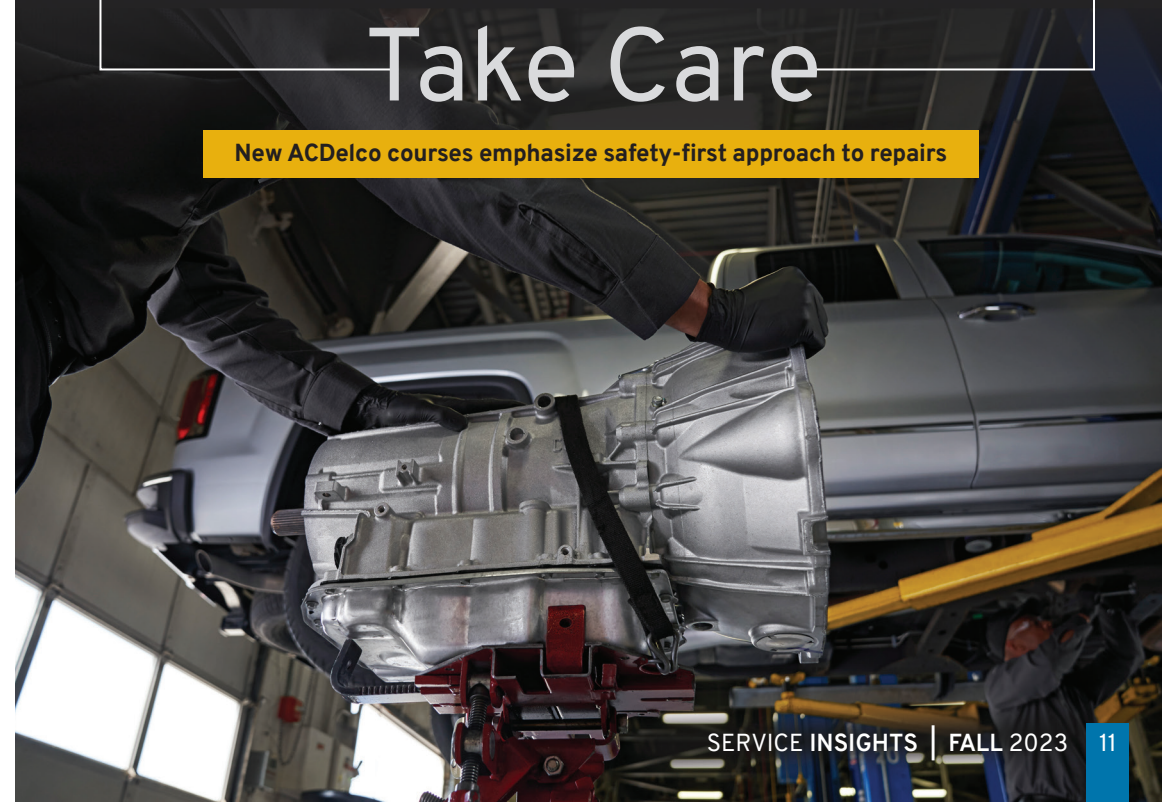
This web-based training provides the general safety guidance for shop safety, personal protective equipment, fire prevention, tool and equipment safety, and electric vehicle safety. Upon completing this course, participants will be able to recall information pertaining to shop safety regulations, personal protection equipment, fire-prevention procedures and equipment, and tool and equipment safety.

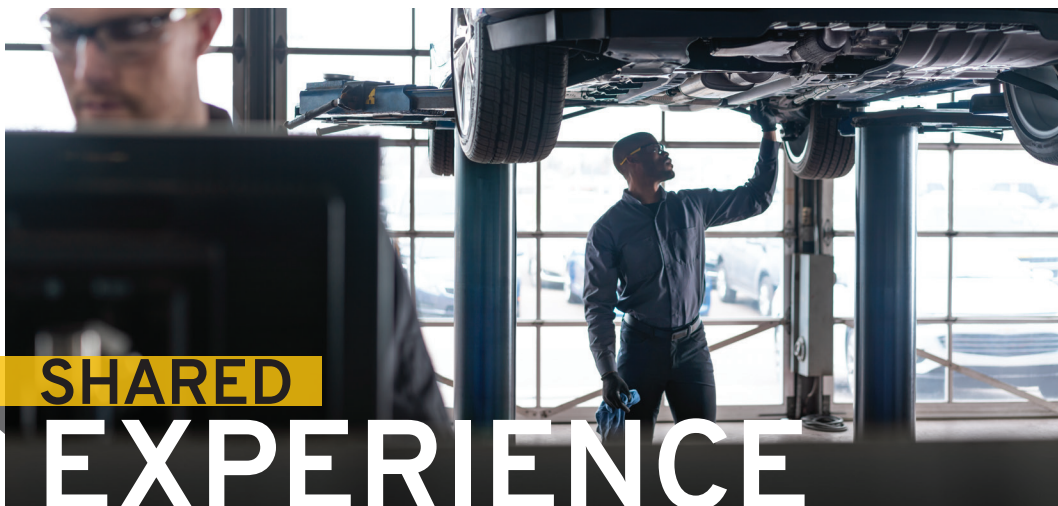
**Rigging & Lifting Engines/Transmission**  
(Course # SFN2101WB)

Instruction is given on the overall safety of rigging and lifting engines and transmissions. Technicians will learn to define what rigging and lifting is in terms of these components, recognize the associated safety precautions, and identify the proper equipment and procedures involved in the activity.

# Take Care

**New ACDelco courses emphasize safety-first approach to repairs**





## SHARED EXPERIENCE

### ACDelco instructor develops and delivers training that reflects a lifetime of service

From basic automotive fundamentals to data communication operation and diagnosis, Keith Glasgow, ACDelco Training's Southeast Regional Instructor, has seen it all.

Actually, the automotive service and repair industry was something he was born into. Glasgow, who has worked with ACDelco and Customer Care & Aftersales for more than 20 years now, grew up in Rockingham, N.C., helping out at his family's general repair facility from the time he was a young kid, often cleaning up parts or retrieving items that rolled under a vehicle – until he became old enough to work a wrench.

That hands-on experience, combined with an endless curiosity and a natural talent for math and science, propelled him into

an automotive career – first as a technician and transmission specialist, then taking over the family business for several years. He's also worked as a college instructor, and as an ACDelco market area service manager and regional supervisor.

One thing that always made an impression on him was the ever-changing industry and need to constantly adapt. He took over the family shop because, when many automotive components became electronic in the 1970s, his father decided to step down along with many others in the industry.

"Every so many years, you have a great leap forward with technologies," Glasgow says. "Each facet of a car now is controlled, in some manner, digitally. That's part of the reason you've

got to keep people engaged and confident that they can handle what they're going to see in the next year or two years."

#### A Hands-on Approach

As an ACDelco Training Instructor, Glasgow covers the Southeast Region along with another instructor.

He shares important knowledge with technicians during in-person Instructor-Led Training Courses, Seminars and InShop Training.

Glasgow notes you can never underestimate the power of including hands-on learning in a person's training path. "Automotive people, for a large part, are tactile learners and there's nothing like showing the real thing," he says. "But not everybody speaks the same language about what they do on a car. Trainers have to develop

listening skills and ask questions."

He also says it's important to make students a dynamic part of the learning environment and interact with them. "Engagement is everything; you'd be amazed at how that energizes a class," he adds.

#### Next-Gen Technicians

A major challenge that Glasgow currently sees in the industry is a lack of young technicians entering the workforce.

"We don't have enough young people in our industry," he says.

"They are so much further ahead on technical execution because they've been engaged with technology since they were toddlers. You just have to understand that they need something to anchor the training to their world."

Glasgow reminds his younger students that, while he's with them for a day or two, veteran technicians are with them every day and can mentor them in the shop.

"That's why training is important, to keep people engaged so they don't flee in fear from our industry," he says. "And that's the thrill of it – helping somebody go from a place of uncertainty to a place of confidence." □

## TOP TIPS FOR TRAINING

Keith Glasgow, ACDelco Training's Southeast Regional Instructor, recommends some simple tips for making the most of the ACDelco Training available to shops:



#### Join my GM Partner Perks or take advantage of your existing membership.

There are many courses available to members via the Learning Management System, where you can access online training for employees to brush up on specific topics or build a new foundation.

#### Take as many electrical courses as possible.

"We're moving to a world that might be all electric vehicles, or electric and hybrid. Take electrical until it becomes second nature to you," Glasgow says. He recommends courses for Electrical/Electronics Stage 1, 2 and 3 – all the fundamentals – through Voltage Drop Testing. If you take an in-person electrical class, there are trainer boards to work with. Also, consider electrical-safety protocol classes, which are important too.

**Evaluate your weaknesses.** Be honest with yourself about skill sets that need work. If you have in-person training coming up, take online fundamental courses that tie into it beforehand, or find training that relates to a recent or upcoming job.

#### Take notes before in-person training.

Jot down a few notes about any questions or concerns you've had lately to ask the instructor about at training, even if they are unrelated. "If I'm teaching air conditioning for the day and you've got a question about a fuel-injection system and I can quickly answer it, I'll answer it for you," Glasgow says. "And if I don't know, we'll find out and I'll get you to the right person."

#### Stay attuned to advanced equipment.

If your shop has invested in specialty or advanced equipment that's only used once in a while, take a primer course periodically so the tool doesn't start to collect dust in a corner.

**Limit interruptions.** If you have plans to attend training for the day, make sure family and friends know you need to concentrate on it so you're not responding to calls or texts during the session.



# PREPARED TO PERFORM

## ACDelco Gold Ready Struts offer durability, convenience

**Engineered to handle the toughest environments,** proven in real-world testing and designed in an easy-to-install complete assembly. That's ACDelco Gold Ready Struts – now available with 52 new part numbers for more than 50 million GM vehicles.

High-quality ACDelco Gold Ready Struts are manufactured to meet expectations for fit, form and function of GM Original Equipment (OE) parts. The new part numbers add to the product line's increased coverage of many of the most popular vehicles on the road today, including:

- 2007-2018 Chevrolet Silverado 1500 and GMC Sierra 1500
- 2007-2020 Chevrolet Suburban and GMC Yukon XL
- 2007-2021 Chevrolet Tahoe and GMC Yukon
- 2005-2017 Chevrolet Equinox and GMC Terrain
- 2000-2020 Chevrolet Impala

### Built to Perform

The performance of Ready Struts has been established through 10 component and unit tests designed to help ensure structural integrity and deliver proven resilience for a long service life.

Ready Struts use high-carbon steel strut rods that are chrome-plated and feature a durable paint finish to inhibit rust and corrosion. Plus, the micro-finished pressure tube bore provides a smooth operating surface for the piston that helps reduce wear and extends product life.

The durability of Ready Struts was put to the test in the industry standard ASTM-B117 salt-spray test, where it exceeded requirements after being subjected to 240 hours of salt spray.



### Easy to Install

As a complete assembly, Ready Struts include the upper strut mount, bearing, jounce bumper, strut boot, coil spring, spring isolator and MacPherson strut or coil-over shock with spring seat. In addition, the preassembled unit has the vehicle-mounting points and brake-hose brackets already placed in their proper locations.

Because the built-as-one assembly does not require any additional parts or special tools, Ready Struts offer easier and safer installation

than when replacing individual suspension components. For most typical repairs, the preassembled unit can save up to 1-1/2 hours of installation time compared with traditional struts.

ACDelco Gold Ready Struts are backed by GM with a 24-month/unlimited-mile limited warranty, providing customers with the assurance they're getting a long-lasting, high-quality alternative to GM OE parts.\*

\*Warranty 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.

## Selecting the Best Shock or Strut

Need a shock or strut for a specific application? Or, looking for the right shock or strut to get the job done? ACDelco has you covered. In addition to the Gold Ready Struts that feature the complete strut assembly, ACDelco offers a variety of shocks and struts for all types of vehicles and applications, including severe towing and hauling uses.

	GOLD	GOLD	GOLD	GOLD	GOLD	SILVER	SILVER	GOLD
	Ready Strut for Cars & Trucks	Spring Assist Shock	Premium Monotube Shock	Heavy Duty Shock	Rear Air Lift Shock	Gas-Charged Shock	Mid-Grade Gas Charged Shock	Premium Gas Charged Shock & Strut
Automotive OE Replacement	✓					✓	✓	✓
Sport & Off Road			✓					
Historic & Classic Vehicles					✓	✓		
Towing & Hauling: Light & Occasional			✓		✓			
Towing & Hauling: Heavy & Frequent		✓		✓				
Fleet & Last Mile Severe Service				✓				

# A *Balancing Act*

## Compare oil levels when replacing A/C compressor

The lifeblood of any air-conditioning compressor is its oil, so it's imperative that the proper amount is in any potential replacement unit.

Performing several simple steps can help ensure that you have the correct level of oil in your new compressor as well as and proper A/C system performance:

- 1 Remove the oil-drain plug from the compressor being replaced and pour the oil into a clean, graduated container. Drain from both the suction and discharge ports, and rotate the compressor shaft to assist in this task.
- 2 Measure and record the amount of oil drained, as well as the amount obtained from refrigerant recovery. Inspect it for debris or unusual odor/color to identify the potential need for system flushing and prevent future compressor failure.
- 3 Note that the new compressor is partially filled with refrigerant oil and compare that with the amount that was drained from the replaced unit (and obtained from refrigerant recovery)
- 4 If the combined amount drained from the replaced compressor and removed during refrigerant recovery is less than the oil volume in the new compressor, no balancing is required. If it is more, add the determined difference of oil to the new compressor before installing the part. □

**Note/Caution:** The practice of overfilling a compressor during replacement to make sure the system has enough oil should be avoided. The extra oil adds excessive coating to the inside of the heat exchangers, which results in poor heat transfer and reduced A/C system performance.

