

SERVICE

IN SIGHTS

WINTER 2022

*Service Repair News
from Your Parts Dealer*



ALL-NEW 2022 SILVERADO ZR2

New Packaging
Makes a Brand
Statement

OE Shocks and
Struts Provide
a Balance

ACDelco Training
Keeps Evolving

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2022 Silverado ZR2

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

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LEARN MORE TO EARN MORE

Use my GM Partner Perks benefits to bolster business

THERE'S INFINITE VALUE in knowledge – and the most successful shops in the business place a priority on the latest training practices and resources to turn their expertise into earnings.

If you're enrolled in the my GM Partner Perks program, you can take advantage of program benefits and discounts offered on professional training and repair resource subscriptions to help you stay at the top of your game.

Here's a look at some repair resources available to my GM Partner Perks members.

NO TRAINING FEE

ACDelco offers a wide range of training opportunities to independent service centers and body shops, ranging from Instructor-Led Training (ILT) and Web-Based Training (WBT) to InShop Training and Video on Demand courses.

Through my GM Partner Perks, Pro Perks++ members have access to all the training with no annual training fee, while Perks and Perks+ members can access everything for a \$400 annual fee.

"Pay-by-the-course is quite an expensive proposition

when compared with the benefits of the my GM

Partner Perks cost," says John Latner, Manager, ACDelco Technical Training. For example, ILT courseware costs \$175 per person; WBT courseware costs \$100 per delivery; and Videos on Demand/Tech Tube Videos are \$20 per delivery.

DISCOUNTED DIAGNOSTICS SUBSCRIPTIONS

Essential tools for your shop, online diagnostic subscriptions are available to help find the information necessary to make safe and proper repairs. Participants in the my GM Partner Perks program can receive discounted rates on these subscriptions.

GM Service Information

A comprehensive library of vehicle diagnostics and service repair manuals for



GM vehicles, Service Information (or SI) is an internet-based service that offers the latest vehicle information for quick and accurate repairs meeting GM OE quality standards.

Perks+ and Perks++ members can enjoy a \$300 discount* off the annual \$1,200 SI subscription rate. The subscription includes collision repair procedures, frame-sectioning information, panel-replacement procedures and recall information. There is a collection containing GM Vehicle Diagnostic Service documents, Collision Repair Manuals, service bulletins, Owner's Manuals, glove-box supplements and more.

Techline Connect

A subscription to Techline Connect, previously known as TIS2Web, consolidates the most frequently used applications such as SI, Service Programming System (SPS) and the GDS2 scan tool in one place with a single log-in for easy access.

There are various Techline Connect subscription options with my GM Partner Perks discounts, depending on the enrollment level and subscription. ■



For more information, go to mygmpartnerperks.com or call the my GM Partner Perks Customer Support Center at 800-825-5886.

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

PACKED WITH

PURPOSE



Your guide to the new GM Genuine Parts and ACDelco brand aesthetic



AT FIRST GLANCE, you might notice those new GM Genuine Parts and ACDelco packages arriving at your facility have an updated, modern design. But, there's even more going on than the streamlined new logos highlighted on every box.

From easily recognizable product-tier colors and improved part-number readability to language translations and security features, the Global Parts Branding initiative and the corresponding packaging updates are making it easier than ever to ensure you are receiving the best parts possible and delivering them to your customers.

Let's take a look at the visual cues on the latest packaging that help elevate our identity in the parts market and make things a little easier in your shop.

[Continued on next page >](#)



LOGOS

When GM rolled out its new logo in conjunction with its EV future, GM Genuine Parts and ACDelco logos were also refreshed to reflect the company's overall vision for a clean, electric-focused future. Logos are available via GM Asset Central and the ACDelco 1Store.



COLORS

Updated product tiers (**GM OE/Best**, **ACDelco Gold/Better** and **ACDelco Silver/Good**) are reflected by the color on product packaging. The GM OE blue color and flag designate Original Equipment parts. For high-quality aftermarket alternatives, ACDelco Gold parts come in gold-colored packaging and ACDelco Silver parts arrive in silver packages.



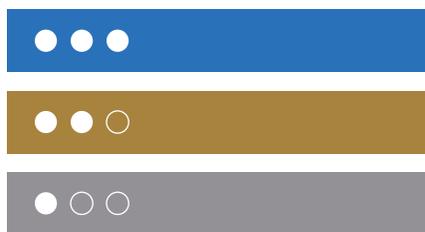
DOT PATTERN

Another way to quickly identify what's inside is a pattern of dots that lets you know instantly:

3 dots = GM OE

2 dots = ACDelco Gold

1 dot = ACDelco Silver



MULTIPLE LANGUAGES

Up to seven languages are present on the new packaging to reflect those spoken by our customers around the world. They also highlight our position as global brands of a global company.

Note: The languages don't represent the part's country of origin; that information is included on the package label or printed on the box. (See example on next page.)



What's in a Label?

Loaded with valuable information, updated package labels provide easily readable part numbers at the top alongside a QR code that links directly to acdelco.com or gmgenuineparts.com, where the latest parts information is available. The labels also highlight the package's country of origin.



A new GM-specific hologram on the side of the labels contains an embedded security feature to help confirm that it's an authentic GM product. This element is extremely difficult to replicate and helps combat counterfeit parts. (If you suspect you've purchased a counterfeit part, contact the GM Global Brand Protection Team at gm_global_brand_protection@gm.com or go to genuinegmparts.com/counterfeit-auto-parts.)

Also, on some product labels, you'll find a part-specific, **retail-ready UPC code** that is ready to scan, making sales easier than ever.

second to introduce the new brand logos in conjunction with GM's new logo release.

You may receive parts orders in either of these iterations, or even in the original packaging, while each product transitions to the latest packaging design. Regardless of which of these designs you receive, rest assured that you're getting the same high-quality parts you've come to expect.

If you have any questions about Global Parts Branding, or the new packaging, email gmpartsbrands@gm.com. ■

PACKAGING PROGRESSION

GM Genuine Parts and ACDelco product packaging have undergone two recent transformations: one to align with the new Global Parts Branding strategy and a



MORE THAN CAPABLE

New Chevrolet Silverado ZR2 to pave its own trail with ruggedness and style



HIGH PERFORMANCE

Powering the new 2022 Silverado ZR2 is a 6.2L V8 delivering 420 horsepower and 460 lb.-ft. of torque. It also features a 10-speed automatic transmission with an electronic range selector, an enhanced 2-speed transfer case with Terrain mode, front and rear electronic locking differentials, and a hidden dual-outlet exhaust.



LOOKING GOOD

Along with boasting the Silverado's traditional wide stance, the ZR2 model offers a number of personalized exterior touches, including a raised hood with a styled insert, a black grille with a flowtie and accent lighting, LED headlights with tracer animation and black bezels, and ZR-exclusive wheel-opening moldings.

Continued on next page >



OFF-ROAD, ON POINT

A package of exterior and chassis enhancements helps the Silverado ZR2 tackle off-road challenges. They include new steel front and rear bumpers – the former boasting a 31-degree approach angle – unique skid plates, 33-inch Goodyear® Wrangler Territory tires and a Silverado-first application of Multimatic Dynamic Suspensions Spool Valve (DSSV) dampers.

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



THE RIGHT BLEND

ACDelco Ultraguard filters combine thorough testing and quality materials

DESIGNED TO OPERATE under a variety of demanding uses, ACDelco OE and Enhanced Gold Ultraguard™ filters offer owners an attractive combination of durability and performance.

These premium filters boast 98 percent multi-pass efficiency at 25-30 microns.

In addition, their heavy-duty shell is tested to four times the normal oil pressure and the threaded plate is developed to withstand pressure spikes eight times above normal operating conditions.

The filters' spiral-wound steel core has been tested to twice the OEM collapse requirement, and is 30 percent stronger than standard "straight-locked" designs. ■

3 KEY FEATURES OF ULTRAGUARD FILTERS

When compared with the Mobil 1 filter, the Ultraguard Premium filter stands out in three areas:



- The **outer shell** is .51-mm thick, as opposed to a .46-mm-thick shell on the Mobil 1 filter.
- The Ultraguard filter features an **ethylene-acrylic anti-drainback valve**, while the Mobil 1 has a silicone valve – generally regarded as an inferior performer.
- The Ultraguard's **thread plate** is .57-mm thick; the Mobil 1's is .46-mm thick.



INSIDE STORY

The ZR2's interior reflects the redesign the Silverado line underwent for the 2022 model year, with the inclusion of a standard 13.4-inch diagonal infotainment touchscreen nestled next to a 12.3-inch diagonal, fully digital instrument cluster. Leather-trimmed seats and dark trim frame the rather spacious passenger cabin, due in large part to the Crew Cab body style.

SAFEKEEPING

The new 2022 Silverado ZR2 comes standard with Chevy Safety Assist,® a package of six active safety features that offer owners added peace of mind. The features include Forward Collision Alert, Automatic Emergency Braking, Front Pedestrian Braking, Lane Keep Assist with Lane Departure Warning, Following Distance Indicator and IntelliBeam high-beam assist, so that drivers can see along the trail at night.



STRONG LINEUP

The new Silverado ZR2 will join an already impressive lineup that offers an appealing combination of performance, functionality and style, including the LT, LTZ, LT Trail Boss, RST and High Country models. This variety of choices underscores Chevrolet's approach that there is a Silverado to meet every truck owner's needs.



* Safety or driver assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. Visibility, weather and road conditions may affect feature performance. Read the vehicle Owner's Manual for more important feature limitations and information.



Scan the QR CODE to learn more about the Ultraguard Premium filter.

STEADY PERFORMERS

GM Genuine OE shocks and struts keep vehicles stable and balanced

SHOCK



SILVERADO



STRUT



CT5



Shock absorbers and struts are essential to optimize a vehicle's suspension system, overall ride and handling.

Yet, as Robert Nossal, GM Technical Specialist for Dampers, notes, it is not obvious when these parts begin to wear. In fact, most customers don't replace shocks and struts when appropriate because signs of wear, as with other components, are not always obvious. Periodic inspection and replacement are required to maintain optimum ride-and-handling performance.

"If you don't replace shocks and struts, it will lead to degraded handling and ride," Nossal says. "It can also lead to premature tire wear and increased braking distance."

THE ONE AND ONLY

As a result, shops should check for shock and strut wear at 25,000-mile intervals, and recommend

GM Genuine OE Parts should components need to be replaced. GM Genuine OE shocks and struts are designed, engineered and tested to not only meet rigorous standards but the exact specifications of GM vehicles.

“IF YOU DON'T REPLACE SHOCKS AND STRUTS, IT WILL LEAD TO DEGRADED HANDLING AND RIDE.”

"GM suspensions are composed of components that work in unison to provide the ride, handling and performance that GM customers expect," says Richard Daniels, Global Service Lead for Chassis and Fasteners. "When you introduce aftermarket shocks and struts that have different tuning than other suspension components, it affects the system as a whole and can lead to ride-and-handling issues."

Aftermarket competitors often try to maximize their

coverage with a limited or one-size-fits-all approach for shocks and struts for GM models. "By contrast, each GM OE shock and strut part number can be filtered by VIN, which is then associated to a particular model," Daniels says.

"And, often as a vehicle gets older, aftermarket coverage lessens with market demand, while GM will keep that part number for the vehicle even if it goes out of production."

UP TO THE TEST

In addition to being constructed with robust materials, GM OE shocks and struts undergo many comprehensive tests that include temperature and corrosion resistance, ride comfort, handling and endurance. Among the conditions they face in testing are heavy loads, water and salt as well as bumpy and dirty roads.

Nossal, who worked in the aftermarket parts industry for years, is convinced that this OE testing is far more thorough than anything a competitor puts its parts through. "If you combine the durability and performance offered by these shocks and struts with their ability to work better with other systems in the vehicle, it becomes clear that the GM OE part is the right choice." ■

SETTING COURSE

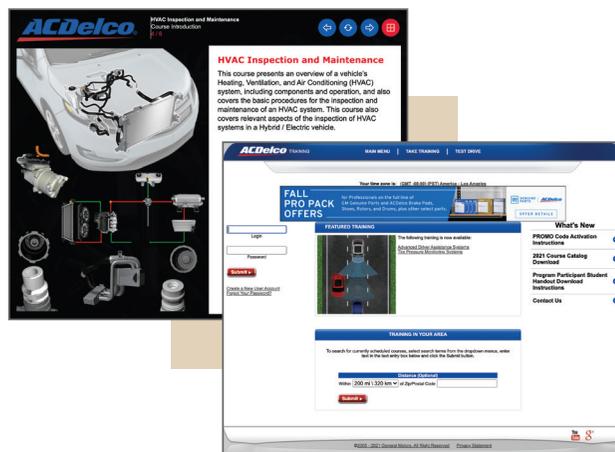
ACDelco Training emphasizes convenience and content with 2022 curriculum

For 2022, ACDelco Training will continue to offer a learning curriculum that is detailed and flexible in its content and delivery methods.

Continuing a trend that developed during the pandemic in 2020, more training will be available virtually, particularly in regard to Instructor-Led Training (ILT). In 2021, 11 percent of ACDelco offerings were virtual ILT courses, and that number looks to grow for 2022.

“There are a lot of positives in this,” says John Latner, manager of ACDelco Technical Training. “By having their personnel take more training at their facility, repair facilities are not losing them for extended periods of time. And, we can deliver seminars and InShops in more remote areas, while continuing to offer in-person sessions to those who want them.”

The ability to reach more learners extends to those without a training profile. A series of 24 test-drive courses and 15 self-study modules are available to anyone visiting the ACDelco training site (acdelcotraining.com). They are updated annually and cover a variety of ACDelco systems and components, with material presented in easily digestible sections.



“It gives those interested a glimpse at the content of our training and how it compares with the other aftermarket programs out there,” Latner says.

For participants enrolled in training, ACDelco offers a key supplement to its curriculum in the form of stand-alone videos. Running one to three minutes long, they complement individual courses by targeting a specific procedure or area – say, the replacement of a SIR coil – providing more focused information and, as the name indicates, being able to be viewed on their own.

To ensure that ACDelco course material stays relevant and tuned to the learners’ needs, participants are strongly encouraged to fill out surveys after the training. ACDelco has eliminated all paper surveys in favor of electronic questionnaires. For web-based training, they will pop up immediately after the course; for both virtual and in-person ILTs, learners can fill out the surveys the next time they log in to their ACDelco training profile. ■

CLASS IN SESSION

Here are two courses that provide knowledge and help shape the skills that repair-facility personnel will need to best serve their customers. These courses will be available for ACDelco learners in 2022.

COURSE CODE: SST010ISM

SRS and Safety Systems Diagnosis and Repair

COURSE DESCRIPTION:

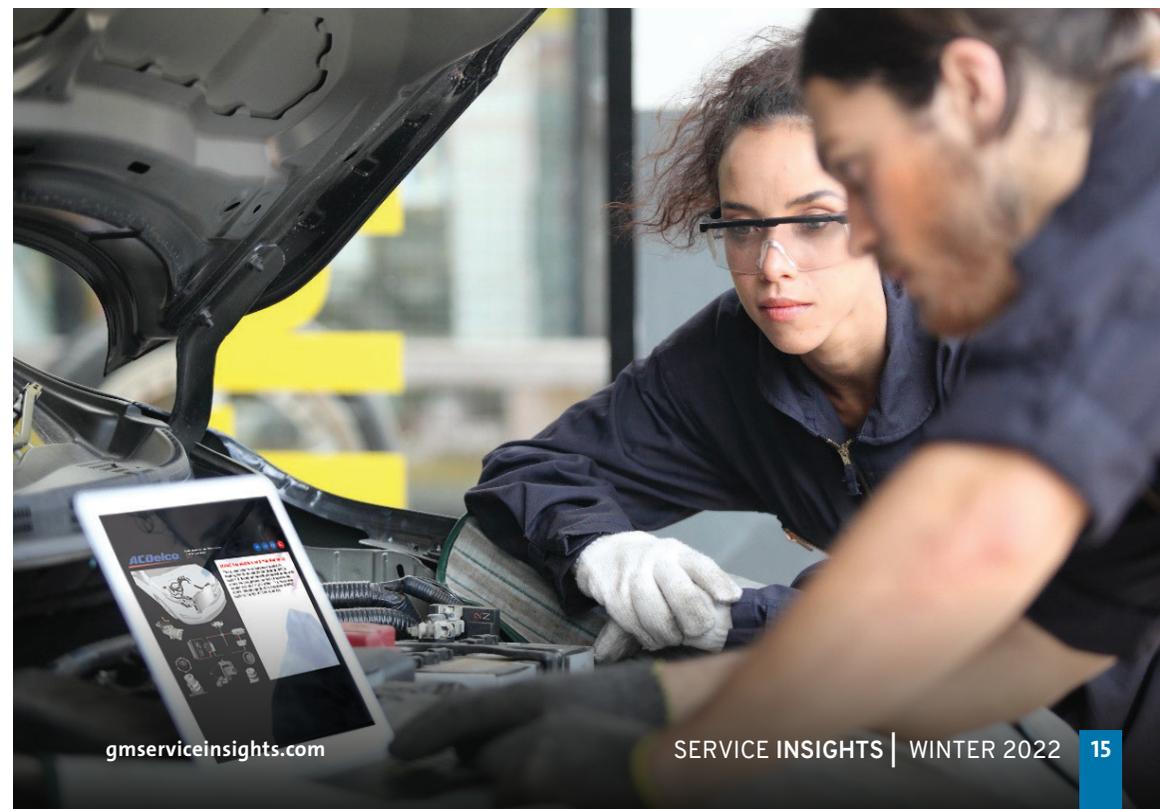
This Instructor-Led Training Seminar focuses on the operation and diagnostic procedures of Supplemental Restraint Systems (SRS). Course content includes SRS subsystems and components, vehicle application and interrelated systems. Additionally, this course highlights SRS safety procedures and protocol for proper vehicle repairs, safe operation of a vehicle post-collision, diagnostic procedures, service tips and special tools. Various Original Equipment Manufacturers (OEMs) will be highlighted.

COURSE CODE: SDS0201IS

Service Programming and Techline Connect

COURSE DESCRIPTION:

This Instructor-Led Training InShop will explore service programming on GM vehicles and accessing GM’s Techline Connect programming service. Service programming-specific hardware will be discussed, including Tech 2, MDI 2 and supported third-party J2534 interface devices. Common service programming procedures will be covered, including module setup and service programming actions. Additional topics covered include service programming resources, successful programming techniques and practices, and recovering from programming issues or errors.



PARTS CENTRAL

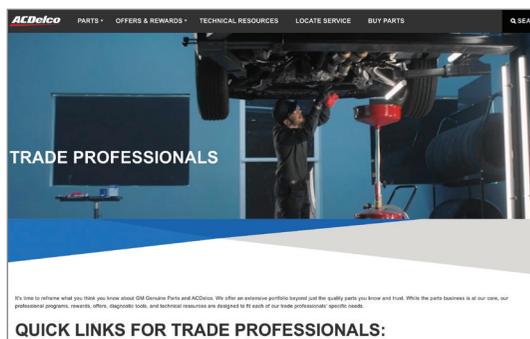
ACDelco.com offers new streamlined hub for technical resources

Finding the product, program and promotional resources you need is now easier than ever, thanks to a recent refresh of the Technical Resources section of the ACDelco website.

The update, which was made in the fall, consolidates links for important topics all on one page, under categories such as catalogs, diagnostics, parts purchase, training and support.

“Our trade customers are very busy,” says Wendy Wroby, Parts Marketing Digital and CRM Lead for GM Customer Care and Aftersales. “They’re running a business, working on vehicles or keeping up to date on training, so we want to support them by making it easier to find the resources they need.”

Need to find a Pigtail & Socket catalog?



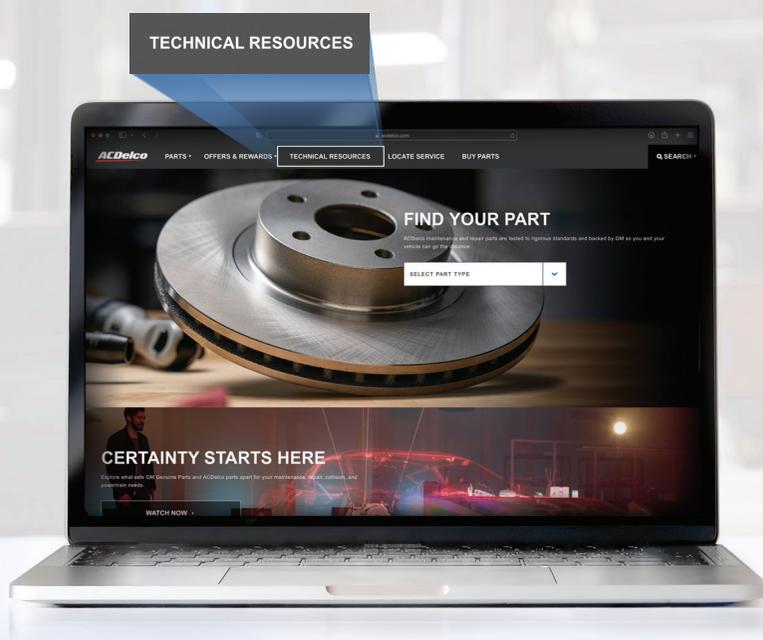
Want to check the latest rebate offers? Looking to purchase parts? It's all there.

The updated section also contains a video, “Driving Your Business Forward,” that covers the benefits of using ACDelco and GM Genuine Parts.

Wroby says feedback has been positive and the site will continue to undergo upgrades in 2022. If you'd like to share your ideas for helpful site features, let us know with an email to editor@ccainsights.com. ■



Scan the QR CODE to explore the Technical Resources section of the ACDelco website.



WINTER PRO PACK OFFERS

for Professionals on all ACDelco Oil, Oil Filters, and Wiper Blades, plus offers on other select parts.



Visa® Prepaid Card mail-in rebate* in the amount of:

\$10

- On the purchase of any GM Genuine Parts Original Equipment Interior or Exterior Door Handle
- On the purchase of any GM Genuine Parts Original Equipment (ACDelco GM OE) Radiator

\$5

- On the purchase of any GM Genuine Parts Original Equipment Lock Actuator
- On the purchase of any GM Genuine Parts Original Equipment (ACDelco GM OE) Shock or Strut

\$1.50

- On the purchase of any ACDelco Antifreeze Gallon Container

\$1

- On the purchase of any ACDelco Ultraguard Oil Filter

\$.50

- On the purchase of any ACDelco Oil Filter
- On the purchase of any ACDelco Oil Quart or Gallon
- On the purchase of any ACDelco OE Wiper Blade
- On the purchase of any ACDelco Gold (Professional) Wiper Blade
- On the purchase of any ACDelco Silver (Advantage) Wiper Blade

Visit gmpartsrebates.com to create your account and submit your rebates online, or visit gmenuineparts.com or acdelco.com for more information.

CERTAINTY STARTS HERE.

*Mail-in rebate available only to Independent Service Centers, Body Shops, or Commercial Fleets with a U.S. mailing address. Limit 15 rebates per part category per business. Not available with some other offers. Government and municipal fleets are excluded. Allow 6 to 8 weeks from promotion end date for delivery of Visa Prepaid Card. Visa Prepaid Card will be issued in the business name. Visit your my GM Partner Perks dashboard or see gmpartsrebates.com for complete details, eligible parts, and rebate form, which must be submitted by 4/15/22. Offers end 3/31/22.

my GM
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my GM Partner Perks members** could receive 1% to 4% in reward rebates on all Winter Pro Pack purchases



**Not available to Fleet members. Rebate amount depends on membership level and average monthly purchases during program period.