



my GM
partnerperks

DARE TO VENTURE

Independent Service Center Program

KENTUCKIANA
AUTO & TRUCK SUPPLY

 GENUINE PARTS

ACDelco



PERFORMANCE


ACCESSORIES

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PROGRAM OVERVIEW

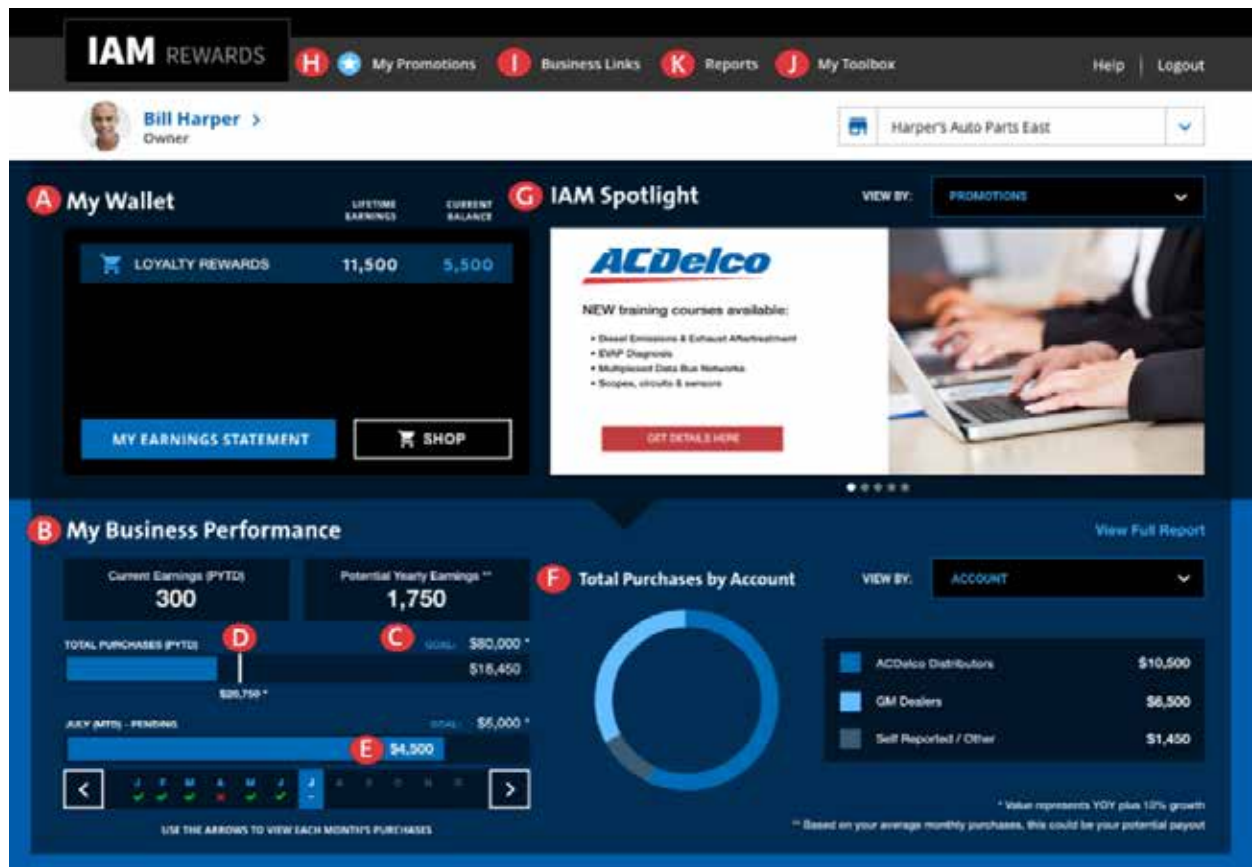
About my GM Partner Perks

My GM Partner Perks is the parts loyalty program specifically designed with your business in mind. This program rewards you for your GM parts purchases. As an Independent Service Center, you can appreciate the convenience of a streamlined rewards program with benefits that extend beyond just redeemable points. Rewards include national marketing support, training resources and business tools that can help drive profitability, productivity and, most importantly, your bottom line. It's time to dare to venture together. So, let's get started.

YOUR PERKS PORTAL HOMEPAGE

MY GM PARTNER PERKS PORTAL

Your my GM Partner Perks portal is your one-stop shop for all things related to the program, including extensive reporting of purchases from all sellers and daily progress of rewards earnings. It gives you the ability to manage your own program from your profile and redeem your rewards with ease. Check the main page whenever you want to get an overview of your plan performance; details are just a click away.



HERE'S A QUICK OVERVIEW TO HELP YOU READ YOUR HOMEPAGE:

Wallet

- Lifetime earnings—all points earned by you
- Current balance—points available to be redeemed by you

My Business Performance

- Current earnings—what your business earned in the program year to date, not deducting redeemed points
- Potential yearly earnings—what your business COULD earn based on your average monthly purchases

Goal

- Your year-over-year growth target

Growth Target Line

- A handy guide to let you know where you need to be now to be on track to meet your growth target

Monthly Earnings

- Your monthly purchases compared with your monthly goal
- View your purchase history by using the right and left arrows, or just click on the individual month

Total Purchases By Account

- Breakdown chart of your purchases by account year to date
- Click “View Full Report” for details

Spotlight

- Valuable information for your business

My Promotions

- All promotions for which you are eligible

Business Links


- Links for useful business information

My Toolbox

- Program tools to manage your sellers, employees, rewards allocation and more


Reports


- Full program reporting and details

BENEFIT PACKAGE			Single Shop			Multi-Shop
PROGRAM PILLARS			PERKS	PERKS+	PRO PERKS++	PRO PERKS++
REWARDS & INCENTIVES 	Annual Fee		\$100	\$400	\$700	\$0
	Average Monthly Purchases Required During Program Period		\$0	\$3,000	\$6,000	\$2,000 Avg. per Location
	Rewards	Maint. & Repair	<\$3K	1%	1%	3%**
			\$3K-\$4K	1%	2%	3%**
			\$4K-\$5K	1%	3%	3%**
			>\$5K	1%	4%	3%**
		Collision	0.25%	0.5%	1%	0.5%**
		Powertrain/Propulsion	15 Points/Assembly 5 Points/Transfer Case	30 Points/Assembly 15 Points/Transfer Case	30 Points/Assembly 15 Points/Transfer Case	30 Points/Assembly** 15 Points/Transfer Case
		Growth Bonus*	Y	Y	Y	Y
	Trade Offers		Y	Y	Y	Y
	Access to Consumer Offers		N	Y	Y	Y


*20% additional rewards for 10% year-over-year growth in purchasing.

**Reward in the form of a rebate.

BENEFIT PACKAGE			Single Shop			Multi-Shop
PROGRAM PILLARS			PERKS	PERKS+	PRO PERKS++	PRO PERKS++
MARKETING SUPPORT 	Promotional Kit		N	Y	Y	Y
	Point-of-Sale Materials and Merchandise		Y	Y	Y	Y
	Digital Support		Y-Discount	Y-Discount	Y-Premium Discount	Y-Premium Discount
	National Website Locator Listing		N	Y	Y	Y
	ACDelco Co-Branded Signage		N	N	Y	Y

BENEFIT PACKAGE			Single Shop			Multi-Shop
PROGRAM PILLARS			PERKS	PERKS+	PRO PERKS++	PRO PERKS++
REPAIR RESOURCES 	GMSi Annual Subscription†		\$1,200 Annual Subscription	\$900 Annual Subscription	\$900 Annual Subscription	\$900 Annual Subscription
	TIS2Web Annual Subscription		N	\$995 Annual Subscription	\$995 Annual Subscription	\$995 Annual Subscription
	Annual Training Fee		\$700	\$500	\$0	\$400 for All Locations
	Technical Assistance		Y-Discount	Y-Discount	Y-Premium Discount	Y-Discount
	Service Info Subsidy Credit		N	\$300 per Year \$25 per Month	\$600 per Year \$50 per Month	N

†GMSi discounts and promotions are not available to subscribers in Massachusetts.

BENEFIT PACKAGE			Single Shop			Multi-Shop
PROGRAM PILLARS			PERKS	PERKS+	PRO PERKS++	PRO PERKS++
PROFITABILITY & PRODUCTIVITY 	Consumer Assurance		\$50/Hr., 2-Hour Cap. Other Labor Hours = None.	\$50/Hr., 3-Hour Cap. Other Labor Hours = 3 Hours Max.	Door Rate Capped at \$100/Hr. Other Labor Hours = Based on MAPS Evaluation.	Door Rate Capped at \$100/Hr. Other Labor Hours = 3 Hours Max.
	Roadside Assistance††		Y	Y	Y	Y
	Business Discounts		Y	Y	Y	Y

††Roadside Assistance provided by Allstate.

PRO PERKS++ PROFESSIONAL & REGIONAL SERVICE CENTER DETAILS

Partners that choose Pro Perks++ at enrollment:

- Are considered a “candidate” until passing an assessment conducted by your Field Manager Aftermarket (FMA) shortly after enrollment
- Pay the lesser Perks+ enrollment fee but enjoy the benefits of the Pro Perks++ package until assessment is conducted and disposition determined

Candidates that pass the assessment:

- Continue in the Pro Perks++ level
- Will have the balance of the enrollment fee deducted from their existing points balance (or from their future points earnings as necessary)
- The balance is the difference between the Perks+ and Pro Perks++ enrollment fees

PRO PERKS++ REQUIREMENTS

The FMA is responsible for completing an assessment of the Pro Perks++ candidates. The assessment can be found in the Field Approval Tool in My Toolbox on the program portal. The candidate will be informed of assessment results soon after enrollment.

To be in the Pro Perks++ level, Partners must meet the following criteria:

- Must be capable of achieving the average monthly purchase requirement
- Must have functioning equipment consisting of or capable of:
 - Diagnostic tools for GM vehicles and all makes
 - Programming GM vehicles and all makes or proof of who they use to execute it
 - Battery testing
 - Alignment rack or documentation of the sublet shop
 - On-car brake lathe
- Must have active technicians in ACDelco Learning Management System (training system) take at least one course per quarter (any type of course)
- Must stock ACDelco batteries exclusively
- Must promote and sell ACDelco Pre-Paid Maintenance and Protection plans
- Must promote the GM BuyPower Card® (credit card)
- Must have clean and welcoming facilities for both technicians and customers:
 - Shop, locker room, tool room, parts area, etc.
 - Waiting room, service drive, counter, restrooms, etc.
 - Exterior: paint, siding, roof, parking, etc.
 - Must be willing to install ACDelco outdoor signage and participate in the Image Program if needed
- Must utilize a CSI program/process
- Must utilize a Multi-Point Vehicle Inspection (MPVI) program/process

- Must meet Automotive Service Excellence (ASE) requirements:
 - Must be current member of the Blue Seal Program and:
 - a. Have at least 75 percent of technicians who are performing diagnostics and repairs be ASE-certified
 - b. Each area of service offered in the shop must be covered by at least one ASE-certified technician

REGIONAL SERVICE CENTER PROGRAM

The Regional Service Center Program has been developed to reward Regional or National Service Chains for their purchases of GM Genuine Parts and ACDelco parts and to help them meet the challenges of servicing today's technologically advanced vehicles.

To qualify, Regional Service Center Partners must meet the following criteria:

- Maintain a \$2,000 monthly average in parts purchases for all locations
- Own, operate and enroll a minimum of five store locations in the Regional Service Center Program
- Maintain a facility that is professional in appearance and facilitates a positive customer experience
- Be approved by GM management

Those who qualify are eligible for the following:

- ACDelco Training
- Consumer Assurance (Roadside Assistance* and Labor Reimbursement)
- GMSi Annual Subscription Discount**
- TIS2Web Annual Subscription
- Diagnostic Hotline and Identifix Technical Assistance Hotline Discount
- GM Vehicle Supplier Discount
- Drew Technologies Discount
- Midtronics Discount
- ACDelco 1Store Access
- ACDelco Locator Access
- ACDelco Protection Plan and Pre-Paid Maintenance
- GM BuyPower Card

Rebate details:

- Issued quarterly to the corporate headquarters location as found in the Business Tool in My Toolbox on the program portal homepage
- Option to receive check or Electronic Funds Transfer (EFT)
- A growth bonus equal to 20 percent of rebates earned is available for achieving 10 percent year-over-year growth (quarterly comparison, all locations combined)

Note: Regional Service Center headquarters are considered the “parent” while individual repair facilities within the chain are considered “children.” You can add or remove an individual repair facility (child) at any time during the program period, as long as the minimum requirement of five repair facilities (children) is maintained. A headquarter point can be considered as both a parent and a child. Refer to the job aid on the program portal for instructions on how to add or remove locations from your chain.

**Roadside Assistance provided by Allstate.*


***GMSi discounts and promotions are not available to subscribers in Massachusetts.*



REWARDS & INCENTIVES

KENTUCKIANA
AUTO & TRUCK SUPPLY

As an Independent Service Center, the more GM parts you purchase, the more rewards and perks you'll receive. Earn points on all GM Genuine Parts, ACDelco and Chevrolet Performance parts and Chevrolet, Buick, GMC and Cadillac Accessories purchases. For easy access and maximum spending power, your my GM Partner Perk points will accumulate in your online portal wallet.

BENEFIT PACKAGE				Single Shop			Multi-Shop
PROGRAM PILLARS				PERKS	PERKS+	PRO PERKS++	PRO PERKS++
<div>REWARDS & INCENTIVES</div> <div></div>	Annual Fee			\$100	\$400	PROFESSIONAL SERVICE CENTER \$700	REGIONAL SERVICE CENTER \$0
	Average Monthly Purchases Required During Program Period			\$0	\$3,000	\$6,000	\$2,000 Avg. per Location
	Rewards	Maint. & Repair	<\$3K	1%	1%	1%	3%**
			\$3K-\$4K	1%	2%	2%	3%**
			\$4K-\$5K	1%	3%	3%	3%**
			>\$5K	1%	4%	4%	3%**
		Collision		0.25%	0.5%	1%	0.5%**
		Powertrain/Propulsion		15 Points/Assembly 5 Points/Transfer Case	30 Points/Assembly 15 Points/Transfer Case	30 Points/Assembly 15 Points/Transfer Case	30 Points/Assembly** 15 Points/Transfer Case
	Growth Bonus*		Y	Y	Y	Y	
	Trade Offers			Y	Y	Y	Y
	Access to Consumer Offers			N	Y	Y	Y

*20% additional rewards for 10% year-over-year growth in purchasing.
**Reward in the form of a rebate.

BENEFITING FROM MY GM PARTNER PERKS

The points you earn as a my GM Partner Perks Partner are deposited into your personal rewards wallet. From there, you have thousands of redemption options, including:

- Transferring your points to your my GM Partner Perks Exclusively Yours® Card, which allows you to shop in-store or online at hundreds of popular retailers
- Shopping from among the 5,000-plus unique items in the online Rewards collection, with new items typically added every 2 weeks
- Arranging a dream vacation through Rewards Personal Travel, which features more than 200,000 hotel properties in more than 25,000 destinations around the world, 200 major airlines, rental cars, local activities, excursions and unique experiences
- Using your points toward the purchase of a new Chevrolet, Buick, GMC or Cadillac vehicle
- Treating your team or family to more than 80 gift cards, including iTunes®, Starbucks®, Dave & Busters®, Barnes & Noble®, Panera Bread® and more



HOW TO USE YOUR MY GM PARTNER PERKS REWARDS POINTS

Find your “wallet” on the left side of your my GM Partner Perks homepage. The point balance shown on the homepage reflects points that you have earned but not yet redeemed.

Click on the Shop link to begin using your my GM Partner Perk points. From there, you’ll have access to great shopping and my GM Partner Perks exclusives.



After clicking Shop in your wallet, you have three options under the my GM Partner Perks Exclusives tab:

- Transfer to card: Transfer points to a my GM Partner Perks Exclusively Yours Card

NOTE: Once transferred to the card, points cannot be moved back. In addition, certain award-redemption options available with points are NOT available once the points have been transferred to your rewards card. These unavailable options include business-expense reimbursement, event tickets and the use of points toward the purchase of a new GM vehicle.

- Business-Expense Reimbursement: Transfer my GM Partner Perk points toward business expenses
- New GM Vehicle Purchase: Transfer my GM Partner Perk points toward the purchase of a new GM vehicle

For my GM Partner Perks support, visit mygmpartnerperks.com or call 800.253.3428 for help with:

- Login problems
- Personnel changes
- Program/rules structure
- Promotions
- Reporting





MARKETING SUPPORT

Earn rewards while gaining access to promotional lists, promotional kits, point-of-sale materials, merchandise and digital support including website, search and social media. In addition, you will have access to the national site locator listing designed to help get your shop in front of more customers and help maximize your bottom line.

BENEFIT PACKAGE		Single Shop			Multi-Shop
PROGRAM PILLARS		PERKS	PERKS+	PRO PERKS++	PRO PERKS++
MARKETING SUPPORT 	Promotional Kit	N	Y	Y	Y
	Point-of-Sale Materials and Merchandise	Y	Y	Y	Y
	Digital Support	Y-Discount	Y-Discount	Y-Premium Discount	Y-Premium Discount
	National Website Locator Listing	N	Y	Y	Y
	ACDelco Co-Branded Signage	N	N	Y	Y
				PROFESSIONAL SERVICE CENTER	REGIONAL SERVICE CENTER

PROMOTIONAL KITS

Perks+ and Pro Perks++ Partners have the opportunity to offer national rebates to their customers. In support of each promotional kit, we will offer you the tools to help you succeed. You will receive consumer retail point-of-sale materials that will be updated with the latest deals per kit throughout the year. As a Partner, launch guides, rebate forms, computer monitor signs and more will be delivered straight to your doorstep.



ACDelco | 1Store

ACDelco 1Store

Enjoy one-stop shopping for all of your point-of-sale and merchandising needs with the 1Store. The 1Store is full of point-of-sale materials to help keep you and your customers informed.

Log in to the 1store at acdelco1store.com to view items, including:

- Point-of-sale materials: posters, banners, brochures, counter mats, etc.
- Sell sheets: designed specifically to help you sell
- Warranty material
- My GM Partner Perks Program materials
- Product catalogs
- Battery/wiper display racks
- Product displays
- Shop items (floor mats, return bags, counter stools, service reminder stickers, etc.)
- Branded apparel, pens, mugs and other merchandise

With your access to the 1Store, you can create a variety of customized point-of-sale materials. Here are some of the many marketing items available via the Custom Print tab on the 1Store:

- Customizable flyers, point-of-sale items and more
- Product photos
- Logos and other brand images, along with product information and presentations

How to Access the ACDelco 1Store

Log in to acdelco1store.com by using your user ID (your six-digit account code) and password, and your ID type is JOBBBER/ISC/PSC. New users, your initial password is “WELCOME.” For help logging in, please call 866.700.0001.

acdelcoshop.com

The official online store for ACDelco merchandise, acdelcoshop.com, has garage gear, lifestyle goods and apparel. Find licensed ACDelco home decor and more on acdelcoshop.com, including:

- ACDelco-branded apparel (headwear, shirts)
- ACDelco-branded garage, outdoor and office gear
- ACDelco tools



The importance of equipping your business with digital support is more crucial than ever, and as a my GM Partner Perks Partner, you can take advantage of untapped potential. We'll provide your business with support that will help drive traffic from the digital space into your service center. With website assistance, search engine optimization, social media support and much more, you'll have the tools to help bring your business to the forefront.

Some examples of benefits include:

- Turnkey-branded site template—highlighting your special standing as a my GM Partner Perks Partner will instantly build credibility for your shop in the minds of potential customers
- Consumer promotions tiles—the appropriate ACDelco consumer promotions will be automatically loaded onto your website to help you attract new customers into your shop



TCS Start

For more than 20 years, TCS has been providing its customers with the tools they need to connect with their customer base to build stronger, more loyal relationships. TCS develops and supports websites and digital marketing services for automotive repair shops. My GM Partner Perks Partners are able to take advantage of the following exclusive pricing and benefit packages:

- Website
- Online Advertising
 - Google AdWords Management
 - Facebook Premium Ad Management
 - Premium Directory Management

WEBSITE FEATURES

- Ability to show pricing and inventory from your local wholesalers to your customers
- Automatic posting of distributor and manufacturer rebates
- Fully maintained and integrated catalog data
- Directory cleanup and optimized services
- Ongoing consultative support



TCS offers three website support levels for your business:

SERVICE BASIC

- Professional website build-out
- 90 days of consultations with TCS marketing consultant
- Domain setup and email hosting
- Google My Business optimization
- Homepage banner optimization
- Service pages, car-care tips and appointment scheduler
- My Service Reminder—vehicle maintenance module
- Advanced move-over package

SERVICE PREMIUM

- Professional website build-out
- 90 days of consultations with TCS marketing consultant
- Domain setup and email hosting
- Google My Business optimization
- Homepage banner optimization
- Service pages, car-care tips and appointment scheduler
- My Service Reminder—vehicle maintenance module
- Advanced move-over package
- Premium directory management and advanced analytics reporting

TIRE SERVICE PREMIUM

- Professional website build-out
- 90 days of consultations with TCS marketing consultant
- Domain setup and email hosting
- Google My Business optimization
- Homepage banner optimization
- Service pages, car-care tips and appointment scheduler
- My Service Reminder—vehicle maintenance module
- Advanced move-over package
- Premium directory management and advanced analytics reporting
- Tire fitment search options—search by vehicle, brand, size
- Facebook tire finder and coupon app
- Tire wholesale integration
- Managed tire catalog and auto-pushed manufacturer promotions

PRICING:

	PERKS Setup Discount	PERKS+ Setup & Monthly Discount	PRO PERKS++ Setup & Monthly Discount
SERVICE BASIC RETAIL: \$500 Setup, \$199/Mo.; \$200 per Extra Location	\$400 Setup, \$199/Mo.; Yearly Savings: \$100	\$250 Setup, \$199/Mo.; Yearly Savings: \$250	No Setup, \$199/Mo.; Yearly Savings: \$500
SERVICE PREMIUM RETAIL: \$500 Setup, \$269/Mo.; \$250 per Extra Location	\$350 Setup, \$269/Mo.; Yearly Savings: \$150	\$250 Setup, \$259/Mo.; Yearly Savings: \$370	\$250 Setup, \$239/Mo.; Yearly Savings: \$610
TIRE SERVICE PREMIUM RETAIL: \$1,000 Setup, \$299/Mo.; \$250 per Extra Location	\$750 Setup, \$299/Mo.; Yearly Savings: \$250	\$500 Setup, \$289/Mo.; Yearly Savings: \$620	\$500 Setup, \$269/Mo.; Yearly Savings: \$860

To get started, call 888.449.8473 or email info@tcstire.com.





Repair Shop Websites

Repair Shop Websites can bolster your online presence by building a professional, modern website that will help customers find you on the web and help get them in your door. Repair Shop Websites has more than 2,100 auto repair shop customers and 13 years of experience building and managing websites for repair shops. Repair Shop Websites is delighted to offer the following special features and exclusive, special pricing to my GM Partner Perks Partners.

Website Features

- Website hosting
- Hours of operation
- Contact information
- Maps and directions
- Personalized homepage
- About us
- Services offered
- Careers and Meet the Team pages
- Powerful SEO

Repair Shop Websites offers three website support levels for your business:

PRO+MOBILE

- Mobile version of your site, including click-to-call on smartphones
- Responsive design for tablets and other devices
- No additional charges for website updates
- Appointment request and tire selector online forms
- Printable coupons
- Testimonial page
- Hiring page, including job descriptions
- Videos and slideshows, including customizable banners

PRO+CONNECT

- Mobile version of your site, including click-to-call on smartphones
- Responsive design for tablets and other devices
- No additional charges for website updates
- Appointment request and tire selector online forms
- Printable coupons
- Testimonial page
- Hiring page, including job descriptions
- Videos and slideshows, including customizable banners
- Social media services, including Facebook posting and Google My Business setup
- Hiring assessment survey
- Up to 10 professional email addresses at your domain (service@yourshop.com)
- Effortless testimonials allowing customers to post reviews to your site



PRO+ENGAGE

- Mobile version of your site, including click-to-call on smartphones
- Responsive design for tablets and other devices
- No additional charges for website updates
- Appointment request and tire selector online forms
- Printable coupons
- Testimonial page
- Hiring page, including job descriptions
- Videos and slideshows, including customizable banners
- Social media services, including Facebook posting and Google My Business setup
- Hiring assessment survey
- Up to 10 professional email addresses at your domain (service@yourshop.com)
- Effortless testimonials allowing customers to post reviews to your site
- Service texter app to communicate with customers via text
- Call recording and analytics to track website and service advisor performance
- Integrated reviews to encourage customer posting of positive reviews on social media sites
- Up to seven additional website pages at no charge

	PERKS Setup Discount	PERKS+ Setup Discount	PRO PERKS++ Setup & Quarterly Discount
PRO+MOBILE Retail: \$499 Setup, \$297/Quarter	\$399 Setup, \$297/Quarter; Yearly Savings: \$100	\$299 Setup, \$297/Quarter; Yearly Savings: \$200	\$299 Setup, \$282/Quarter; Yearly Savings: \$260
PRO+CONNECT Retail: \$499 Setup, \$447/Quarter	\$399 Setup, \$447/Quarter; Yearly Savings: \$100	\$249 Setup, \$447/Quarter; Yearly Savings: \$250	\$249 Setup, \$400/Quarter; Yearly Savings: \$438
PRO+ENGAGE Retail: \$499 Setup, \$675/Quarter	\$399 Setup, \$675/Quarter; Yearly Savings: \$100	\$99 Setup, \$675/Quarter; Yearly Savings: \$400	\$99 Setup, \$575/Quarter; Yearly Savings: \$800

To get started, call 866.665.1605 or visit repairshopwebsites.com. Be sure to say that you are a my GM Partner Perks Partner!





GOOGLE ADWORDS MANAGEMENT—TCS

Attract customers to your website who are ready to buy through Google Search. Campaign build for new Partners will cost \$495 with a monthly \$200 management fee.* Benefits include:

- Transparent budget management
- Hands-on campaign management
- Monthly reporting and real-time dashboard
- Increased website traffic

**Ad budget determined in consult with client.*

To get started, call 931.303.0584 or email dmsales@tcstire.com.

FACEBOOK PREMIUM AD MANAGEMENT—TCS

Keep your shop top of mind in your community with premium social media advertising. Program will cost Partners \$295 for the campaign build and a monthly \$150 management fee.* Benefits include:

- Designated account specialist
- Transparent budget management
- Increased audience and website traffic
- Monthly reporting

**Ad budget determined in consult with client.*

To get started, call 931.303.0584 or email dmsales@tcstire.com.

PREMIUM DIRECTORY MANAGEMENT—TCS

Your customers rely on local and mobile search engines and directories to find—and visit—your business. ARI Premium Directory Management puts your business on the map and your products and brand messages in front of consumers, so you can sell more products and services. This is included in the Service Premium and Tire Service Premium packages; cost is an additional \$70 per month if Service Basic package is selected. Benefits include:

- Real-Time Updates: Update your information instantly from your ARI-powered website across 60-plus directories, search engines and navigational apps, ensuring your business listings are accurate and up to date
- Google My Business Optimization: Control your listing on Google. Claim and optimize your listing on Google to attract the No. 1 search engine and respond to Google reviews.
- Delete Duplicates: Identify, redirect and deactivate duplicate listings of your business to ensure that only the listings you want are public and there is no confusion for the shopper or the search engine
- Online Reputation Reporting: Get access to what people are saying about you online
- Exclusive Clickable Featured Messages: Add featured messages on the top online directories that click through to your website to drive more qualified leads to your store

To get started, call 888.449.8473 or visit tcstire.com. Be sure to say that you are a my GM Partner Perks Partner!





Lobby TV and Digital Menu Board

As a my GM Partner Perks Partner, you can use these services to not only modernize your shop but also to help promote all your services and specials. Spectrio offers Lobby TV for a digital solution and is tailor-made for the automotive industry.

As a subscriber, enjoy click-of-a-button updates that send new content to the screen(s) in your store. There is no software to install and you can make changes from anywhere you have an internet connection and a computer. Both programs provide access to Vehicle on Demand, which allows you to temporarily suspend your menu board or private TV program and call up 30- to 60-second repair animations to educate and explain common repair needs.

Digital Menu Board is designed to display your services and/or products with or without price information, promote various specials and display community messages, service animations and much more. You may also choose from an assortment of videos and images and hundreds of automotive sales and service items, as well as assets from your own computer. Any combination of images and videos can be uploaded.

Lobby TV is intended to eliminate expensive cable or satellite subscription services in the waiting area with an entertainment program provided by Spectrio. You can also promote all of your services and specials right on your TV screen.

For more information, please contact Spectrio directly at sales@spectrio.com or by visiting spectrio.com/acdelco.

CRM



Mitchell 1—Social CRM

Perks+ and ProPerks++ Partners can take advantage of Mitchell 1's SocialCRM marketing service, now with LocalSearch, to help bring your existing customers back sooner and more often, while also attracting new customers who are searching the web for auto repair services. For more information, call 888.724.6742 or visit mitchell1.com.



MechanicNet Customer-Retention Program Discount

- Automated customer communications that work for you: service reminders, shop recommendations, thank-you notes and our exclusive lost-customer recovery service
- Promotions: Keep customers coming in by managing demand with industry-leading response rates. MechanicNet puts you in control.



Location promotion is just one of the many ways my GM Partner Perks keeps your business at the digital forefront. Perks+ and Pro Perks++ Partners will be featured on the acdelco.com locator (unless opted out) so customers can quickly locate and contact Partners' shops. The locator is one of the most visited sections of acdelco.com, helping to create new business leads for your shop. Participants have the opportunity to customize their locator listings through the my GM Partner Perks portal.

ACDELCO CO-BRANDED SIGNAGE

Pro Perks++ Independent Service Centers and Regional Service Centers can help make their shops stand out in style with co-branded signage. Help your work space appear even more refined and professional for your customers and employees.

Elements include:

- Metal signage
- Illuminated module exterior signs
- Illuminated channel letters
- Shop awning
- Vehicle graphics



Download the ACDelco Image Program Guide (PS-GU-0099-18E) on acdelco1store.com to explore your image options.

My GM Partner Perks offers a 50 percent image subsidy for most Pro Perks++ Professional Service Centers; this is reflected in the pricing on acdelco1store.com. There is a \$1,100 per-sign maximum. Find more information on the Image Program by visiting acdelco1store.com and searching for Image Program.

The Image Program comprises several elements:

Signage (illuminated and metal)

- a. Multiple size dimensions
- b. Multiple mounting options
- c. Replacement faces for existing signs
- d. Digital message signs



Building graphics and interior elements

- a. Service-bay door graphics
- b. Wall border
- c. Illuminated awnings

Enhancement Program

- a. Shop makeover
- b. Shared investment among you, your Direct Account and ACDelco

OTHER MARKETING SUPPORT

ACDelco Uniforms and Apparel

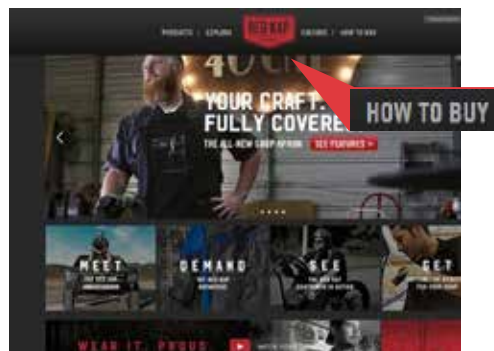
ACDelco uniforms and apparel are available. Our technician shirt is available in long- and short-sleeve styles and has many enjoyable features, including:

- Polyester cotton rip-stop “touchtex” construction that breathes and works well in hot and/or humid conditions yet performs in the cold
- Versa hem allows shirt to be worn tucked in or left out while still looking clean and professional
- Cornerless hex pockets resist dirt and lint buildup with strategically placed bar tacks that add extra strength to prevent rips

Uniform shirts, performance or cargo-style pants and shorts, polo shirts and T-shirts are available from multiple outlets. Additional garments available include welding shirts, jackets, overalls and shop coats.

To purchase uniforms for your shop, follow these easy steps:

1. Visit redkapautomotive.com
2. Click “How to buy” from the top menu bar
3. Choose “I’m buying for myself” or “I’m outfitting my business”
4. Choose your purchase method
5. Enter your ZIP code to see all laundry and distributors in your area



Find more information on the Image Program by visiting acdelco1store.com. Please see Image Program Guide for a catalog of offerings and eligibility details. Uniforms and apparel are not subsidized by my GM Partner Perks. They are only eligible for business reimbursement through the Rewards Program.



Whether you're a Pro Perks++ Professional Service Center (PSC) or a Regional Service Center, my GM Partner Perks can help your business stand out from the competition with the ACDelco Image Program. The ACDelco Image Program can help you enhance your shop image and leave your customers with a great lasting impression.

Some of these enhancements may include:

- Shop interior
- Shop exterior
- Sherwin-Williams interior and exterior paint
- Indoor and outdoor building graphics
- Building awnings
- Illuminated signage
- Metal signage
- Vehicle graphics
- Customized shop rendering

How to get started

1. Pro Perks++ or Regional Service Centers with purchases of more than \$3,000/month should contact their ACDelco representative to prepare a proposal to enhance their facility.
2. The ACDelco representative will then assist in obtaining computer-enhanced photos of the facility with proposed image enhancements from the approved sign vendor and submit, along with estimates of work, to the sponsoring ACDelco Direct Accounts and ACDelco Regional District Marketing Manager (RDMM) for approval before work begins.
3. Review applicable local city ordinances for signage and ensure compliance as appropriate.
4. List the improvements to be made; get local bids for cost analysis.
5. Upon written approval from ACDelco, the cost of the renovation will be split 1/3 ACDelco, 1/3 Direct Accounts and 1/3 participating account, with a maximum ACDelco participation of \$10,000 per location.
6. Upon completion of the project, attach supporting documentation, proof of performance and pictures of appropriate image elements to ACDelco Advertising and Promotional Funding Form and forward to the RDMM.
7. Each participating account must sign an ACDelco Image Enhancement Agreement with ACDelco to participate in the Image Enhancement Program.
8. Participating accounts must meet the minimum program requirements by type of participant. Premium PSC Accounts must meet and maintain a purchase level of \$3,000/month.

Download the ACDelco Image Program guide (PS-GU-0099-18E) on the acdelco1store.com to explore your image options.



MTexting

Reduce the time spent trying to reach customers whose vehicles are in for service with MechanicNet MTexting capabilities. Leaving messages and waiting for a callback is just plain inefficient. Now your employees can send and receive text messages from any computer in the shop. Best of all, every outgoing and incoming text is saved, so you retain a secure record of all customer communication.

Preloaded messages include shop name and phone number:

- Your vehicle is ready
- Please approve service quote
- Please call
- Your custom message

Try MTexting with MechanicNet today for just \$19.95 per month. For more details, call 877.632.4638. Shops using MTexting have found that faster customer response increases shop productivity and customer satisfaction. Stop waiting hours for a callback.



REPAIR RESOURCES

Partners receive access to Techline Information Systems, diagnostic support and GM Service information to keep your shop and employees up to date and to get subscription discounts to help lower your labor costs.

BENEFIT PACKAGE		Single Shop			Multi-Shop
PROGRAM PILLARS		PERKS	PERKS+	PRO PERKS++	PRO PERKS++
REPAIR RESOURCES 	GMSi Annual Subscription*	\$1,200 Annual Subscription	\$900 Annual Subscription	\$900 Annual Subscription	\$900 Annual Subscription
	TIS2Web Annual Subscription	N	\$995 Annual Subscription	\$995 Annual Subscription	\$995 Annual Subscription
	Annual Training Fee	\$700	\$500	\$0	\$400 for All Locations
	Technical Assistance	Y-Discount	Y-Discount	Y-Premium Discount	Y-Discount
	Service Info Subsidy Credit	N	\$300 per Year \$25 per Month	\$600 per Year \$50 per Month	N

*GMSi discounts and promotions are not available to subscribers in Massachusetts.



GM SERVICE INFORMATION

Put GM's No. 1 source for auto repair in the palm of your hand. GMSi is a web-based subscription service* that delivers our most accurate and current repair and diagnostic information. GMSi is the most comprehensive collection of vehicle diagnostic and service repair manuals for GM vehicles. Help speed up service repairs and control costs with access to GMSi. As a Perks+ Partner, you are eligible for a discounted price of \$900 (regularly \$1,200).

- GM Vehicle Diagnostic Service (1998-present)
- Collision Repair Manuals (1998-present)
- Frame-sectioning information, panel replacement procedures and recall information
- Campaigns, service bulletins and preliminary information for GM (1980-present)
- GM Owner's Manuals and glove-box supplements (2003-present)
- Easy-to-use keyword/document/number search

Get all the details on GMSi and/or subscribe now for instant access to the most accurate, up-to-date service information online at acdelco.com.

For technical support, call 888.212.8959.

*GMSi discounts and promotions are not available to subscribers in Massachusetts.





TIS2Web is the internet-based subscription service for GM vehicle calibrations, Global Diagnostic System software and Tech2 diagnostic software updates. Whether you need a little or a lot, choose from our purchase options designed for every budget and specific shop need.

- Efficiently perform service repairs and control costs
- Reduce time when you diagnose GM vehicles quickly and accurately
- Help increase profits by bringing diagnostics and repairs in-house
- Access trained experts for time-sensitive diagnostic questions and concerns
- Quickly look up vehicle calibrations

Get all the details on TIS2Web and/or subscribe now for instant access at acdelco.com. Subscription available to eligible Partners at the regular price of \$995. For technical support, call 888.212.8959.



TRAINING

To keep a cutting edge, you need cutting-edge training. That's why GM offers a blended learning approach to its curriculum through Web-Based courses as well as Instructor-Led sessions. With ACDelco's extensive curriculum of hands-on and 24/7 on-demand, online, Web-Based and Video-on-Demand courses, you and your employees will have the knowledge you need to stay on top.

From new technologies to next-generation service tools to parts, products and comprehensive diagnostics, you will have the training to effectively help diagnose and fix your customers' vehicles right the first time.

- **Web-Based Training** courses are typically less than an hour and are available 24/7. They are accessed through the ACDelco Learning Management System at no additional charge to my GM Partner Perks Partners.
- **Instructor-Led Training** courses are typically 4- to 8-hour courses presented by an ACDelco instructor. Training is presented utilizing vehicles and hands-on exercises. Registration for these courses can be accessed through the Learning Management System. Each Instructor-Led course is available to my GM Partner Perks Partners at no additional charge or for a nominal fee based on your tier level.
- **Seminar** courses are 1- to 3-hour fast-paced sessions presented by your local ACDelco representative. For the convenience of your employees, these sessions can be scheduled at a my GM Partner Perks shop, GM dealer or Direct Account location.
- **Video on Demand** allows technicians to review previously recorded content on the Learning Management System at any time. VOD courses include monthly Service Know-How Emerging Issues broadcasts from 2006 to present. This series of monthly broadcasts is designed to keep the service technicians up to date on current issues. During each 60-minute session, current GM service bulletins and warranty issues will be highlighted for technical awareness.



Each session will feature a major service topic, supported by GM engineering and service experts. Regular segments include:

- Top Stories
- Featured Topic
- What's Hot for Cars
- What's Hot for Trucks
- Powertrain
- Back to Basics
- Fix It Right the First Time
- **In-Shop Training (IST)** sessions are shorter, informal seminars lasting about an hour and are designed for an audience of typically fewer than five technicians. During In-Shop sessions, an ACDelco professional brings a live procedure or demonstration right into the service bay. The focus of IST sessions is the most current vehicle issues, making day-to-day sessions relevant as well as customizable.

To view more training, visit acdelco.com/for-professionals/training.html.



TECHNICAL ASSISTANCE

Your technicians have live access to the latest factory information for difficult repairs and master technician specialists for every make and model, foreign and domestic. With easy sign-up and no monthly or yearly membership fees, you simply pay as you go. There is no charge for preliminary information. Qualifying members receive three calls per month at no charge. Partners receive a \$2.85 per minute rate for troubleshooting with a \$3 administration fee, plus the first 10 minutes free.

However, Pro Perks++ members also receive the first three calls free, then the fourth and subsequent calls will be at the discounted rate. For the fourth call and on, you're only charged when troubleshooting begins, at the discounted rate of \$2.85 per minute for my GM Partner Perks Partners, with a \$3 administration fee on the first call of every new vehicle case. New my GM Partner Perks Partners receive the first 10 minutes free. Diagnostic Hotline now offers a flat-rate price option that allows the customer unlimited calls for one case at \$35 per case.

To call into the my GM Partner Perks Diagnostic and Repair Assistance Hotline, dial 800.825.5886, prompt 2, then prompt 1, or visit diagnostichotline.com.



Mitchell 1 provides information solutions to help your business. As a my GM Partner Perks Partner, you can receive discounted pricing. Since 1918, Mitchell 1 has provided information solutions that help make automotive professionals' jobs easier. Mitchell Manuals have given way to a complete family of software-based solutions designed to help fix vehicles faster in the bays, optimize the shop workflow from estimate to invoice and attract/retain more loyal customers. Manager SE is the next generation of shop management software. Manager SE gives you the power to manage all aspects of your shop, helping your shop project a professional image, increase vehicle count, increase revenue per repair order, improve communications within the shop and boost profitability. ProDemand optimized with SureTrack and TruckSeries Service Information delivers complete OEM repair information and exclusive experience-based knowledge in a single lookup, so you can spend less time searching for information and more time repairing vehicles.

Mitchell 1 Products

PRODUCT	DESCRIPTION	PRICE
ProDemand with Estimating	All-makes service information for cars and light-duty trucks	\$169
Manager SE	Shop Management Software	\$129
TeamWorks	ProDemand with Estimating plus Manager SE	\$239
TechWorks	All-makes service information for cars and light-duty trucks plus service information and code diagnostic information for medium-duty trucks (class 4-6)	\$235
TruckWorks	All-makes service information for medium- and heavy-duty trucks (class 4-8) plus RepairConnect code diagnostic information	\$275
RepairConnect	Code diagnostics for medium- and heavy-duty trucks (class 4-8)	\$134
TruckSeries Complete	All-makes service information plus RepairConnect code diagnostic information and labor estimating for medium- and heavy-duty trucks (class 4-8)	\$325
SocialCRM Marketing Services	Suite of services to automate your marketing, reputation management, social media and customer communication efforts	\$199
LocalSearch	Requires SocialCRM; includes professional business website, tracking and reporting, call tracking and Google reviews	\$180

Prices listed are monthly.

Minimum 12-month commitment required, although commitments may vary by promotion.

If promotional pricing lower than prices listed is available, GM customers will be entitled to the lower of the two prices.

Discounts on Mitchell 1 Technical and CRM products:

- GM pays \$25 for Perks+ or \$50 for Perks++ monthly per eligible customer on cost sharing
- \$15 off prices listed above for Perks+ and Perks++ Partners
- \$10 off prices listed above for Perks Partners

For more information, call 888.724.6742 or visit mitchell1.com.



Direct-Hit by Identifix is an online repair information service currently used by almost 60,000 shops across the U.S. and Canada. The service offers month-to-month subscriptions, with no contracts. Direct-Hit is a 100 percent online service; therefore, there is no software to install, and it will not impact the performance of your shop computer. The system allows you to set up five unique users per shop, and the system can be accessed via PC, laptop, tablet or directly on any number of scan tools.

Direct-Hit's Hotline Archives, shortcut tests and confirmed fixes dramatically reduce diagnostic time. Technicians can also access genuine OEM service and repair information right from their diagnostics, so they can finish the job fast. Direct-Hit makes it easy to access the information necessary to service customers' vehicles with speed, accuracy and confidence.

Everyone in the program can receive this service at a reduced price of \$144 per month. Pro Perks++ Partners also receive three free hotline calls per month. To initiate the discount, call Direct-Hit Sales at 800.745.9649, prompt 3, to speak with a dedicated sales representative.

For calls into the my GM Partner Perks Diagnostic and Repair Assistance Hotline, dial 800.825.5886, prompt 2, then prompt 2, or visit identifix.com/repair-hotline.

OTHER REPAIR RESOURCES



GM Dealer Equipment

GM Dealer Equipment offers you the opportunity to purchase quality equipment and a wide variety of shop tools at a discounted rate equivalent to dealer pricing (excludes Tech2 and Candi Modules). You must log in to the GMDE website to see the discounted pricing.

- To log in to the GM Dealer Equipment website, click below and then click Login
- Enter your SAD code in the BAC Code/User Name box
- Enter your ZIP/postal code in the ZIP/Postal Code/Password box

GM Dealer Equipment website: gmdesolutions.com

Once logged in to the GMDE site, you can select items and place them in your Shopping Cart. When ready to complete your order (check out), you will be asked to pay via credit card. You can also place orders or ask questions by calling Customer Service at 844.742.8471.

A screenshot of the GM Dealer Equipment login page. The page has a dark header with the word "Login" in white. Below the header, there are two sections: "GM Dealer Shoppers" and "Public Shoppers". The "GM Dealer Shoppers" section says "Login using your BAC and Zip/Postal Code. If you are having trouble, please call us at 844-742-8471." The "Public Shoppers" section says "Login using your user name and password. First time here? Please register here. Forgot Password?". Below these sections are two input fields: "BAC Code/User Name:" and "Zip/Postal Code/Password:". There is a "Remember Me" checkbox below the second input field. At the bottom of the form is a black "Login" button.



Auto & Equipment Tools

ACDelco Auto and Equipment Tools (Durofix, Inc.)

Durofix concentrates on key products covering air tools, cordless tools (with industry-leading Electronic Torque Clutch design), heavy-duty corded tools and inspection cameras.

Our 1-year, hassle-free limited warranty has you covered to minimize downtime by providing you with a replacement tool with our 5-business-day exchange process. Additionally, my GM Partner Perks Partners receive a 30 percent discount off MSRP.



Drew Technologies

For more than 20 years, Drew Technologies has set its products apart from any other J2534 diagnostic and reprogramming devices available on the market. Drew Technologies manufactures the most tested, validated and accepted J2534 devices around the world used by technicians, dealerships and OEMs alike.

Some of the featured products include the all-makes/all-models device—the CarDAQ-Plus 3—or the OEM-specific device—the MongoosePro GM 2. All devices come with J2534 Toolbox 3, Drew Technologies' free educational program to help guide technicians from start to finish. Access to this technical support team is also provided free for the life of the tools.

Grow your business with Drew Technologies, the leader in automotive J2534 reprogramming and diagnostic devices. For more information, ask about the 5 percent GM Partner Perks discount by calling 877.888.2534, option 2, or visit drewtech.com.



Automotive Training Institute (ATI) Discount

ATI's mission since 1980 has been helping independent shop owners improve their businesses and their lives with proven, measurable and field-tested strategies and practices. ATI is a leading coaching and consulting automotive management company, with more than 1,100 active clients who represent the best shops in the U.S. and Canada.

My GM Partner Perks-sponsored ATI 1-day free workshops can help you learn how to increase your vehicle count, take home more cash profit, spot the four specific mistakes shop owners make and much more. The average attendee picks up 3 percent to 8 percent profit.

My GM Partner Perks Partners can call 888.471.5800, ext. 9140, or 301.575.9140 for more information.





GM Automotive Service Educational Program (GM ASEP)

Develop your service technicians with help from GM ASEP. While many other colleges provide a generic auto technician program, GM ASEP provides the in-depth training needed in today's high-tech automotive world. The GM Technician Training Strategy is a three-tiered approach that allows you to train technicians at every level. Students can earn an associate degree while working and learning on the job.

Get all the details at gmasep.org.



ASE Education Foundation

The ASE Education Foundation works with more than 2,300 automotive technology training programs and more than 50,000 students nationally to provide the transportation industry a viable workforce through standards and credentials for institutions, organizations and individuals. The foundation also offers career development and workplace exposure, creating relationships and partnerships with employers.

GM and ACDelco are strong supporters of future automotive technicians via ASE-accredited secondary and postsecondary schools. The ACDelco National Training Program was rolled out in 2014 and includes 19 technical and four business web-based training courses. Courses were chosen to enhance the Maintenance and Light Repair (MLR) ASE accreditation level and task list.





PROFITABILITY & PRODUCTIVITY

Drive your business' profitability potential with programs such as Consumer Assurance and Roadside Assistance.* Giving your customers peace of mind will help strengthen your own bottom line, as you receive program discounts that can help lower your business costs so that you can earn more.

BENEFIT PACKAGE		Single Shop			Multi-Shop
PROGRAM PILLARS		PERKS	PERKS+	PRO PERKS++	PRO PERKS++
PROFITABILITY & PRODUCTIVITY 	Roadside Assistance*			PROFESSIONAL SERVICE CENTER	REGIONAL SERVICE CENTER
	Business Discounts	Y	Y	Y	Y

*Roadside Assistance provided by Allstate.



CONSUMER ASSURANCE

The Consumer Assurance Program offers limited labor compensation to any my GM Partner Perks Partner on GM Genuine Parts and ACDelco parts. If there is labor coverage within the parts limited warranty, that supersedes the Consumer Assurance assistance.

Any shop that is a my GM Partner Perks Partner will be compensated based on the table below, whether they installed the part or not. Repair costs shall not exceed the costs of the original repair or service. The customer is not to be charged the labor within the benefit. Charging a customer for labor may be cause for removal from the program.

BENEFIT PACKAGE		Single Shop			Multi-Shop
PROGRAM PILLARS		PERKS	PERKS+	PRO PERKS++	PRO PERKS++
PROFITABILITY & PRODUCTIVITY 	Consumer Assurance			PROFESSIONAL SERVICE CENTER	REGIONAL SERVICE CENTER
		\$50/Hr., 2-Hour Cap. Other Labor Hours = None.	\$50/Hr., 3-Hour Cap. Other Labor Hours = 3 Hours Max.	Door Rate Capped at \$100/Hr. Other Labor Hours = Based on MAPS Evaluation.	Door Rate Capped at \$100/Hr. Other Labor Hours = 3 Hours Max.

*Roadside Assistance provided by Allstate.



In addition, if the customer experiences a failure of the part within the limited parts warranty period up to 24 months and is more than 25 miles from the original my GM Partner Perks repair facility, the shop will be reimbursed at no additional cost to them or your customer. Reimbursement will be made to the facility based upon its normal hourly rate (door rate) regardless of my GM Partner Perks Program membership. Labor hours are paid according to nationally recognized labor rates. In addition, if superseding labor coverage of the part is available and can be pursued with reasonable effort, the shop will be asked to pursue that labor coverage.

Claims will be monitored closely. If claim requests exceed normal claim rates, GM will institute a local review process with appropriate personnel to review claims and determine additional restrictions, requirements and/or eligibility.

When you make a repair using GM Genuine Parts and ACDelco parts, give your customer a Consumer Assurance brochure. If there is a problem, your customer can call 800.ACDelco (800.223.3526) and select prompt 3 to be directed to the nearest participating my GM Partner Perks Service Center. For fax contact, your customer can fax 866.658.1246 or fax@warrantyclaimcenter.com.

If you are servicing a vehicle that received the original repair at another my GM Partner Perks Partner, you will be compensated based on the guidelines in the table. If possible, the parts should be warranted through the normal process with the parts supplier, GM dealer, ACDelco Direct Account, Jobber, etc. If there is labor coverage within the parts warranty that supersedes the Consumer Assurance benefit and can be pursued with reasonable effort, the shop will be asked to pursue that labor coverage.



ROADSIDE ASSISTANCE



Roadside Assistance* can be provided to all customers of a my GM Partner Perks shop, regardless of the brand of part installed or service performed. Roadside Assistance begins on the date identified on the original invoice and continues for a period of 12 months, with no mileage restrictions. This benefit is available only to the original purchaser, and coverage is strictly limited to the specific vehicle identified on the original invoice. Coverage is based on the vehicle being subjected to only normal, noncommercial use and receiving reasonable and necessary maintenance. Roadside Assistance is available in the U.S. and Canada.

Here is what is included:

- Towing (can be used for Consumer Assurance)
- Battery jump-start
- Changing a flat tire
- Fuel, oil, fluid and water delivery** up to 2 gallons
- Lockout service

**Roadside Assistance provided by Allstate.*

***Customer must pay for the actual cost of fluids delivered.*



If you offer tow service and would like to become a Roadside Assistance provider, the my GM Partner Perks Program uses Signature Motor Club, Inc. To become part of the Allstate Roadside Services (ARS) network of service providers, go to arsnetwork.allstate.com/apply/ to apply.

Consumers in need of Roadside Assistance must call 800.ACDelco (800.223.3526), prompt 3, then prompt 2 to be connected with the 24-hour nationwide service provider. My GM Partner Perks will be charged for covered services. For any service not covered, payment is required after service(s) have been completed; credit card payment is the preferred method.

This benefit applies only to motorized passenger vehicles that weigh less than 10,000 gross pounds vehicle weight that may be serviced using standard automobile servicing equipment, including but not limited to wheel lift devices, flatbeds and dolly wheels (automobiles and light trucks).

Services not covered:

- Towing or service while at an auto repair shop or service station to another location
- Transporting the Partner to the vehicle for service or from the vehicle to another destination after service has been rendered
- Towing or service on roads not regularly maintained (including private property) or in areas not regularly traveled, such as vacant lots, beaches, open fields or other places that would be hazardous for service vehicles to reach
- Service when a vehicle is snowbound. We do not hoist, winch or shovel vehicles from unplowed areas, snow banks, snowbound driveways or curbside parking. Installation or removal of snow tires and chains.
- Dismounting, repairing or rotating tires
- Vehicle storage charges, cost of parts and installation, products, materials, impounding and additional labor relating to towing
- Service to a vehicle with an expired safety inspection sticker, license plate sticker and/or emission sticker where required by law
- Service to a vehicle that is not in a safe condition to be towed
- Charging a weak or dead battery
- Delivery or repair of tires
- Towing of vehicle off a boat dock or marina
- Service of any kind on vehicles used for commercial purposes or using dealer tags
- Towing at the direction of a law enforcement officer related to traffic obstruction, impoundment, abandonment, illegal parking or other violations of the law
- The cost of making a replacement key and lock repairs is also not covered

Exclusions:

- Trailers and vehicles with a manufacturer's load rating capacity greater than 1 ton, motorcycles and recreational vehicles
- Service for taxicabs, boat trailers, recreational vehicles and trucks, vehicles used for competition, stolen vehicles, unlicensed vehicles, illegally parked vehicles or impounded vehicles. Any vehicle used for farm, ranch, agriculture or off-road use.

NOTE: Consumer Assurance, Labor Reimbursement and Roadside Assistance are NOT available in Puerto Rico or other U.S. territories.

You are automatically enrolled in this program when you join the my GM Partner Perks Program. If you have questions, call 800.ACDelco (800.223.3526), prompt 3, then prompt 2. To order Consumer Assurance/Roadside Assistance brochures, log in to acdelco1store.com and search "assurance."



Perks+ and Pro Perks++ partners have access to Protection Plans available through Amynta Financial. This is an opportunity to drive additional revenue to your shop as a my GM Partner Perks Partner. You can generate additional revenue from a Protection Plan (PP) and a Pre-Paid Maintenance plan, both at point of sale at the local level as well as a secondary direct-marketing program run through a call center.

Protection Plan (PP):

The plan offers a very simple program to sell at the local PSC Perks+ and Pro Perks++ levels.

- It doesn't require a complex sales pitch
- Pricing is competitive
- Easy to train and easy to explain
- Private-labeled for ACDelco
- Helps grow customer retention and loyalty

Plan highlights include:

- High-level named component coverage
- No year or mileage restrictions for vehicles covered (short list of ineligible vehicles)
- Coverage term of 24 months/24,000 miles, whichever comes first
- Wear-and-use coverage included
- Towing, rental, travel, lodging and road hazard benefits included
- No surcharges for 4x4/AWD and 1-ton vehicles
- \$250 or \$100 deductible available

Call Amynta Financial at 844.531.9901, or brochures are available—along with all contracts/agreements, training presentations and sell sheets—on acdelco1store.com.

With this program, you can encourage customer loyalty to your shop. According to recent NADA statistics, PPM increases service retention dramatically as a customer is much more likely to return to the facility they purchased the vehicle from for the life of the plan. With each return visit comes the opportunity to sell other items and services. It's a simple program to sell, and a perfect fit for the services you provide. This offering is available to shops participating at the Perks+ and Pro Perks++ levels.

Plan highlights include:

- Two coverage levels available, covering the most common maintenance services
- 1-year through 5-year terms available
- Flexible reimbursement rates to meet your shop's business needs

Amynta Financial has been very successful with various direct-marketing programs for nearly 30 years, and ACDelco is in a unique position to capitalize on this business. Maximize the potential via the AMT call center located in Bedford, Texas. Getting the data from the locations on a daily basis is crucial so we can follow up while the experience is fresh in the customer's mind. We have a software solution that can help facilitate this program and send a daily feed into our call center.

Call Amynta Financial at 844.531.9901, or brochures are available—along with all contracts/agreements, training presentations and sell sheets—on acdelco1store.com.

CONNECTION

CONNECTION

CONNECTION is an online automotive parts catalog and ordering system. CONNECTION features parts for almost all makes and models (based on your parts supplier's availability) and allows you to check inventory and pricing and place an order. CONNECTION also integrates with many shop management systems, so ask your GM representative for details.

With CONNECTION, you receive exclusive access to the GM Illustrated, Battery, Pigtail and Chemical Specialty Catalogs. CONNECTION offers many more exclusive features. Contact your ACDelco Parts Direct Account for access.



Help your customers stay on the road by putting this card in their wallet.

You already offer your customers top-notch parts and service. Why not offer a helpful way to pay as well? Not only does the BuyPower Card give customers a convenient financing option, but they'll also build Earnings toward a new GM vehicle with every single purchase: 5 percent Earnings on the first \$5,000 in purchases every year, then 2 percent unlimited Earnings on purchases after that. Plus, there's no annual fee and Earnings don't expire on an open account.

To help get the word out in your shop, we're proud to offer compelling and unique point-of-sale materials. They're designed to show customers how providing quality GM Genuine Parts and ACDelco parts, combined with the benefits of the card, can help them keep their vehicle running strong. Even down the road.

So, if you don't offer the card yet, we hope you'll take advantage of the program. And if you do, we hope you'll put our new point-of-sale materials to work for you.

For more information on the BuyPower Card, call 866.464.8800 or go to buypowercard.com.

**GM VEHICLE SUPPLIER DISCOUNT**

My GM Partner Perks Partners qualify for the GM Vehicle Supplier Discount Program, which allows you to take advantage of savings on a wide range of eligible new GM vehicles from Chevrolet, Buick, GMC and Cadillac. With so many models to choose from, there's a GM vehicle that's picture-perfect for you. Your discount is just three easy steps away:

1. Visit gmsupplierdiscount.com and sign in or use our Company Code (900000) to register.
2. Obtain an authorization number from the Programs menu.
3. Print your authorization number and take it to a participating dealer to receive your discount.

**BLUE SEAL OF EXCELLENCE® PROGRAM DISCOUNT**

Your business stands out because of your ASE-certified staff and the trusted reputation you've earned with your customers. Now it's time to get all the attention you deserve for your commitment to excellence through the ASE Blue Seal of Excellence Recognition Program. Perks+ and Pro Perks++ PSC my GM Partner Perks Partners receive a significantly discounted registration fee of \$150 from the regular fee of \$235.

Go to ase.com and download the application. To receive the discounted price, please enter a hyphen and "my GM Partner Perks" after your business name.



Automotive Service Excellence (ASE) Blue Seal Program Details

Meeting the high standards of the Blue Seal of Excellence Recognition Program puts you among an elite class of businesses that savvy customers look for. Not only that, you'll also receive the following benefits:

- Customized Wall Plaque—a distinctive plaque personalized with your business name, date of participation and the ASE logo
- Counter Mat—a durable, high-visibility marketing tool featuring the Blue Seal of Excellence logo and a pocket for advertising specials, etc.
- Customer Brochures—informative handouts that explain what it means to earn recognition under this special ASE program
- Promotional Kit—includes sample ads, news releases and ASE logos for use in media and promotional programs. Get credit for hiring the best.

Your eligibility status is evaluated each year by ASE to ensure that your staff's professional certification credentials remain current. ASE will automatically send you a renewal notice and application before your recognition is due to expire. The annual renewal fee is \$65. Upon renewal, you will receive a new date plate for your plaque, along with additional promotional materials recognizing your continued commitment to excellence.

Note: Applications are processed in January, April, July and October.

Learn more:

<https://www.ase.com/Landing-Pages/Employers/Blue-Seal-program.aspx>

Benefits:

<https://www.ase.com/Landing-Pages/Employers/Blue-Seal-Program/Benefits.aspx>

Application:

<http://www.ase.com/MediaLibrary/Images/LandingPages/Blue-Seal-Recognition-Program-Application.pdf>



BABCOX COMPLIMENTARY SUBSCRIPTIONS

Stay on top of the latest news, industry updates and information with a complimentary shop subscription to a Babcox trade magazine. To enroll, call 330.670.1234, extension 242, for details and assistance.

Reynolds & Reynolds offers a complete line of printed products created especially for my GM Partner Perks Partners. Your documents can be customized with your service center information and branded with the ACDelco logo. Since 1927, Reynolds & Reynolds has been America's leading source for document solutions and promotional items for the automotive and related industries. They offer a complete line of printed products created especially for my GM Partner Perks Partners.

Document examples include oil change stickers, printers for custom return-for-service stickers, deal jackets (customer folders), 27-point vehicle-inspection forms, floor mats, seat covers, drop-off envelopes, promo tags, hang tags, key tags, key fobs, letterhead, envelopes, business cards, checks, direct mail or any other printing project you may have.

To place an order or for more information, call 800.869.7998. To receive your discount, simply state that you are a my GM Partner Perks Partner.



HOTROD PROCESSING CREDIT CARD PROCESSING

Paying too much for your credit card processing? HotRod offers two programs:

Traditional Processing Program

- Interchange Pass-Through Pricing plus 0.05 percent and \$0.05 with no rate increases by HotRod Processing

Cash Discount Program

- This program eliminates all or a portion of your credit card processing fees

Both programs include:

- Free terminals with EMV/chip card readers and NFC (Apple Pay®)
- Month-to-month contract—no early-termination fees
- Next-day funding (100 percent deposited the next day)
- Unrivalled personal customer service—one-call resolution for issues
- Free online reporting

HotRod Processing is a leading provider of credit card processing services for the automotive services and motorsports industries. It offers the automotive services industry a level of professionalism and service no other payment provider can equal.

Merchants can be reluctant to change their credit card processor because of empty promises offered and lack of customer service. HotRod Processing will do an analysis of your merchant statement and provide a written guaranteed savings proposal. Its objective is to check for accuracy and cost-saving opportunities.

Once the initial account setup is complete, HotRod Processing will send you a free-loan terminal that is programmed, tested and ready to use. After your first month of processing with the company, it will review your statement to confirm the guaranteed savings and share how, together, you can monitor all future statements to maintain the maximum savings.

To see how much you could be saving, email a copy of your recent merchant statement to joe@hotrodprocessing.com or fax to 610.340.2343.



AMERICAN IMPACT MEDIA (AIM) ON-HOLD MESSAGING

Keep your customers entertained while they're waiting on the phone with American Impact Media's creative, informative and effective on-hold messages, completely customized for your business. You can also choose from an extensive library of background music to be played during the recordings. These professionally recorded messages will play continuously while callers are on hold to help make the wait worthwhile.

As a my GM Partner Perks Partner, for a onetime fee of \$425 (plus shipping and handling), you will receive your production in your choice of media formats that can be heard through the message on-hold capability of your phone system. You also have the option to purchase a digital player from AIM for \$274. The digital player comes with a 5-year warranty from the manufacturer, and AIM fully guarantees the compatibility of all equipment it sells.

There are no contracts or leases to sign; you own the production and equipment. And once the initial setup is complete, AIM also offers you money-saving package deals for future productions.

For more information about how you can develop and enhance the image of your service center with on-hold messaging, visit americanimpact.com or call 800.664.6534.



E-INSPECT—DIGITAL MULTI-POINT VEHICLE INSPECTION

E-Inspect has been creating custom tools and software for the automotive industry out of Southern California since 2000. Software offerings include E-Inspect, Shop Clock and Shop Talk.

E-Inspect was created by a master technician and shop owner to improve the flow and streamline the process of inspections from the technician to the service writer. It is integrated with most shop management systems, and my GM Partner Perks Partners will enjoy a pricing rate on an E-Inspect Pro Subscription of \$34.95 monthly, versus \$79.95 for other Independent Service Centers. The initial setup charge of \$50 is also a 50 percent savings over other independent shops.

For more information and to start saving today, contact E-Inspect Pro Inc. at 620.392.2120.





AutoVitals is one of the automotive repair industry's leading providers of integrated solutions for motorist acquisition, shop productivity and customer retention. AutoVitals focuses on providing high-value management and engagement services for the Independent Automotive Aftermarket.

AutoVitals' SmartFlowX combines tablet-based inspections and work-order processing with workflow automation into a single cloud-based application that enables auto repair shops to increase average repair orders. Leveraging a touch-screen-based user interface, SmartFlowX is designed to standardize, automate and record the in-shop process at every step, giving shop owners unprecedented visibility into and control over the daily operations of their businesses. SmartFlowX is the only tool available that can provide shop owners with world-class business process improvement while improving communication both within the shops and to their customers.

My GM Partner Perks Partners will receive a 10 percent discount on The Digital Shop® products.

For more information, contact sales@autovitalsinc.com or call 866.949.2848.

ADDITIONAL PROGRAM INFORMATION

Program Period

My GM Partner Perks is a 12-month program and always begins at the start of a calendar month and ends at the end of the 12th calendar month (e.g., April 1 through March 31 of the following year, where April is month one of the program period and March is month 12 of program period). Your program period can be found in the Business Tool in My Toolbox on the program portal.

Getting Credit for Purchases of GM Genuine Parts and ACDelco Parts

Partners can buy GM Genuine Parts and ACDelco parts from two types of sellers:

1. Sellers who share invoice data with GM:
 - Data sharing enables GM to automatically credit Partners for these purchases
2. Sellers who don't share invoice data with GM:
 - Partners must self-report purchases from these sellers to gain credit
 - To self-report purchases, use the Self-Reporting Tool in My Toolbox on the program portal homepage
 - To get purchase credit in the same month of the actual purchase, it must be self-reported by the last business day of that month
 - The deadline for self-reporting any given purchase is the last business day of the following month of purchase
 - Refer to the job aid in My Toolbox on the program portal homepage

Automatically Credited Purchases

Automatically credited purchases occur when Partners purchase GM Genuine Parts and ACDelco parts from sellers who share data with GM and the seller has certified their relationship with the Partner (e.g., the unique account number[s] seller uses when invoicing the Partner).

Self-Reporting and Approval Process

Getting rewarded for your GM Genuine Parts and ACDelco parts purchases is easier than ever, but we realize that some purchases will still need to be self-reported.

The claims form is available on mygmpartnerperks.com.

Initiating Account Number Certification

Sellers must always approve account numbers on behalf of Partners in order for Partners to receive purchase credit. Sellers are prompted to approve account numbers per the following scenarios:

1. Partner, via the Seller's Tool on the program portal, requests seller to approve account numbers
 - Generates an email prompting seller to approve account number at portal



2. Seller, via the Customer Tool on the program portal, proactively approves account numbers for Partner via program portal
 - Generates an FYI email to the Partner
3. Program headquarters, on behalf of the Partner, requests seller to approve or deny a “near match” on the certification key (more on the certification key in a moment)

Account Number Certification Status

Partners can view certification status on the program portal. Possible statuses include:

1. Pending (to be reviewed and approved or declined by seller)
2. Approved (by seller)
3. Declined (by seller)

Certification Key

The certification key is the combination of the seller-approved account number and the Partner’s business name and address. This key is used by GM to match data in seller-shared invoice data, enabling GM to automatically credit Partners.

IMPORTANT!

To increase the likelihood of purchases being automatically credited, Partners should always encourage their sellers to use accurate information when invoicing the Partner. **Inaccuracies in name and address may prevent matching, which will result in Partners not being automatically credited.**

What If I’m Not Getting Credit for Purchases?

- Ensure data-sharing seller has approved the respective account number(s)
- Request seller approve account number(s) via the Seller’s Tool in My Toolbox on the program portal homepage
- Ensure data-sharing seller is using accurate information when invoicing you (e.g., accurate spelling of your business name, accurate address, etc.)
- Request seller update their management system with accurate information as found in the Business Tool in My Toolbox on the program portal homepage

If you’re still not getting credit, it’s possible the seller does not share invoice data with GM. In this case, the purchases will need to be self-reported using the Self-Reporting Tool found in My Toolbox on the program portal homepage.

IMPORTANT! Changes to Partner Business Information

Partner business information can be found in the Business Tool in My Toolbox on the program portal homepage. It’s very important that Partners maintain accurate information throughout the program period. In the event of a change to your business name, address, phone number, etc., please ensure you update this information in the Business Tool. It’s also important to inform your sellers of these changes and request that they update their management systems accordingly. This will increase the probability of Partner purchases being automatically credited.

Earnings Period for Rewards

You begin earning rewards on your Rewards Earning Start Date, which is the first day of the following month of your enrollment month (e.g., Partners enrolling on June 15 can begin earning rewards for their purchases starting from July 1).



Rewards Issued Monthly

Partners' wallets are updated monthly once the month closes (approximately the middle of the following month). During any given month, you can log in to the program portal to see daily progress on your purchases and estimates of your associated rewards. Daily rewards updates are estimates only.

Rewards Adjustments

Rewards adjustments can be made to prior program month(s) and can be positive or negative adjustments. Adjustment scenarios include:

- Program headquarters receives seller-shared invoice data from prior program month (e.g., a delay in seller-shared data)
- Program headquarters receives newly certified account code(s) from seller(s) impacting prior program month(s)

Negative Rewards

It's possible for you to earn negative rewards (e.g., part return). In the unlikely case where you finish a month in a negative-rewards position, your rewards wallet will not be decreased. That month's rewards statement will reflect zero rewards earned. Your earned rewards will continue to show as zero until you recover and earn positive rewards again.

Here's an example:

MONTH	EARNED REWARDS	REWARDS WALLET/ STATEMENT	REWARDS BALANCE
1	5	5	5
2	-8	0	-3
3	15	12	12

Rewards/Allocations

Rewards processing and allocation will be determined by information found in the Business and Allocations Tools found in My Toolbox on the program portal homepage.

Business Type or Benefits Package Change

If you experience a change to your enrollment (e.g., changing benefit package or business type), rewards earnings for your new status will begin on the first day of the following month of the status change.

Forms and Job Aids

Several forms are available to help Partners facilitate various situations (e.g., transferring program ownership, transferring my GM Partner Perk points, etc.). All forms can be found in My Toolbox on the program portal homepage. Many helpful job aids can be found in the same location.

Buy/Sell Form

In the event of a buy/sell situation involving an in-program shop, program headquarters must receive a completed form informing them of the change.

Transferring Rewards Points Form

Utilize this form to transfer an existing rewards points balance from one party to another (e.g., in a buy/sell situation, from seller to buyer).



Transferring Exclusively Yours Card Form

Utilize this form to transfer an existing Exclusively Yours Card from one party to another (e.g., in a buy/sell situation, from seller to buyer).

Enrollment Fees Are Nonrefundable

Previously paid enrollment fees are nonrefundable. The following scenarios are for illustration only:

- You move to a benefit package with a reduced fee or no fee
- You leave the program prior to program end date

Parts Categories

Parts categories are broad categories such as Collision, Powertrain, Accessories, etc. Depending on the program and benefit package, Partners earn rewards at varying rates when purchasing parts in these categories. Parts categories and associated earn rates are subject to change and are defined at the discretion of program headquarters.

New and Superseded Parts

The program makes every attempt to reward purchases of superseded parts but cannot guarantee success in every instance. If you believe you did not receive credit for a superseded part, please contact your GM Field Manager Aftermarket or program headquarters.

Re-enrollment

To ensure continuity of active program status, you will be able to re-enroll during month 12 of your program period. Re-enrollment capability is not available prior to month 12. Your program period can be found on the portal in your business profile.

REVIEW PROCESS

At the time of re-enrollment, your purchase levels will be used as a qualifier in the re-enrollment process (i.e., available options will be based on your program-to-date purchase levels). For example, to enroll in Pro Perks++, Partners need to achieve average monthly purchases of \$6,000 for the program period.

Case-by-Case

The Field Manager Aftermarket can move an account to a lower benefit package for nonperformance at any time. The Partner will receive written notification 30 days prior to removal that states the reason for the action. If you're moved down, enrollment fees are not refundable.



My GM Partner Perks Support Center

The objective of the my GM Partner Perks Customer Support Center is to build a strong group of Partners who are highly satisfied with the service from their GM dealers and ACDelco Direct Account. Contact the my GM Partner Perks Customer Support Center at 800.825.5886 for:

- Prompt 0—Customer Support Center
- Prompt 1—ACDelco training website help desk
- Prompt 1—Diagnostic Hotline
- Prompt 2—ACDelco fee-based Diagnostic and Repair Assistance
- Prompt 2—Identifix
- Prompt 3—e-Business, CONNECTION, e-Promotions, TIS2Web or GMSi
- Prompt 4—MechanicNet Customer Retention System (CRS)



NAME	CONTACT INFORMATION	PAGE
ACDelco 1Store/Merchandising	acdelco1store.com or contact your ACDelco representative	12
ACDelco Auto and Equipment Tools Discount (Durofix, Inc.)	877.693.8665 or acdelco-tools.com	28
ACDelco Pre-Paid Maintenance	844.531.9901 or acdelco1store.com	34
ACDelco Protection Plan	844.531.9901 or acdelco1store.com	33
ACDelco Training Website (LMS)	800.825.5886, prompt 1, or acdelcotraining.com	24
acdelco.com Shop Locator	Contact your ACDelco representative	19
American Impact Media (AIM) (On-Hold Messaging Service)	800.664.6534	38
ASE Blue Seal of Excellence Program Discount	888.ASE.TEST (888.273.8378)	35
ASE Education Foundation	800.825.5886	29
Automotive Training Institute (ATI)	888.471.5800, ext. 9140, or 301.575.9140	28
AutoVitals (Digital Multi-Point Vehicle Inspection)	866.949.2848 or autovitals.com	39
Babcox Subscriptions	330.670.1234, ext. 242	36
BuyPower Card (for PSC Accounts and Their Customers)	866.464.8800 or buypowercard.com	35
CONNECTION e-Business Tools	800.825.5886, prompt 3, for eBusiness Helpdesk	34
Consumer Assurance Program	800.223.3526, prompt 3	30
Diagnostic Hotline Discount	diagnostichotline.com or 800.260.9377	25
Drew Technologies	877.888.2534, option 2, or drewtech.com	28
E-Inspect (Digital Multi-Point Vehicle Inspection)	620.392.2120	38
GM Automotive Service Educational Program (GM ASEP)	gmasep.org	29
GM Dealer Equipment	844.742.8471 or gmdesolutions.com to purchase	27
GM Service Information (GMSI)	888.212.8959 for technical support or acdelco.com	23
GM Vehicle Supplier Discount	800.960.3375 – Use Company Code 900000	35
HotRod Processing (Credit Card Processing)	570.656.3013 or hotrodprocessing.com	37
Identifix Direct-Hit Discount—Sales	800.825.5886, prompt 2, then prompt 2	27
Image Materials and Signs	acdelco1store.com	19
MechanicNet—Customer-Retention Program Discount	800.825.5886, prompt 4	19
MechanicNet—MTexting	877.632.4638	22
Mitchell1—SocialCRM	888.724.6742 or mitchell1.com	18
Mitchell 1—Technical	888.724.6742 or mitchell1.com	26
my GM Partner Perks Support Center	800.825.5886	44
Repair Shop Websites	866.665.1605 or repairshopwebsites.com	15
Reynolds & Reynolds Discount (Branded Forms)	800.869.7998 or reysource.com	37
Roadside Assistance	800.223.3526, prompt 3, then prompt 2	31
Spectrio	sales@spectrio.com or spectrio.com/acdelco	18
TCS Technologies	888.449.8473 or tcstire.com	13
Technical Assistance	800.825.5886, prompt 2, then prompt 1 for Diagnostic Hotline or 2 for Identifix	25
TIS2Web Promotion	888.212.8959 for technical support or acdelco.com	24
GENERAL INFORMATION		
ACDelco Contact Center	888.212.8959 for technical support or acdelco.com	
Bosch Tools Discount	800.533.6127, prompt 1	
Chevrolet, Buick, GMC and Cadillac Accessories—Technical Help	800.825.5886, prompt 2, then prompt 1	
CollisionLink	888.776.5792	
GM Genuine Parts Powertrain Contact Center	866.637.2787, prompt 3	
GM Service Tools	800.GMTOOLS (800.468.6657), prompt 1, then prompt 2 or gmtoolsandequipment.com	
Labor Reimbursement	800.223.3526, prompt 3	
Midtronics	800.776.1995, prompt 1, or midtronics.com	
my GM Partner Perks Exclusively Yours Card—Lost or Stolen	888.842.0336	
my GM Partner Perks Exclusively Yours Card—Merchant Catalog, Balance	800.343.2607	
my GM Partner Perks Program—General Information	800.253.3428	
RepairLink	888.776.5792, prompt 2	