

SERVICE

IN SIGHTS

SPRING 2023

*Service Repair News
From Your Parts Dealer*

ALL-NEW 2023 CHEVROLET COLORADO



How to Market
GM Parts

Answering
the Call

ACDelco Spark
Plugs

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SPRING 2023

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IN
SIGHTS

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2023 Chevrolet Colorado

Preproduction model shown. Actual production model may vary. Available early 2023. Due to current supply-chain shortages, certain features shown throughout have limited or late availability, or are no longer available.

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Resource Center

MY GM PARTNER PERKS PROGRAM HEADQUARTERS IS READY TO HELP

Your parts business relies on many tools to stay healthy and thriving, so be sure you're taking advantage of every source of support at your disposal.

One way to give your facility a big boost is to enroll in the my GM Partner Perks loyalty program from GM Genuine Parts and ACDelco. The program offers a wealth of benefits, ranging from rewards/incentives and marketing support to repair resource discounts and increased profitability potential.

But, it also comes with an additional, invaluable resource: a Program Headquarters staffed by eight specially trained agents and a team leader to help with the program and its numerous business tools along the way.

"The Program Headquarters is here to provide members with a team of

seasoned professionals who can quickly provide resolution to most program-related questions and concerns," says Cynthia Hoops-Luna, Senior Customer Operations Manager.

Certified agents have gone through extensive training on the program and can be reached by phone, email or chat, which is available after logging in at mygmpartnerperks.com. (See contact information on next page.)

Program Experts
Agents at Program Headquarters are extremely knowledgeable about the program, thanks to classroom and peer training as well as one-on-one coaching.

Many of the current agents have been working for Program Headquarters for several years and have developed relationships with shops and contacts.

Here to Help

Agents at my GM Partner Perks Program Headquarters are on hand to help guide you through with a wide range of questions and processes, including:

General program information

- Explaining how to earn rewards and check balances
- Providing contact information for benefits such as repair resources or roadside assistance

Enrollment and reenrollment

- Guiding potential new members through the enrollment process
- Assisting existing members with reenrollment

Website reporting and functionality

- Directing members to where they'll find information on reports
- Helping members find and use tools in the Toolbox
- Instructing members on how to find job aids/forms such as the change of ownership form

Password resets/unlocking accounts

Profile updates

Guidance on SSN/EIN validation

Website navigation

They can usually offer assistance immediately, but, if an issue needs more research, they will follow up by email or phone.

If additional assistance is needed, the agents can also refer program members to the correct person, such as a District Manager.

To ensure a positive experience with Program Headquarters, end-of-call surveys and monthly scorecards help measure success and prepare the agents for future contacts. ■



If you're interested in enrolling in the program, visit mygmpartnerperks.com for more information.

Contact Program Headquarters

For questions about the my GM Partner Perks Program:

my GM
partnerperks



Chat
Members log in at mygmpartnerperks.com and begin the chat function.
Hours: M-F 8 a.m. to 4:30 p.m. CT



Phone
1-800-253-3428
Hours: M-F 8 a.m. to 5 p.m. CT

Email
mygmpartnerperks@programhq.com



Promotions in Place

5 Ways

to help market GM Genuine Parts and ACDelco at your shop

As an automotive professional, you understand the importance of using quality parts to give your customers the best possible experience.

Sharing your knowledge about the benefits of GM Genuine Parts and ACDelco has the potential to not only help increase customer satisfaction, but help increase your profits as well.

There are numerous programs and resources available to you to help market our parts and products to your customers,

from the moment they enter your lobby.

“We’re the only parts brands 100% backed by General Motors,” says Jacob Lepore, Global Parts Marketing Brand Lead. “In an ever-changing market, GM Genuine Parts and ACDelco are using over a century’s worth of experience to deliver the quality that our customers expect.”

Insights has compiled a list of simple tips to implement at your facility to promote GM Genuine Parts and ACDelco now and throughout the year.

1 Play Parts Videos

You’ll find an entire digital library of videos showcasing GM Genuine Parts and ACDelco available to you on the brands’ YouTube channel as well as on the gmparts.com website.

Download these videos and then play them on a loop using a closed-circuit TV in your waiting area or near your front counter. These “snackable, stackable” videos are highly engaging and short in length to keep customer attention while providing valuable product details.

Video series such as the Driven by Details and Certainty Starts Here highlight topics ranging from batteries, brakes and

spark plugs to collision and powertrain components.

New videos are made available on a regular basis to stay current on content. For example, one on ACDelco Gold Wheel Bearings was just recently added to the collection.

Using Videos Online

In addition to playing these videos in your facility, you can also use them on your website and social media channels. Here’s how to embed a video online:

- Click “Share” under the video.
- Click “Embed.”
- Copy the HTML code from the box that appears.
- Paste the code into your site HTML or URL.

2 Stay Social



Provide your customers with the resources they need to continue connecting with you online once they leave the shop.

Digital content and promotion can leave a lasting impact on customers, so post your website address and social media channels on items throughout your facility whenever possible.

Place signs listing the sites or QR codes near the counter and around the lobby. Let people know where to find you online

by putting the information on your invoices and other paperwork, and include social media handles on your shop’s email and text communications.

Also, be sure to incorporate the hashtags **#gmgenuineparts** and **#acdelco** to direct customers to the brand channels for additional content. For best practices on using social media to promote your business, refer to our recent *Insights* series.



Continued on next page >



Promotions in Place (continued)

3 Forge a Partnership

The my GM Partner Perks loyalty program offers a wealth of marketing assistance to help promote your business.

If you're already a member of my GM Partner Perks, you can take advantage of the many marketing benefits offered through the program, including point-of-sale and merchandising materials, co-branded signage, lobby TV and digital menu subscriptions, and discounts on services for managing websites, creating

content and making the most of search-engine optimization.

Vendors are available to assist participating shops with a wide range of services, from social media content and analysis and website creation/support, to creating an online appointment schedule or a page for employment openings.

Current program members may want to consider upgrading their membership to Perks+ or Pro Perks++ to qualify for



even more marketing advantages.

These include appearing on the National Website Locator Listing and using the ACDelco Image Enhancement Program. The enhancement program allows members to work with an ACDelco representative to receive a subsidy for shop updates. This can include updates to your facility's interior and exterior, new indoor and outdoor building graphics, ACDelco-specific paint, building awnings, illuminated and metal signage, vehicle graphics and a customized shop rendering.



5 Shop ACDelco 1Store

In addition to the marketing and promotion materials available to my GM Partner Perks members on the ACDelco 1Store – many at no cost – you'll want to consider some of the site's promotional merchandise available. These items go a long way to enhance your shop when distributed to employees or passed out to customers. With a vast array of products ranging from apparel and gifts to store display materials, you will find something to suit every need.

Promotional items can be distributed as thank-you gifts to your customers or employees. Or, consider putting a reward system into place with merchandise as prizes. You could provide employees with branded shirts, jackets or hats to wear to work and promote the parts brands.

You'll also find items that were specially designed to display GM Genuine Parts and ACDelco products in your store, including battery and windshield-wiper racks.

Visit acdelco1store.com to start shopping. ■



4 Use Ready-Made Promotional Assets

Remember that your shop extends beyond the brick-and-mortar location and goes online too. Offer your customers online opportunities with the Trade and Consumer Activation Guides available to my GM Partner Perks members through ACDelco 1Store or GM Asset Central.

The guides contain materials to promote GM Genuine Parts and ACDelco on your facility's website, social channels, newsletter and other communications. You'll find website mastheads and online advertising pieces for desktop and mobile formats, plus rebate forms, customizable email templates and more.

Promotion launch materials are available, including point-of-sale pieces such as door clings, table tents and counter mat inserts, as well as instructions on how to locate and use them.

The guides also contain resources for



Brand Campaign Kits, Global Branding Readiness and my GM Partner Perks. There are logos, social media support/content, branding guidelines and more. Go to acdelco1store.com to find the latest activation guides.

SELECT COMPANY

All-New 2023 Chevrolet Colorado opens up the possibilities with a range of best-in-class options

Whether cruising backcountry roads, navigating busy city streets or stopping off at the local home-improvement store, a truck owner requires specific characteristics from their vehicle. When a single truck can provide all those elements, that makes for one satisfied owner.

The All-New 2023 Chevrolet Colorado is an example of what a focus on versatility, performance and function can produce. Available in five distinct trims and boasting five different drive modes, the Colorado has introduced some notable updates to the previous model that will help people travel to new places while also helping to make them feel safe and more secure.



CHOICES ABOUND

Colorado customers will be able to select from five trim levels, including the first-ever Colorado Trail Boss with a 2-inch factory-installed lift and wider chassis. The all-new ZR2 trim features a Desert Boss Special Edition with a model-specific off-road bumper, roof-mounted light bar and sport bar in the truck's bed.

COVERING GROUND

Speaking of choices, those behind the wheel of the 2023 Colorado have up to five drive modes at their disposal, addressing different types of terrain. "Off-Road" offers traction for loose surfaces such as mud or gravel, "Terrain" helps tackle steep hills, "Baja" assists in maneuvering over sand, "Tow/Haul" optimizes performance when hauling a heavy load and "Normal" focuses on your everyday ride.



POWER FORWARD

The new engines on the Colorado are three unique iterations of a 2.7L Turbo engine, including Plus and High-Output versions that work with upgraded 8-speed transmissions (designed for smoother shifting and quicker downshifts) to produce up to 391 lb-ft and 430 lb-ft of torque, respectively. This is best-in-class torque. Available towing capability comes in at 7,700 lbs. for the Colorado's highest-performing model.*

Continued on next page >

Preproduction model shown. Actual production model may vary. Available early 2023. Due to current supply-chain shortages, certain features shown throughout have limited or late availability, or are no longer available.

*Based on latest available competitive data. Requires Colorado with available 2.7L Turbo Plus engine and Advanced Trailering Package. Maximum trailering ratings are intended for comparison purposes only. Before you buy a vehicle or use it for trailering, carefully review the Trailering section of the Owner's Manual. The trailering capacity of your specific vehicle may vary. The weight of passengers, cargo and options or accessories may reduce the amount you can trailer.

Select Company (Continued)



SCREEN TIME

A wide variety of data will be available to Colorado owners with the segment's first fully digital Driver Information Center and an 11.3-inch diagonal infotainment display with app interface capability. In addition, Colorado offers a best-in-class up to 10 camera views,* including segment-first underbody cameras that provide both forward- and rear-facing perspectives. Those traveling the dusty trails can also track how they're doing with the new Off-Road Performance Display (ZR2, Z71 and Trail Boss models), complete with an altimeter, g-force meter and 3D pitch and roll output.

PUT TO BED

The Colorado features an available StowFlex Tailgate that comes with a lockable storage compartment built into it. This is not only a great place to stow equipment, but the compartment can double as a cooler as it is equipped with a drain. The Colorado's bed also has up to 17 available tie-downs (eight standard) to keep gear in place, and a measurement tool molded into the surface of the tailgate.



*Safety or driver assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. Read the vehicle Owner's Manual for important feature limitations and information.



Parts and PARCEL

Diesel fuel-injector kit brings components together for easier ordering, repair

It's nice when things come together in a neat package.

Take, for example, the new GM Genuine Parts diesel direct-injection fuel-injector kit for the 6.6L Duramax engine, which gives technicians all the components needed to make a diesel fuel-injector system repair.

There are 35 items – ranging from fuel-system valves and pipes to intake-manifold seals to gaskets – condensed into this single OEM kit and part number. This will streamline the ordering process and save time.

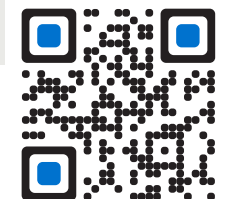
In the past, technicians may have had to order several unusual parts and deal with corresponding part numbers. “Why not make it simple from the beginning?” asks Ryan Warren, Product Manager for Fuel Systems, Emission Controls and Engine Cooling Systems.

Those purchasing the kit can rest assured that the parts have been rigorously tested to meet GM OE standards, he adds, underscoring the importance of getting a GM Genuine Parts product.

Warren says that not only should ordering be made easier, but the parts within the kit will automatically be updated to reflect the latest, most relevant items available.

The GM Genuine Parts diesel direct-injection fuel-injector kit is made for 2011-2016 Chevrolet Silverado 2500 and 3500 and 2011-2016 GMC Sierra 2500 and 3500 trucks with the Duramax Diesel engine. The kit is covered by GM's 24-month/unlimited-mile limited warranty.* ■

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



*Warranty effective on parts purchased April 1, 2018, and later to the original retail purchaser. Contact seller for limited warranty part details, qualifications and possible labor coverage.

PLUGGED IN FOR *Performance*



ACDelco spark plugs and GM Genuine Parts glow plugs offer smooth operation

No matter a vehicle's make, model or even age, ACDelco has spark plugs that can ensure a quality performance. ACDelco's Iridium, Double Platinum, RAPIDFIRE and Conventional spark plugs are designed to last and include generous warranties.*

ACDelco GM OE Improved Performance (IP) Iridium spark plugs are designed for GM's power-dense Dual Overhead Cam engines found in certain 2019-and-newer model-year vehicles.

The standard terminal has been replaced by a cup-shaped terminal, which allows for a longer ceramic insulator while maintaining the height of the plug. The longer ceramic insulator increases the dielectric seal length, which is important for the demanding dual overhead cam, high-boosted engines.

The IP plug joins the existing ACDelco Iridium line for 2000 model-year-and-newer vehicles featuring a suppressor seal for consistent voltage, as well as specially designed electrodes for improved cold starting and quicker acceleration.

ACDelco's Double Platinum spark plugs are for vehicles from the 1997-and-newer model years. They have double platinum pads on the center electrode and a 100-percent-copper core.



For pre-1995 model years, ACDelco's RAPIDFIRE spark plugs provide an ideal fit. They have a single platinum electrode, pure copper core for durability and high-quality suppressors that help prevent misfiring.

ACDelco's Conventional spark plugs are designed for reliability and efficient performance. They have a 30,000-mile plug life and come with a 24-month/unlimited-mile warranty.*

Glow Plugs

Especially important in the colder winter months, glow plugs play an essential role in the operation of diesel engines. They preheat the engine's cylinders so that diesel fuel can more easily combust



— a crucial need in winter months, including during cold starts.

GM Genuine Parts OE Glow Plugs improve throttle response, reduce exhaust emissions and are regulated by a controller to avoid overheating. They include a full range of reaches – from 21mm to 40mm – to meet chamber requirements in a wide variety of applications.

It's important to note that most current GM diesel vehicles use ceramic glow plugs. Ceramic glow plugs enable more efficiency through higher temperatures and faster preheating times. But, they are also much more sensitive to damage than conventional glow plugs. Damage to ceramic glow plugs can be hard to spot, causing future engine failure.

As such, ceramic glow plugs are considered one-time-use parts. Be sure to discard and replace them with new glow plugs whenever one is removed from the cylinder head. If the cylinder head is removed with the ceramic glow plugs inside, all ceramic glow plugs must be replaced with new ones.

When installing new ceramic glow plugs, be sure to clean the glow-plug bore with a proper tool to remove carbon buildup. ■

*GM Genuine Parts OE Glow Plugs **improve** throttle response, **reduce** exhaust emissions and are **regulated** by a controller to avoid overheating.*

*Warranty effective on parts purchased April 1, 2018, and later to the original retail purchaser. Contact seller for limited warranty part details, qualifications and possible labor coverage.



STOPPING POWER

ACDELCO GOLD AND SILVER BRAKE PADS BLEND PERFORMANCE WITH PURPOSE

With the idea that all drivers depend on their vehicle to stop surely and safely at some point, it's good to know ACDelco offers products that, along with being a cost-effective option to Original Equipment (OE), boast high-quality materials and rigorous testing methods.

ACDelco Gold and Silver brake pads, for example, are manufactured to meet the fit, form and function of OE parts, and are an attractive alternative to aftermarket competitors for GM vehicles as well as most other brands and models.

"ACDelco Gold is tailored more to the OE customer with high-level components and hardware," says Zach Hirsch, Product Manager for Brakes for Customer Care and Aftersales. "Silver is an opening price point, but still offers significant quality with an equal breadth and depth of products. Both put their focus on stopping power, noise reduction and reducing wear."

MATERIAL SELECTION

Before testing even begins, material selection plays a key role in the process

of furnishing high-quality brake pads. ACDelco Gold brake pads use premium friction materials and enhancements. The pads have ceramic and semi-metallic formulations that are platform-specific and include a black dust-coated backplate for corrosion resistance.

ACDelco Silver brake pads also use ceramic and semi-metallic formulas to optimize reliability for a range of vehicle applications, with a gray backing plate providing protection from corrosion. And, both ACDelco Gold and Silver brake pads utilize 301 stainless-steel hardware (with significant carbon content to better withstand mechanical force), helping to produce smooth operation in the caliper bracket, even in the harshest conditions.

RIGOROUS TESTING

ACDelco Gold brake pads go through special testing called AMP3, which stands for Analysis Measuring Power, Performance and Precision. The testing, conducted by an independent third party, goes beyond the basics of measuring the coefficient of friction, using SAE J2784

The ACDelco Gold brake pad (right) closely follows the design of its OE counterpart (left)



SLOTS AND CHAMFERS

When you see a brake pad, it will have different slots or channels within and chamfers at each end. Those features play a role in Noise Vibration Harshness (NVH) tuning: the slots or channels help increase the flexibility of the pad in addressing heat-induced pulsation; the chamfers help adjust the alignment of the pad to the rotor to combat noise instability.

ACDelco pads follow OE grooves and chamfers in their design. "We look around the industry for exact specifications, and we reverse engineer ACDelco Gold and Silver brake pads from the OE part applications," says Zach Hirsch, Product Manager for Brakes for Customer Care and Aftersales.

and FMVSS 135 protocols that include virtual modeling, scenario-based testing and comprehensive granular testing. A dynamometer simulation helps calculate stopping distances to Federal Motor Vehicle Safety Standards, employing a wide range of speeds and taking Vehicle Gross Weight Ratings into consideration.

In a test for corrosion protection, ACDelco Gold brake pads and leading competitors underwent some 360 hours of salt-spray exposure. It was determined that the powder-coated backing plates on the ACDelco brake pads offered an extra level

of protection, reducing the potential for rust jacking and seizure in the caliper jacket.

ACDelco Silver brake pads are evaluated using the Brake Effective Evaluation Procedure (BEEP) process, administered by SAE's Performance Review Institute. The procedure, which uses an SAE brake dynamometer standard, gauges the pads' performance in a variety of situations, including during normal temperature operation, a failed system (with the power assist and hydraulic system), and brake recovery. ■

Next Issue

In the next issue of Insights magazine, we'll look at the ACDelco Gold and Silver brake rotors.

Informed and **ENGAGED**

ACDelco instructor combines education with passion in his presentations

For ACDelco instructor Jerry Mungle, product knowledge is obviously the No. 1 requirement for anyone leading a training course.

But without enthusiasm for the subject matter at hand, success as a trainer could prove to be elusive. “If you are not enjoying the process, whether it be the material that you’re presenting or the dialogue with the students, then it will become apparent to your audience and they probably won’t absorb the information as easily,” he says.

Mungle, who’s been an ACDelco instructor for more than two decades, oversees the breadth of the ACDelco course catalog, from electrical components and brakes to AC and collision parts. He primarily covers Texas, southern Mississippi and southern Louisiana, and sometimes helps in the development of curriculum.

An ASE Master Tech since 1986, Mungle is also L1-certified in Drivability, Diagnosis and Light Duty Hybrid/Electric Vehicle. He applies that experience to in-shop courses, seminars and virtual training as well as during interactions with students ranging from savvy veterans to younger, technology-minded technicians.

“When you see the light come on and they start figuring out the content, that’s very satisfying,” Mungle says. “If I can help another technician do a better job – and help them better provide for themselves and their family – then I have accomplished something.” ■

“When you see the
**LIGHT
COME ON**
and they start figuring
out the content, **THAT’S VERY SATISFYING.**”



Mungle lives in Deer Park, Texas, and has an adult son. He likes drag racing (NHRA-style) and riding Harleys.

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On the purchase of any GM Genuine Parts GM OE or ACDelco Gold Bearing and Hub Assemblies

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\$.50 On the purchase of any ACDelco Gold Brake Rotor or Drum

Visit gmpartsrebates.com to create your account and submit your rebates online, or visit gmparts.com/professional-rebates for more information.

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