



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, which was recently enhanced to provide a comprehensive look at product, technical and training information, supplies you a professionally created set of communications to assist your customers with their business and, ultimately, your business.

WHAT DOES THE GM INSIGHTS PROGRAM INCLUDE?

The updated program includes two communications that can be sent to your customers:

Print magazines *Service Insights* (for independent service centers) and *Repair Insights* (for independent body shops) are available and contain professionally written 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.

Personalized postcards – a second touch to your contacts that are receiving the print magazine, featuring your promotions.

ENROLL
TODAY!



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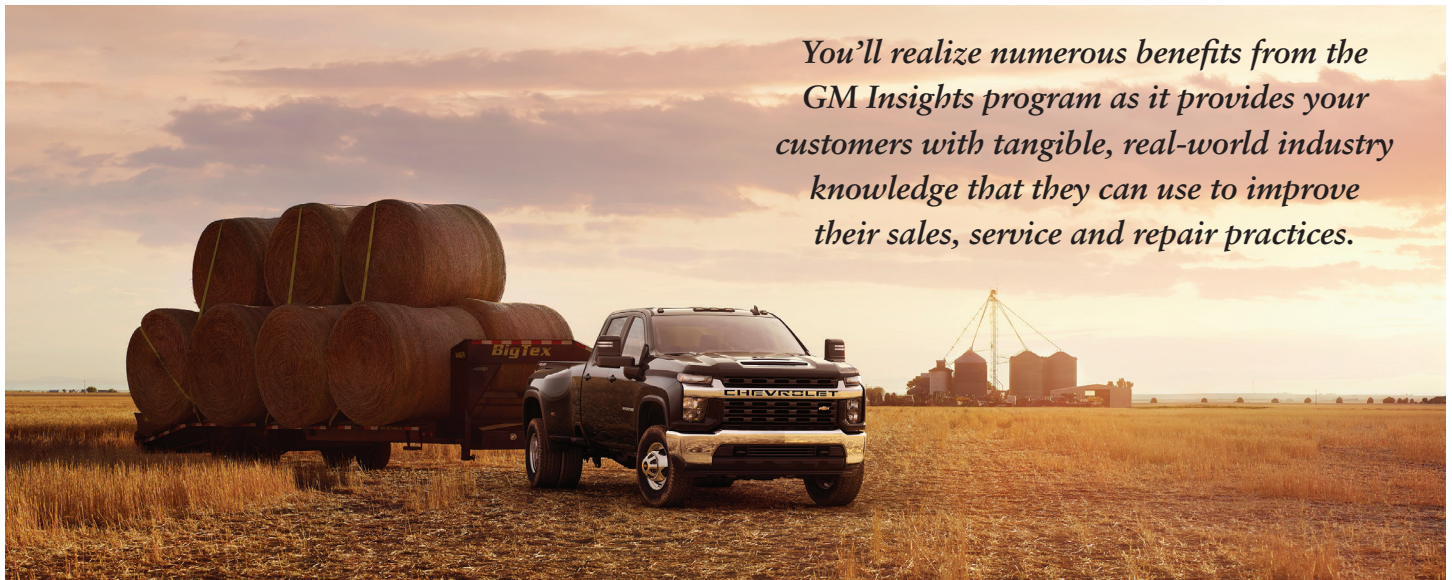


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GM INSIGHTS PROGRAM

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 information and knowledge from an official source **helps differentiate you from other parts providers**
- 5** Your input goes into **creating effective offers and incentives** for GM Parts with a strong call-to-action



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.



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GM INSIGHTS PROGRAM

HOW DO I ENROLL?

A program representative will contact you soon to discuss the program and help you enroll if you choose to participate. If you enroll right away, your customers will start receiving these highly beneficial communications beginning with the next issue.

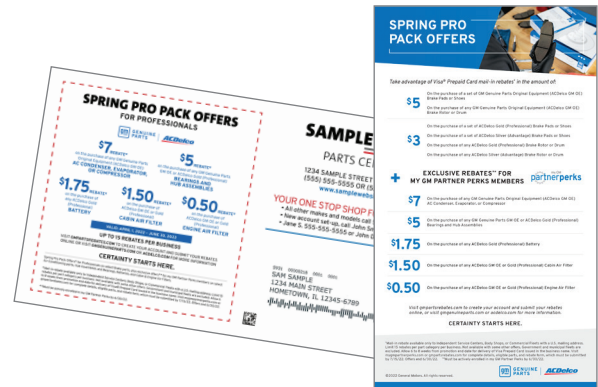
ABOUT THE COMMUNICATIONS

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



4 MAGAZINES PER CALENDAR YEAR

The magazines are quarterly, so customers will receive a total of 4 new issues – one every three months – for Fall, Winter, Spring and Summer.



4 POSTCARDS PER CALENDAR YEAR

Postcards containing customized offers and incentives from you will be sent to shops on your mailing list three weeks after *Insights* magazines are delivered.

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 and a quarterly postcard follow-up. This dynamic program bundle will provide more customer communications and value for your marketing dollar at a price of \$2.50 per quarter for each customer. For \$10.00 per customer per year, you will be reaching your customer contacts 8 times annually – that is \$1.25 each per contact!



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 Funds (iMR)
- Wholesale Marketing Assistance Funds (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 for a quick response from our experienced staff.



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