



GENUINE
PARTS

ACDelco

BOOST YOUR PARTS BUSINESS

WITH THE GM INSIGHTS PROGRAM

As a GM parts supplier, you know how important it is to have the right components to get the job done right.

Just like you offer high-quality GM Original Equipment parts to your customers, we are bringing you the real deal in customer communications to help you build loyalty and retention with your local independent service centers and body shops.

The **GM Insights** program, recently enhanced to provide a comprehensive look at product, technical and training information, is a valuable tool that supplies you with a professionally created set of quarterly print magazines. GM has provided an updated database for you to reach a wider range of customers, helping you build more solid relationships. These communications are designed to assist your customers with their business needs, ultimately benefiting your business as well.

Service Insights (for independent service centers) and *Repair Insights* (for independent body shops) are available and contain articles on the topics that interest your shops. Each magazine is customizable with your business name, logo, address and contact information as well as rebates, promotions and incentives hand-selected by you.

ENROLL
TODAY!



GENUINE
PARTS

ACDelco



Performance
Vehicles / Parts / Racing



GENUINE
PARTS

ACDelco

GM INSIGHTS PROGRAM

You'll realize numerous benefits from the GM Insights program as it provides your customers with tangible, real-world industry knowledge that they can use to improve their sales, service and repair practices.



HOW WILL THIS PROGRAM HELP MY BUSINESS?

These communications are sent directly to your customers and act as a "silent salesperson," keeping in contact with them on a regular basis. Most important is that it underscores that partnering with you is a smart business decision.

Specific advantages include:

- 1** The ability to send your customers communications that are **personalized to them and printed with your specific business information** – better than a business card!
- 2** Loaded with valuable product expertise and technical content, **these communications will be kept on hand as reference resources** and serve as a reminder of your commitment to building your customers' businesses.
- 3** Accessibility to the latest vehicle information, product updates, training courses and technology development helps you **keep your shops one step ahead of the competition**
- 4** Valuable parts information and knowledge from an official source **help differentiate you from other remanufacturers**
- 5** Your customers will receive **effective offers and incentives** for GM parts with a strong call to action.



BEST PRACTICE!

Include prospects in your mailing list for at least one year, even if they aren't purchasing any products at this point. Keep in mind that it often takes 8–10 contacts to make the first sale and this is a visible contact from your shop.

This program offers a direct link between your shops and one of the largest OEMs in the world!

WHO RECEIVES THE COMMUNICATIONS?

You can determine which customers, or prospects, are on your mailing list for *Insights*. We'll work with you to compile a list of your targeted independent service centers and body shops using our national database, so you'll know exactly who you're assisting through the program.

Beginning in 2025, GM identifies new shops that have been purchasing from the GM Parts Supplier and allows you to select them as part of your audience.



GENUINE
PARTS

ACDelco



Performance
Vehicles / Parts / Racing



GENUINE
PARTS

ACDelco

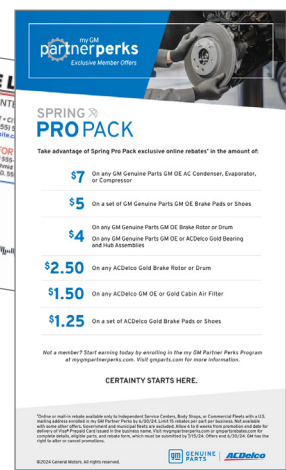
GM INSIGHTS PROGRAM

HOW DO I ENROLL?

To become part of this beneficial communications program, you can go to the Dealer Program Enrollment site through Global Connect. Please go to <https://dpe.vsp.autopartners.net> to enroll. For help, please contact Program Headquarters 1-800-931-7478 or support@ccainsights.com. Join now to be included in the next magazine.

ABOUT THE COMMUNICATIONS

Regardless of which magazine you choose to better suit your business needs (*Repair Insights* or *Service Insights*), the print magazines provide an integrated approach to reaching your customers.



GM GENUINE PARTS AND ACDELCO OFFERS

Each magazine contains special offers and incentives with your personalized business information for the shops in your mailing list.

4 MAGAZINES PER CALENDAR YEAR

The magazines are quarterly, so customers will receive a total of 4 new issues per year for Winter, Spring, Summer and Fall.

HOW IS THE PROGRAM FUNDED?

The GM Insights program is an effective – and affordable – tool for you to reach your shops. For one price, you will reach your customer contacts with a quarterly magazine – \$3 per quarter for each customer – a fantastic value for your marketing dollar!



Plus, the GM Insights program is 100% reimbursable to you! The program is auto-billed against your choice of the following funding sources:

- In-Market Retail (iMR) Parts Fund
- Wholesale Marketing Assistance Fund (WMAF)
- Advertising Promotions Fund (APF)

WE'RE
HERE TO
HELP!

If you have questions about the GM Insights program, or need assistance enrolling, Dealer Support is here to assist you.

Call **1-800-931-7478**
to talk to a trained specialist

or email
support@ccainsights.com
for a quick response from
our experienced staff.



GENUINE
PARTS

ACDelco



Performance
Vehicles / Parts / Racing