



my GM partnerperks

DARE TO VENTURE

Version 1/31/2022



Table of Contents

Program Overview	3
My GM Partner Perks Portal	4
Rewards & Incentives	6
Marketing Support	8
Repair Resources	20
Profitability & Productivity	29
Independent Service Centers	40
Independent Body Shops	44
Fleet	47
Additional Program Information	50
Index	56



Program Overview

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 a member, 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.

GM reserves the right to audit, modify, or cancel the program at any time.

My GM Partner Perks Portal

1 2

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 homepage whenever you want to get an overview of your plan performance; details are just a click away.

The screenshot displays the myGM partnerperks portal interface. At the top, there's a navigation bar with links like Alerts, My Profile, Help, and End Impersonate. Below this, the main header includes the myGM partnerperks logo, Reports, and My Toolbox. A dropdown menu shows the user is a Service Center Owner, and a Preferred Location selector is present.

My Wallet section shows the CURRENT BALANCE and a Spotlight promotion for a \$12 REBATE* on the purchase of four ACDelco GME OE Iridium Spark Plugs. A MY EARNINGS STATEMENT button is also visible.

My Business Performance section displays Current Earnings (PYTD) of 876 and Potential Earnings (MTD) of 19.00. It also shows Total Purchases (PYTD) with a goal of 73.25K and Monthly Purchases (MTD) with a goal of 3.52K. A donut chart illustrates the breakdown of earnings by category: MAINTENANCE_AND_REPAIR (66.08%), COLLISION (26.25%), and POWERTRAIN (7.67%).

Below the chart, a table shows the breakdown of earnings by product category:

VIEW BY :	PRODUCT	Value
	COLLISION	10,115
	MAINTENANCE_AND_REPAIR	25,459
	POWERTRAIN	2,955

A timeline at the bottom shows performance from September 2020 to March 2021, with status indicators (X for below goal, checkmark for on or above goal).

My GM Partner Perks Portal

1 2

Here's a quick overview to help you read your homepage:

Reports

- Opportunity Report
 - Purchases and Rewards
- Rebate Purchases Report

My Toolbox

- Under My Toolbox, users will find Business Management Tools to manage their profile, employees, sellers, and enrollment

Preferred Location

- Location that the information on the screen is referencing

My Wallet

- Current balance—points available to be redeemed by you

Spotlight

- Displays rotating current information for your business from my GM Partner Perks
- Find current information on Promotions or Marketing by selecting Current Information in the drop-down menu

My Business Performance

- A complete dashboard that keeps you informed of all of your earnings, purchases, and goals

Current Earnings

- What your business earned in the program year to date, not deducting redeemed points

Potential Earnings

- What your business COULD earn based on your purchases during the current month

Total Purchases (Year to Date) and Goal

- Your year-over-year purchases on all GM Genuine Parts, ACDelco and Chevrolet Performance parts, and Chevrolet, Buick, GMC, and Cadillac Accessories purchases, against a 10 percent growth objective

Monthly Purchases and Goal

- Your monthly purchases on all GM Genuine Parts, ACDelco and Chevrolet Performance parts, and Chevrolet, Buick, GMC, and Cadillac Accessories purchases, against a 10 percent growth objective
- A check mark indicates achieved growth bonus, and an "X" indicates unachieved growth bonus

Total Purchases by Category

- A year-to-date breakdown chart of your purchases by category

NOTE: Click on any purchase number or check mark to highlight that area in all charts.

Rewards & Incentives

1 2



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 Perks points will accumulate in your online portal wallet.

MY GM PARTNER PERKS REWARDS POINTS

Not available to Fleets

The points you earn as a my GM Partner Perks member 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 Apple Music™, 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 Perks 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 my GM Partner Perks points to a my GM Partner Perks Exclusively Yours Card
- Business-Expense Reimbursement: Transfer my GM Partner Perks points toward business expenses
- New GM Vehicle Purchase: Transfer my GM Partner Perks points toward the purchase of a new GM vehicle

NOTE: Once transferred to the card, my GM Partner Perks 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 my GM Partner Perks points toward the purchase of a new GM vehicle.

Rewards & Incentives

1 2

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

- Login problems
- Personnel changes
- Program/rules structure
- Promotions
- Reporting
- Enrollment questions
- Points questions

STREAMLINED CLAIMS PROCESS FOR MY GM PARTNER PERKS MEMBERS

For the 2021 Pro Pack Trade Rebates, my GM Partner Perks Program members will be able to participate in a streamlined Trade Rebate Program process through their my GM Partner Perks dashboard. That means all qualifying purchases will be tracked and rebate claims filed automatically, eliminating the need to mail or upload invoices. Members simply enroll at the beginning of each quarter and validate their purchases online within 2 weeks of the conclusion of the rebate period.

To participate in streamlined rebate processing, my GM Partner Perks members will complete the following steps, as outlined in the attached guide:

1. If not already members, businesses will need to enroll in my GM Partner Perks by the last day of the promotion.
 - a. Businesses that do not meet the my GM Partner Perks enrollment deadline may still submit to receive trade rebates but must submit for them via mail or online at gmpartsrebates.com.
2. Acknowledge they have both read and agreed to the terms of this program. This acknowledgment must be received by the end of the promotion.
 - a. To do this, log in to mygmpartnerperks.com, scroll to the current quarter's Pro Pack promotion tile and click it. Click "ENROLL NOW." Read and accept the Terms and Conditions and click "CONTINUE."
 - b. Businesses that have acknowledged participation in the my GM Partner Perks automated claims process agree to NOT submit manual rebate claims via mail or online at gmpartsrebates.com.
3. Purchase an eligible part(s) as indicated on mygmpartnerperks.com from a GM Dealership, ACDelco Direct Account, online retailer, or auto parts store.
4. Validate qualifying parts purchases on mygmpartnerperks.com to ensure they have been captured correctly via the my GM Partner Perks automated trade rebate process. Validations can be completed throughout the rebate period, but all rebate qualifying purchases must be validated by program headquarters.

NOTE: When a shop agrees to the Terms and Conditions, it is enrolled for the full calendar year for all quarterly Trade Rebate Programs (Q1 through Q4 2021).

Marketing Support

1 2 3 4 5 6 7 8 9 10 11 12



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.

PROMOTIONAL KITS

Not available to Fleets

Perks+ and Pro Perks++ members 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 member, launch guides, rebate forms, computer monitor signs, and more will be delivered straight to your doorstep.

TAKE ADVANTAGE
OF OUR FILTER
OFFERS



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

	\$3.50	On the purchase of GM Genuine Parts and ACDelco Fuel Filters
	\$3.50	On the purchase of ACDelco Cabin Air Filters
	\$3.50	On the purchase of ACDelco Engine Air Filters
	\$1.50	On the purchase of ACDelco Oil Filters

Wherever GM Genuine Parts and ACDelco parts are sold

*Mail-in rebate available to retail customers with a U.S. mailing address only. Limit two per household. Allow 6 to 8 weeks for delivery of Visa Prepaid Card. See acdelco.com or gmpartsupplies.com for details and rebate form, which must be postmarked or submitted online by 12/31/22. Offer ends 12/31/25.

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\$12 REBATE*

on the purchase of four ACDelco
GM OE Iridium Spark Plugs wherever
parts are sold.

*Retail customers with a U.S. mailing address only. Rebate valid on minimum purchase of four spark plugs and maximum of 16 spark plugs per household. Allow 6 to 8 weeks for delivery of rebate check. See acdelco.com or gmpartsupplies.com for details and rebate form, which must be postmarked or submitted online by 12/31/22. Offer ends 12/31/25.





Marketing Support

1 2 3 4 5 6 7 8 9 10 11 12

POINT-OF-SALE AND MERCHANDISING MATERIALS

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 materials
- 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 materials, and more
- Product photos
- Logos and other brand images, along with product information and presentations

DIGITAL SUPPORT

The importance of equipping your business with digital support is more crucial than ever, and as a my GM Partner Perks member, 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 member 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

Marketing Support

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REPAIR SHOP WEBSITES

Repair Shop Websites has focused on the automotive industry for the last 16 years, building great-looking websites that attract customers to repair shops in all 50 states. With no contracts and a 95 percent customer retention rate, you can be confident that you'll receive great search results and extraordinary customer service.



And as a my GM Partner Perks member, you'll enjoy exclusive, special pricing and features, whether you choose the Pro+MOBILE support level or whether you choose to save even more with the premium Pro+CONNECT (most popular) or Pro+ENGAGE support levels.

WEBSITE FEATURES

- Website hosting
- Personalized homepage
- Map with directions
- Contact information
- Customizable banners
- Our Shop, Services, Careers, and Meet the Team pages
- Powerful SEO

Websites are made live in 3 business days, with \$0 added costs for customer support or changes. Explore the benefits of all three support levels below and decide which will work hardest for your specific business needs.

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

PRO+MOBILE

- Google My Business management
- Enhanced local SEO
- Mobile version of your websites, including click-to-call on cell phones
- Responsive design for tablets and other devices
- Appointment Request and Tire Selector forms
- Reviews page
- Hiring page, including job descriptions
- No additional charges for website updates

Marketing Support

1 2 3 **4** 5 6 7 8 9 10 11 12

PRO+CONNECT

- Google My Business management
- Enhanced local SEO
- Mobile version of your websites, including click-to-call on cell phones
- Responsive design for tablets and other devices
- Appointment Request and Tire Selector forms
- Reviews page
- Hiring page, including job descriptions
- No additional charges for website updates
- Facebook page setup, posting, and management
- Hiring Assessment Survey on your website to filter and rank qualified applicants
- Up to 10 professional email addresses at your domain (service@yourshop.com)
- Integrated Reviews to encourage customer posting of positive reviews on Google and Facebook

PRO+ENGAGE

- Google My Business management
- Enhanced local SEO
- Mobile version of your websites, including click-to-call on cell phones
- Responsive design for tablets and other devices
- Appointment Request and Tire Selector forms
- Reviews page
- Hiring page, including job descriptions
- No additional charges for website updates
- Facebook page setup, posting, and management
- Hiring Assessment Survey on your website to filter and rank qualified applicants
- Up to 10 professional email addresses at your domain (service@yourshop.com)
- Integrated Reviews to encourage customer posting of positive reviews on Google and Facebook
- Assigned Account Manager to ensure your web presence is up to date and meeting your needs
- Professional, educational videos on your website from AutoNetTV
- Call recording and Analytics to track website and service advisor performance
- Google and Facebook Review Management

	PERKS	PERKS+	PRO PERKS++
	Setup Discount	Setup Discount	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 member!

Marketing Support

1 2 3 4 **5** 6 7 8 9 10 11 12

ONLINE ADVERTISING SERVICES

TCS Start

In business for more than 20 years, TCS develops and supports websites and digital marketing services for automotive repair shops, providing its customers with the tools they need to help build stronger, more loyal relationships with their own customer base. My GM Partner Perks members can take advantage of the following pricing and benefit packages:



- Customized web design
- Comprehensive search catalogs
- My Service Reminder tool
- Individual service pages
- Premium directory management
- Optimized tire fitment data advertising

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

HOW TCS HELPS DEALERS

- Assesses “online health”
- Runs local SEO tests to determine Google rank and compares results with competitors
- Provides access to Premium Directory Management, which checks more than 150 online directories and navigation services to ensure consistency and control across a dealer’s listings
- Tests dealer social media presence
- Generates an online report card to help dealer optimize online strategies and identify which solutions are recommended

TCS offers a basic website support level and two value-rich premium support levels:

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

Marketing Support

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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
- Tire wholesale integration
- Managed tire catalog and auto-pushed manufacturer promotions

PRICING:

	PERKS	PERKS+	PRO PERKS++
	Setup Discount	Setup & Monthly Discount	Setup & Quarterly 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 sales@[tcstire.com](mailto:sales@tcstire.com).

Marketing Support

1 2 3 4 5 6 **7** 8 9 10 11 12

GOOGLE ADWORDS MANAGEMENT—TCS

Attract customers to your website who are ready to buy through Google Search. Campaign build for new members 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 members \$295 for the campaign build with 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; the cost is an additional \$70 per month if the 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 member!

Marketing Support

1 2 3 4 5 6 7 **8** 9 10 11 12

LOBBY TV AND DIGITAL MENU BOARD

Not available to Independent Body Shops

As a my GM Partner Perks member, you can use these services to not only modernize your shop but also to help promote all of 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.

Members at the Pro Perks++ level receive the video player at no additional charge, a value of \$150.

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

\$12 REBATE*

on the purchase of four ACDelco
GM OE Iridium Spark Plugs wherever
parts are sold.

*Retail customers with a U.S. mailing address only. Rebate valid on minimum purchase of four spark plugs and maximum of 16 spark plugs per household. Allow 6 to 8 weeks for delivery of rebate check. See acdelco.com or gmpartsrebates.com for details and rebate form, which must be postmarked or submitted online by 1/31/22. Offer ends 12/31/21.

ACDelco

The advertisement features a blue and white design. On the left, a blue triangle contains the "\$12 REBATE*" text. Below it, white text describes the rebate conditions. At the bottom left is the ACDelco logo. On the right, a photograph shows several ACDelco Iridium spark plugs resting on a wooden surface.

Marketing Support

1 2 3 4 5 6 7 8 **9** 10 11 12

MITCHELL 1–SOCIALCRM

Not available to Fleets

Perks+ and Pro Perks++ members can take advantage of Mitchell 1's SocialCRM marketing service, now with LocalSearch, to help bring your existing customers back sooner and more often. With Mitchell 1, your business can attract customers right from the web, and through automated email marketing messages, verified customer reviews, and text-message campaigns.



SocialCRM is integrated with Manager SE, which provides instant access to customer details and insights, real-time review notifications, and exclusive industry and business reporting. Features include:

- Verified, SEO-friendly consumer reviews
- Low-review-concern resolution (ReScore)
- Text-message reminder and marketing campaigns
- Automated email marketing campaigns
- Social media marketing content
- Online appointment scheduling
- A customer-support agent assigned to your shop
- Personalized customer vehicle-history pages
- Robust reporting, including sales projections and industry benchmarks
- Supplemental reviews generated by phone
- Help with social media content and reviews
- Optional: website design, internet marketing, paid search advertising, and target-market postcards

CRM CAPABILITIES, DRIVEN BY THE POWER OF EPICOR

Not available to Fleets

Epicor MechanicNet Cloud CRM offers automated, highly user-friendly promotions, service reminders, print and digital mailers, online appointment setting, dynamic websites, social media integration, online review management, and texting tools to help shops build stronger, more profitable customer relationships.



Our offerings include:

- Customer-retention management for service shops
- Marketing campaigns and materials
- OBD4 Business Dashboard
- Online appointment management
- Appointment reminders
- Reputation management application
- User-friendly communications console
- Seasonal and holiday promotions
- Sales manual materials
- Picture and video messages for customers from techs for service sales
- Training and resources

If you are interested in learning more about world-class CRM and marketing tools, please call 877.632.4638 or 916.891.2458.

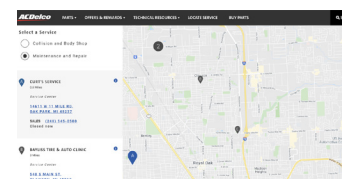
Marketing Support

1 2 3 4 5 6 7 8 9 **10** 11 12

NATIONAL WEBSITE LOCATOR LISTING

Not available to Fleets

Location promotion is just one of the many ways my GM Partner Perks keeps your business at the digital forefront. Perks+ and Pro Perks++ members will be featured on the acdelco.com locator (unless opted out) so customers can quickly locate and contact members' 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

Not available to Independent Body Shops

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



The Image Program comprises several elements:

Signage

- Metal signage
- Illuminated module exterior signs
- Illuminated channel letters
- Replacement faces for existing signs
- Digital Menu Board and Lobby TV
- Vehicle graphic wraps

Building graphics and interior elements

- Service-bay door graphics
- Wall border
- Shop awnings
- Sherwin-Williams interior and exterior ACDelco paint colors

Enhancement Program

- Shop makeover
- Shared investment between you and ACDelco

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. Find more information on the Image Program by visiting acdelco1store.com and clicking the “Signage” drop-down.

Download the ACDelco Image Enhancement Program Guide on mygmpartnerperks.com to explore your image options.

Marketing Support

1 2 3 4 5 6 7 8 9 10 11 12

ACDELCO IMAGE ENHANCEMENT PROGRAM

Available to Independent Service Centers only

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 Enhancement Program. The ACDELco Image Enhancement 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
- Indoor and outdoor building graphics
- Sherwin-Williams interior and exterior ACDELco paint colors
- Building awnings
- Illuminated and metal signage
- Vehicle graphics
- Customized shop rendering

How to get started

1. Pro Perks++ or Regional Service Centers with purchases of more than \$6,000/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 Marketing Manager or ACDELco Zone Manager 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 accounts, 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 or ACDELco Zone Manager.
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. Pro Perks++ Accounts must meet and maintain a purchase level of \$6,000/month.

Download the ACDELco Image Program Guide on mygmpartnerperks.com to explore your image options.

Marketing Support

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) **12**

ACDELCO UNIFORMS AND APPAREL

ACDelco uniforms and apparel are available. Our technician shirt is available in long- and short-sleeve styles and has many innovative 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.

Repair Resources

1 2 3 4 5 6 7 8 9



Members receive access to Techline Information Systems, diagnostic support, and Service Information (Si) to keep your shop and employees up to date and to get subscription discounts to help lower your labor costs.

SERVICE INFORMATION

Put GM's No. 1 source for auto repair in the palm of your hand. Si is a web-based subscription service* that delivers the most accurate and current repair and diagnostic information. Si 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 Si. As a Perks+ member, 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 Si 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.

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

ACDELCO'S TECHLINE CONNECT

Techline Connect is the internet-based subscription service exclusive to my GM Partner Perks members 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 Techline Connect and/or subscribe now for instant access at acdelco.com. Subscription available to eligible members at the regular price of \$995. For technical support, call 888.212.8959.

Repair Resources

1 2 3 4 5 6 7 8 9

TECHNICAL ASSISTANCE

Not available to Fleets

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. Members 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 members, with a \$3 administration fee on the first call of every new vehicle case. New my GM Partner Perks members 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 in to 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—TECHNICAL

Mitchell 1 provides information solutions to help your business. As a my GM Partner Perks member, 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.



ProDemand® provides complete OEM repair, estimating, and maintenance information with exclusive real-world industry insights in a single lookup. The 1Search™ Plus search engine returns auto repair information in a user-friendly graphic “card” layout aligned with a technician’s workflow. Key features include expert-based Real Fixes, ADAS quick reference, interactive color wiring diagrams, the latest TSBs, common replaced parts graphs, and integrated estimating with the Mitchell 1 Manager™ SE shop management system.

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++ members
- \$10 off prices listed above for Perks members

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

Repair Resources

1 2 **3** 4 5 6 7 8 9

IDENTIFIX/DIRECT-HIT

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, or tablet or directly on any number of scan tools.



Direct-Hit's Hotline Archives, shortcut tests, and confirmed fixes can help technicians reduce diagnostic times. 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.

Direct-Hit contains OE service and repair information:

- OE remove/replace procedures
- OE wiring diagrams
- OE technical service bulletins
- OE fluid specifications
- OE component locations
- OE diagnostic trouble codes with procedures
- OE maintenance schedules with reset procedures
- OE part numbers

Direct-Hit also offers:

- Supercharged search engine
- Multiple labor guides, including MOTOR and Chilton
- Component and system exploded views
- Estimating guide with parts and labor information
- Interactive wiring diagrams
- NHTSA recalls
- Reliability reports
- Real-world technician input on confirmed fixes

Everyone enrolled in the program can receive this service at a reduced price of \$144 per month. Pro Perks++ members 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.

To call in to the my GM Partner Perks Diagnostic and Repair Assistance Hotline, dial 800.825.5886, prompt 2, then prompt 2.

Repair Resources

1 2 3 **4** 5 6 7 8 9

MITCHELL INTERNATIONAL

Available to Independent Body Shops only

Mitchell International, Inc., provides leading-edge collision estimating, management, and workflow solutions for collision repairers. Our goal is to empower you with the essential tools and information you need to better manage your facility—helping to drive down costs, reduce cycle times, and produce more satisfied customers—all while gaining access to tools and information that help promote safe, proper repairs.



Our auto-collision repair software helps you:

- Conduct pre- and post-scans on all vehicles that arrive in your facility
- Create estimates that are accurate and verifiable with database accuracy
- Quickly locate the information technicians need to restore vehicles to pre-accident condition
- Get a clear picture of your customers' experience to proactively resolve issues
- Simplify your operations with tools that meet your unique business needs

With Mitchell serving as the administrator of the General Motors Collision Repair Network, you can now take advantage of this unique opportunity to differentiate your business as among the best in the industry. By participating in the GM Collision Repair Network, you will be recognized for your commitment to having the correct people, processes, and production facilities to help promote safe, proper repairs on today's complex vehicles.

To enroll in the program, go to the GM Genuine Parts website (gmgenuineparts.com), click on the "For Professionals" tab, and select "GM Collision Repair Network" under "Additional Resources."

To request more info, call 800.238.9111 or visit mitchell.com.

Mitchell International Pricing

- A single-user subscription costs \$344* per month
- The list cost of the software is \$579** for a single user
- Perks++ members receive \$50 off their monthly bill

*This is an introductory discounted price.

**As features are added to the program, software prices may change.

Repair Resources

1 2 3 4 **5** 6 7 8 9

ASE EDUCATION FOUNDATION

As the nation's automotive service industry leaders, ASE reimagined a new way of cultivating an inspired workforce. They set out to bridge the gap between the employer's needs and how we teach our students by looking at the big picture—the entire learning life cycle—and designed a solution that aligns schools, students, instructors, training managers, and employers in a universal system.



Education Foundation

The ASE Education Foundation is a nonprofit organization that evaluates and accredits entry-level automotive technology education programs against standards developed by the automotive service industry. It also develops career-readiness education for students that fuses local partnerships, rigorous standard-based education, workplace experience, and mentorship.

Learn more by emailing info@aseeducationfoundation.org or by calling 703.669.6650 or 703.669.6677.

Find a program in your area by visiting aseeducationfoundation.org/find-a-program.

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 members receive a significantly **discounted registration fee of \$150** from the regular fee of \$235.

Blue Seal
of Excellence
RECOGNITION
PROGRAM

Go to ase.com/blue-seal-program 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.
- Blue Seal Shop Locator—once approved, your shop will be listed on the ASE website's Blue Seal of Excellence Shop Locator

Repair Resources

1 2 3 4 5 **6** 7 8 9

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:

ase.com/Landing-Pages/Employers/Blue-Seal-program.aspx

Benefits:

ase.com/Landing-Pages/Employers/Blue-Seal-Program/Benefits.aspx

Application:

ase.com/MediaLibrary/Images/LandingPages/Blue-Seal-Recognition-Program-Application.pdf

GM DEALER EQUIPMENT

GM Dealer Equipment (GMDE) 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 GMDE 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: gmdeolutions.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.



OPUS IVS (DREW TECHNOLOGIES)

Drew Technologies is a group of companies now called OPUS IVS. OPUS IVS has set its products and services apart from any other J2534 diagnostic and reprogramming product lineup available on the market, combining devices, legendary technical support, and diagnostic software to better enable dealers and independent repair shops. Some of the featured products include the



Repair Resources

1 2 3 4 5 6 **7** 8 9

all-makes/all-models device, the CarDAQ-Plus 3, or the OEM-specific device, the New Mongoose-Plus GM 3, in addition to Giotto Universal Diagnostic Software and diagnostic software specifically for GM vehicles. All kits come with J2534 Toolbox 3, Drew Technologies' free educational program and support, to help guide technicians from start to finish, as well as our Giotto aftermarket diagnostic software for GM vehicles. Grow your business with OPUS IVS, the leader in automotive J2534 reprogramming and diagnostics. For more information, or to ask about the 10 percent My GM Partner Perks discount, call 877.888.2534, option 1, or email J2534sales@OpusIVS.com.

AUTOMOTIVE TRAINING INSTITUTE (ATI) DISCOUNT

Not available to Fleets

The Automotive Training Institute is the leading coaching and training company, with more than 1,700 active members who represent the best shops in the U.S. and Canada. Since 1980, we've been helping independent auto repair and collision repair shop owners improve their businesses and their lives, with proven, measurable, and field-tested strategies and practices. Our performance coaches are direct employees of ATI and are certified by the Center for Executive Coaching.



Our motto, Driving Profits and Dreams Home, represents the desire we have for our members to be happy and achieve their goals. Dreams are usually different for each person and at ATI we understand those differences. No matter what type of shop owner you are at this point in your life, we understand you. Join us at one of our auto shop owner events at atievent.com. For paid events, save \$150 by using discount code "MYGMPP."

To learn more about my GM Partner Perks member discounts and benefits, contact:

Karen Dee
Senior Vice President
301.575.9102
ksdee@autotraining.net
www.autotraining.net

GENERAL MOTORS AUTOMOTIVE SERVICE EDUCATIONAL PROGRAM (GM ASEP)

Develop your service technicians with help from GM ASEP. While many 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, alternating between the classroom and hands-on work experience at a sponsoring GM dealership or ACDelco Service Center.



Get all the details at gmasep.org.

Repair Resources

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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 members.
- **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 members 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 (VOD)** 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.
- **Tech-Assist (TAS)** courses are brief, web-based, and require no prerequisites
- **Self-Study Training (SST)** covers basic-level material intended to help the technical and nontechnical person understand different aspects of various vehicle systems
- **Simulation (SIM)** technical training is web-based, interactive, and available 24/7

To learn more about training, or to enroll, visit acdelco.com/training-programs or call 800.825.5886, prompt 3, then prompt 1, then prompt 4, Monday-Friday, 8 a.m.-8 p.m. Eastern Time.

Repair Resources

1 2 3 4 5 6 7 8 9

ACDELCO AUTO & 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 members receive a 30 percent discount off MSRP.

For more information, call 877.693.8665 or visit acdelco-tools.com.

Profitability & Productivity

1 2 3 4 5 6 7 8 9 10



Help 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.

CONSUMER ASSURANCE

The Consumer Assurance Program offers limited labor compensation to any my GM Partner Perks member 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 member will be compensated, 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.



In addition, if the customer experiences a failure of the part within the parts limited 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, then prompt 1, then prompt 2, 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 member shop, you will be compensated based on the guidelines in the [Independent Service Center table](#), [Independent Body Shop table](#), or [Fleet 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.

The GM Genuine Parts and ACDelco Consumer Assurance Program supports light- and medium-duty commercial vehicles serviced by eligible my GM Partner Perks members. This program will cover: emergency service vehicles (police/ambulance), taxis, or vehicles with a Gross Vehicle Weight (GVW) Class 5 rating of up to 19,500 pounds. The claims administrator will determine eligibility based upon vehicle information provided by the my GM Partner Perks member and specified on the original repair invoice.

*Roadside Assistance provided by Signature Motor Club from Allstate Roadside Services.

Profitability & Productivity

1 2 3 4 5 6 7 8 9 10

The customer must pay for any non-warranty service ordered to be performed at the same time as any warranty service. This benefit will not apply if the vehicle has been damaged by abnormal use, misuse, neglect, collision, alteration, or “tampering with” (by other than the facility or facility employees). Customer must present original repair receipt. Coverage applies to light-duty vehicles only. Any rental charges incurred for any down vehicle are not covered by the ACDelco Consumer Assurance Program. INCIDENTAL OR CONSEQUENTIAL DAMAGES ARE NOT INCLUDED (additional expenses that you may incur as the result of faulty repair or service). Specific exclusions are any battery, any internal engine, transmission, clutch, or differential repairs or assembly (replacement gaskets or seals are excluded). Also excluded are auto body, paint, molding, and glass repairs; tires; used parts; and wear items such as wiper blades and bulbs. In addition, vehicles used for farm/ranch/agriculture, off-road, or severe service are also excluded. The claims administrator will determine eligibility based upon vehicle information specified by the my GM Partner Perks member on the original repair invoice. For eligible parts types, see acdelco.com.

Consumer Assurance Claims Process

HOW TO OBTAIN A CLAIM IF YOUR SHOP PERFORMED THE ORIGINAL REPAIR:

1. The customer returns with a defective GM Genuine Parts or ACDelco part.
2. Collect a copy of the original Repair Order (RO) from the customer or from your system and verify that the part is still under the parts warranty or within 24 months of warranty expiration.
3. Call the Consumer Assurance Administrator at 800.ACDelco (800.223.3526), prompt 3, then prompt 1, with the RO number to verify the claim and receive a claim number.
4. Perform the proper diagnostic procedures.
5. Call the Consumer Assurance Administrator at 800.ACDelco (800.223.3526), prompt 3, then prompt 1, with the estimate and request approval PRIOR to any repair work being performed.
6. The Consumer Assurance Administrator will advise if the customer's claim is valid and the estimate is accurate. If valid, the shop will be advised to proceed.
7. Complete the repair.
8. The parts warranty should be processed through the original seller (GM dealer, ACDelco supplier, or national retailer).
9. Labor hours are calculated using nationally recognized labor guides for the part being replaced. Labor hours are paid based upon the tables on [Page 40](#) (Independent Service Center), [Page 45](#) (Independent Body Shop), or [Page 47](#) (Fleet).
10. Fax a copy of the original RO, replacement RO, invoice for the original part, and invoice for the replacement part to 866.658.1246 or email to fax@warrantyclaimcenter.com. The claim number must be written on each page.
11. Upon receipt of the four documents, the Consumer Assurance Administrator will verify the information and will call the repair facility to provide a credit card payment (check option is also available). Receipt of documentation must be within 60 days of failure for payment consideration.

HOW TO OBTAIN A CLAIM IF YOUR SHOP DID NOT PERFORM THE ORIGINAL REPAIR:*

1. The customer is directed to your shop.
2. Collect a copy of the original Repair Order (RO) from the customer or from the original ACDelco Service Center and verify that the part is still under the parts warranty or within 24 months of warranty expiration.

*If you are servicing a vehicle that was originally repaired at another my GM Partner Perks member shop, you will be reimbursed based on the guidelines in the [Independent Service Center table](#), [Independent Body Shop table](#), or [Fleet table](#). If you are not a member, you will be compensated at your labor rate up to the cost of the original repair (market rate). If possible, the parts should be warranted through the normal process with the parts supplier (GM dealer, ACDelco supplier, or national retailer). If there is labor coverage within the parts warranty, it supersedes and is in lieu of the Consumer Assurance coverage.

Profitability & Productivity

1 2 **3** 4 5 6 7 8 9 10

3. Call the Consumer Assurance Administrator at 800.ACDelco (800.223.3526), prompt 3, then prompt 1. Tell them you have a customer from a different shop requesting Consumer Assurance and provide the original RO details to verify the claim and receive a claim number.
4. Perform the proper diagnostic procedures.
5. Call the Consumer Assurance Administrator at 800.ACDelco (800.223.3526), prompt 3, then prompt 1, with the estimate and request approval PRIOR to any repair work being performed.
6. The Consumer Assurance Administrator will advise if the customer's claim is valid and the estimate is accurate. If valid, the shop will be advised to proceed.
7. Complete the repair.
8. The parts warranty should be processed through your local GM dealer, ACDelco supplier, or national retailer.
9. Labor hours are calculated using nationally recognized labor guides for the part being replaced. Labor hours are paid to nonmember shops at their door rate (up to the cost of the original repair). Labor hours are paid to member shops based upon the tables on [Page 40](#) (Independent Service Center) [Page 45](#) (Independent Body Shop), or [Page 47](#) (Fleet).
10. Fax a copy of the original RO, replacement RO, and invoice for the replacement part to 866.658.1246 or email to fax@warrantyclaimcenter.com. The claim number must be written on each page.
11. Upon receipt of the three documents, the Consumer Assurance Administrator will verify the information and will call the repair facility to provide a credit card payment (check option is also available). Receipt of documentation must be within 60 days of failure for payment consideration.

ROADSIDE ASSISTANCE

Not available to Fleets

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
- Lockout service
- Fuel, oil, fluid, and water delivery** up to 2 gallons

SIGNATURE
MOTOR CLUB
from Allstate Roadside Services

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.

*Roadside Assistance provided by Signature Motor Club from Allstate Roadside Services.

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

Profitability & Productivity

1 2 3 **4** 5 6 7 8 9 10

Consumers in need of a tow through Roadside Assistance must call 800.ACDelco (800.223.3526), prompt 1, 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) has been completed; credit card payment is the preferred method.

This benefit applies only to motorized passenger vehicles that weigh less than 10,000 pounds gross 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-duty trucks).

Services not covered:

- Towing or service while at an auto repair shop or service station to another location
- Transporting the member 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. Also not covered: 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 a 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."

Profitability & Productivity

1 2 3 4 **5** 6 7 8 9 10

FLEET ROADSIDE ASSISTANCE

Available to Fleets only

Fleets receive discounted Roadside Assistance* coverage, bringing Fleet vehicles services that include towing, battery jump-start, changing a flat tire, lockout service, and more. Roadside Fleet Assistance is available for light-, medium-, and heavy-duty vehicles.

Here is what is included:

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



Fleet members in need of Roadside Assistance will contact Allstate Roadside Services (ARS) at 844.789.5874, where they will be connected with an ARS representative. To ensure the safety of all customers, the representative will first make sure the customer is in a safe environment (contacting 911 if necessary). Once the event has been evaluated, the appropriate action will be reviewed with the customer.

SIGNATURE
MOTOR CLUB
from Allstate Roadside Services

The “pay-per-use” event charge, benefit limits, and the payment process are explained to the customer and payment is collected. Credit card payment is the preferred method of payment. After payment is processed, the representative will dispatch the most appropriate and available service provider nearest the event. Critical contact information is provided to the customer.

Services not covered:

- Towing or service while at an auto repair shop or service station to another location
- Transporting the member 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. Also not covered: 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 vehicles with expired safety inspection stickers, license plate stickers, and/or emission stickers where required by law
- Service to a vehicle that is not in a safe condition to be towed
- Charging a weak or dead battery

*Roadside Assistance provided by Signature Motor Club from Allstate Roadside Services.

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

Profitability & Productivity

1 2 3 4 5 **6** 7 8 9 10

- Delivery or repair of tires
- Towing of a 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:

This benefit applies only to motorized passenger vehicles that weigh less than 10,000 pounds gross 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-duty trucks) and specifically excludes:

- 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.”

CONNECTION

CONNECTION

CONNECTION is a web-based tool that combines an all-makes/all-models/all-brands, real-time parts catalog with a host of shop management modules to help the automotive aftermarket customer streamline their business.

Some of these modules include inventory management, specialty catalogs, vehicle repair information such as labor rates and access to Si, a fleet vehicle manager, customer estimator tool, and many others! CONNECTION easily integrates with most shop management software systems for a seamless, easy-to-use customer experience.

CONNECTION also offers exclusive access to national ACDelco promotions and rebates, as well as special offers from your ACDelco distributor which aren't available anywhere else! To learn more about everything CONNECTION has to offer or to get started, contact your Direct Account today!

Profitability & Productivity

1 2 3 4 5 6 7 8 9 10

REPAIRLINK

Free to your repair shop, RepairLink delivers a complete electronic OE parts ordering system online with ease. Not only do you have access to dealership pricing and inventory availability, you can also view illustrations and technical diagrams of more than 22 OEMs, making repairlinkshop.com a valuable resource for your shop.

 repairlinkSM

Additional RepairLink Shop benefits:

- 24/7 online ordering with subscribing dealerships
- VIN-based parts lookup
- Real-time online order updates
- Tablet, mobile, and multi-browser-friendly

Start using RepairLink today by visiting repairlinkshop.com or call 888.776.5792 for more information.

COLLISIONLINK

Available to Independent Body Shops only

CollisionLink is an online parts procurement solution that can help dealerships sell more Original Equipment collision parts by connecting them to Independent Body Shops. Within the solution, dealerships have the visibility to view the entire collision estimate. Through reimbursement programs from the OEMs, dealerships can conquest aftermarket parts sales, turning them into OEM parts sales by offering discounts to shops.

 collisionlink[®]

GM VEHICLE SUPPLIER DISCOUNT

My GM Partner Perks members 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.

Profitability & Productivity

1 2 3 4 5 6 7 **8** 9 10

REYNOLDS & REYNOLDS BUSINESS FORM DISCOUNT

Not available to Fleets

Reynolds & Reynolds offers a complete line of printed products created especially for my GM Partner Perks members. 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.



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 member.

DELL DISCOUNT

My GM Partner Perks members can receive a 15 percent off coupon as part of the Dell Employee Purchase Program. Get your coupon at dell.com/mpp/generalmotors.

Profitability & Productivity

1 2 3 4 5 6 7 8 9 10

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)
- Unrivaled 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 a 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 and HotRod Processing 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 610.819.9081.

Profitability & Productivity

1 2 3 4 5 6 7 8 9 10

AMERICAN IMPACT MEDIA (AIM) ON-HOLD MESSAGING

Not available to Fleets

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 member, 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 at a discounted price. The digital player comes with a 2-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.

AUTOVITALS—DIGITAL MULTI-POINT VEHICLE INSPECTION

Not available to Fleets

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 with their customers.

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

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



Business Types

We designed my GM Partner Perks to be not just another loyalty program, but one specifically designed with your business in mind. And that's true whether you're an [Independent Service Center](#), an [Independent Body Shop](#), or a [Fleet](#). Explore all the ways your business will yield perks customized specifically for what you do best.


Independent Service Centers

1 2 3 4

As an Independent Service Center, take advantage of the convenience of a streamlined rewards program. My GM Partner Perks benefits extend beyond just redeemable points[†] to include national marketing support, training resources, and business tools that can help drive profitability, productivity, and most importantly, your bottom line. With your first purchase, you can start to take advantage of these exclusive benefits and discounted resources.

[†]Rewards not available for Fleets.

BENEFIT CHARTS


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%	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 With Streamlined Redemption Process			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.


Independent Service Centers

1 2 3 4

Benefit Package		Single Shop			Multi-Shop
PROGRAM PILLARS		PERKS	PERKS+	PRO PERKS++	PRO PERKS++
 Marketing Support	Promotional Kits	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
	Digital Sign Video Player With Subscription	N	N	Y	Y

Benefit Package		Single Shop			Multi-Shop
PROGRAM PILLARS		PERKS	PERKS+	PRO PERKS++	PRO PERKS++
 Repair Resources	Si Annual Subscription†	\$1,200 Annual Subscription	\$900 Annual Subscription	\$900 Annual Subscription	\$900 Annual Subscription
	Techline Connect Annual Subscription	N	\$995 Annual Subscription	\$995 Annual Subscription	\$995 Annual Subscription
	Annual Training Fee	\$400	\$400	\$0	\$0
	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

†Si 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 Signature Motor Club from Allstate Roadside Services.

Independent Service Centers

1 2 3 4

Pro Perks++ Professional & Regional Service Center Details

Members that choose Pro Perks++ at enrollment:

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

To be in the Pro Perks++ level, members 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 for GM vehicles and all makes or proof of what is used to execute programming
 - Battery testing
 - Alignment rack or documentation of the sublet shop
 - On-car brake lathe
- Must have active technicians in the ACDelco Learning Management System (training system) who needs to have each member take at least one course per quarter (any type of course)
- Must stock ACDelco batteries exclusively
- 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 customer satisfaction program/process
- Must utilize a Multi-Point Vehicle Inspection (MPVI) program/process 8
- Must meet Automotive Service Excellence (ASE) requirements:
 - Must be a 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

Independent Service Centers 1 2 3 4

Pro Perks++ Professional & Regional Service Center Details

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 members 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 that qualify are eligible for the following:

- ACDelco Training
- Consumer Assurance (Roadside Assistance* and Labor Reimbursement)
- Si Annual Subscription Discount**
- Techline Connect Annual Subscription
- Diagnostic Hotline and Identifix Technical Assistance Hotline Discount
- GM Vehicle Supplier Discount
- OPUS Discount
- Midtronics Discount
- ACDelco 1Store Access
- ACDelco Locator Access
- 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 a 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 headquarters point can be considered 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 Signature Motor Club from Allstate Roadside Services

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

Independent Body Shops

1 2 3

Independent Body Shops deserve a partnership with rewards that put their business at the forefront, and my GM Partner Perks provides just that. Benefits extend beyond just redeemable points to include national marketing support, training resources, and business tools that can help drive profitability, productivity, and most importantly, your bottom line. With your first purchase, you can start to take advantage of these exclusive benefits and discounted resources.

GM COLLISION REPAIR NETWORK

The GM Collision Repair Network (CRN) is an exclusive program that measures collision-repair practices such as performing pre- and post-repair scans, calibrating safety systems, using OEM repair procedures, performing necessary recalibrations, and conducting quality-control checks. Participation in the program will help enhance repair procedures, resulting in many business benefits.



If you are currently enrolled in the GM Collision Repair Network, you receive complimentary Pro Perks++ top-level eligibility into my GM Partner Perks.

As part of the GM CRN, you have the opportunity to close more work and improve business results

- You will now have a powerful way to communicate to every GM vehicle owner you speak with that you are uniquely qualified to repair their vehicle
- You will be a part of the network of official GM-recognized GM Collision Repair Network facilities—meaning your facility is acknowledged by GM as meeting our highest standards of technological training, equipment quality, and customer service excellence
- Your shop will benefit from referrals from the General Motors Collision Repair Network Repair Facility Locator

Gain access to the tools and information that help promote safe, proper repairs for your customers

- The GM Collision Repair Network is metrics-driven and dynamic. The facilities that do repairs right by measuring quality and validating practices are recognized by GM for their effort and commitment. These are quality measures that you can share with your customers to help differentiate your facility from others. As technology changes, we continue to adapt, continuously evolving our standards for pre- and post-repair scanning, repair procedures, calibration, and overall repair.
- Repair procedures can be easily accessed and electronically stored with the repair file
- Documentation is now readily available to all stakeholders

Earn rewards through the purchase of GM parts


- There's no paperwork; the redemption of rewards is on your terms and you get 24/7 access to your account
- Points are earned based on a percentage of the list price, and they are redeemable for rewards such as debit cards, electronics, travel, and even the purchase of GM vehicles

For more on the GM Collision Repair Network and to enroll today, visit genuinegmparts.com/for-professionals/general-motors-collision-repair-network.


Independent Body Shops

1 2 3

BENEFIT CHARTS


Benefit Package				PERKS	PRO PERKS++
PROGRAM PILLARS					GM Collision Repair Network Only
 Rewards & Incentives	Annual Fee			\$100	\$0
	Average Monthly Purchases Required During Program Period			\$0	\$9,000
	Rewards	Maint. & Repair	<\$3K	1%	1%
			\$3K-\$4K	1%	2%
			\$4K-\$5K	1%	3%
			>\$5K	1%	4%
		Collision		1%	2.5%
		Powertrain/Propulsion		30 Points/Assembly 15 Points/Transfer Case	30 Points/Assembly 15 Points/Transfer Case
		Growth Bonus*		Y	Y
	Trade Offers With Streamlined Redemption Process			Y	Y
	Access to Consumer Offers			N	Y

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

Benefit Package				PERKS	PRO PERKS++
PROGRAM PILLARS					GM Collision Repair Network Only
 Marketing Support	Promotional Kits			N	Y
	Point-of-Sale Materials and Merchandise			Y	Y
	Digital Support			Y-Discount	Y-Premium Discount
	National Website Locator Listing			N	Y


Independent Body Shops

1 2 3

Benefit Package		PERKS	PRO PERKS++
PROGRAM PILLARS			GM Collision Repair Network Only
 Repair Resources	Si Annual Subscription**	\$1,200 Annual Subscription	\$900 Annual Subscription
	Techline Connect Annual Subscription	N	\$995 Annual Subscription
	Annual Training Fee	\$400	\$0
	Technical Assistance	Y-Discount	Y-Premium Discount
	Collision Estimating Subsidy Credit [†]	N	\$50 Monthly Based on Certification

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

[†]Subsidy credit only available on Mitchell International estimating tool.

Benefit Package		PERKS	PRO PERKS++
PROGRAM PILLARS			GM Collision Repair Network Only
 Profitability & Productivity	Consumer Assurance	\$50/Hr., 2-Hour Cap. Other Labor Hours = None.	Door Rate Capped at \$100/Hr. Other Labor Hours = Based on MAPS Evaluation.
	Roadside Assistance ^{††}	Y	Y
	Business Discounts	Y	Y


^{††}Roadside Assistance provided by Signature Motor Club from Allstate Roadside Services.


Fleet

1 2 3

As any Fleet manager knows, time is money. Invest your time in a program that dares to venture with you. My GM Partner Perks does just that. Benefits include marketing support, training resources, and business tools that can help drive profitability, productivity, and most importantly, your bottom line. With your first purchase, you can start to take advantage of these exclusive benefits and discounted resources.


BENEFIT CHARTS

Benefit Package		Single Shop		Multi-Shop	Minimum of 5 Shops
PROGRAM PILLARS		PERKS+	PRO PERKS++	PERKS+	PRO PERKS++
 Incentives	Annual Fee	\$0	\$0	\$0	\$0
	Average Monthly Purchases Required During Program Period	\$2,500	\$5,000	\$2,500 Avg. per Location	\$5,000 Avg. per Location
	Trade Offers With Streamlined Redemption Process	Y	Y	Y	Y


Benefit Package		Single Shop		Multi-Shop	Minimum of 5 Shops
PROGRAM PILLARS		PERKS+	PRO PERKS++	PERKS+	PRO PERKS++
 Marketing Support	Point-of-Sale Materials and Merchandise	Y	Y	Y	Y
	Digital Support	Y-Discount	Y-Premium Discount	Y-Discount	Y-Premium Discount
	ACDelco Uniform and Apparel	Y	Y	Y	Y

Fleet

1 2 3

Benefit Package		Single Shop		Multi-Shop	Minimum of 5 Shops
PROGRAM PILLARS		PERKS+	PRO PERKS++	PERKS+	PRO PERKS++
 Repair Resources	Si Annual Subscription*	\$900 Annual Subscription	\$900 Annual Subscription	\$900 Annual Subscription	\$900 Annual Subscription
	Techline Connect Annual Subscription	\$995 Annual Subscription	\$995 Annual Subscription	\$995 Annual Subscription	\$995 Annual Subscription
	Annual Training Fee	\$0	\$0	\$0 Annual Fee for All Shops	\$0 Annual Fee for All Shops
	Technical Assistance	Y-Discount	Y-Premium Discount	Y-Discount	Y-Premium Discount
	Service Info Subsidy Credit	N	\$600 per Year \$50 per Month	N	\$600 per Year \$50 per Month

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

Benefit Package		Single Shop		Multi-Shop	Minimum of 5 Shops
PROGRAM PILLARS		PERKS+	PRO PERKS++	PERKS+	PRO PERKS++
 Profitability & Productivity	Consumer Assurance	\$50/Hr., up to 3 Hours. Other Labor Hours = 3 Hours Max.	Door Rate Capped at \$100/Hr. Other Labor Hours Based on MAPS Evaluation.	\$50/Hr., up to 3 Hours. Other Labor Hours = 3 Hours Max.	Door Rate Capped at \$100/Hr. Other Labor Hours Based on MAPS Evaluation.
	Roadside Assistance**	Y	Y	Y	Y
	Business Discounts	Y	Y	Y	Y

**Roadside Assistance provided by Signature Motor Club from Allstate Roadside Services.

Fleet

1 2 3

REGIONAL FLEET PROGRAM

The Regional Fleet Program has been developed to reward Regional or National Fleet 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 Fleet Partners must meet the following criteria:

- Both Perks+ and Pro Perks++ members must have at least five or more installing locations
- For Perks+ members, maintain a \$2,500 monthly average in parts purchases for each location
- For Pro Perks++ members, maintain a \$5,000 monthly average in parts purchases for each location\
- Be approved by GM management

Those that qualify are eligible for the following:

- ACDelco Training
- ACDelco 1Store
- Consumer Assurance (Roadside Assistance* and Labor Reimbursement)
- Diagnostic Hotline and Identifix Technical Assistance Hotline Discount
- OPUS Discount
- GM Vehicle Discount
- Si Annual Subscription Discount**
- GM BuyPower Card (credit card)
- Midtronics Discount
- Techline Connect Annual Subscription

Note: Regional Fleet 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 headquarters point can be considered 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 Signature Motor Club from Allstate Roadside Services.

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



Additional Program Information

With a program as expansive as my GM Partner Perks, you probably have some questions. And we definitely have some answers. Learn more about how to get credit, when rewards are issued, how to call for support on specific issues, and so much more.

Additional Program Information

1 2 3 4 5

Program Period

My GM Partner Perks is a 12-month program and always begins at the start of a calendar month following enrollment 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 the 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

Members 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 dealers and Direct Accounts to automatically credit members for these purchases
2. Sellers who don't share invoice data with GM:
 - Members 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
 - NOTE: Jobbers can report for you using the Tally Sheet Process

Automatically Credited Purchases

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

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. For self-reporting, use the Submission Tool on your my GM Partner Perks dashboard.

See the Job Aid for details on mygmpartnerperks.com.

Initiating Account Number Certification

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

1. Member, 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 member via program portal.
 - Generates an FYI email to the member
 - NOTE: If you feel there is a discrepancy, contact your seller
3. Program headquarters, on behalf of the member, requests seller to approve or deny a "near match" on the certification key (more on the certification key in a moment).

Additional Program Information

1 2 3 4 5

Account Number Certification Status

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

- Pending (to be reviewed and approved or declined by seller)
- Approved (by seller)
- Declined (by seller)

Certification Key

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

IMPORTANT!

To increase the likelihood of purchases being automatically credited, members should always encourage their sellers to use accurate information when invoicing the member. **Inaccuracies in name and address may prevent matching, which will result in members 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 (i.e., accurate spelling of your business name, accurate address, etc.)
- Request seller to 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 Member Business Information

Member business information can be found in the Business Tool in My Toolbox on the program portal homepage. It's very important that members 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 member 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., members enrolling on June 15 can begin earning rewards for their purchases starting July 1).

Additional Program Information

1 2 **3** 4 5

Rewards Issued Monthly

Members' 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 members facilitate various situations (e.g., transferring program ownership, transferring my GM Partner Perks 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).

Additional Program Information

1 2 3 4 5

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 the program end date

Parts Categories

Parts categories are broad categories such as Collision, Powertrain, Accessories, etc. Depending on the program and benefit package, members 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.

Reenrollment

To ensure continuity of active program status, you will be able to reenroll during month 12 of your program period. Reenrollment 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 reenrollment, your purchase levels will be used as a qualifier in the reenrollment process (i.e., available options will be based on your program-to-date purchase levels). For example, to enroll in Pro Perks++, members 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 member 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.

Additional Program Information

1 2 3 4 5

MY GM PARTNER PERKS CUSTOMER SUPPORT CENTER

The objective of the my GM Partner Perks Customer Support Center is to build a strong group of members 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:

Customer Support Center

- Prompt 2 (Customer Assistance)

Roadside Assistance

- Prompt 1 (Roadside Assistance)

My GM Partner Perks Info

- Prompt 3 (Professional)
- Prompt 1 (Partner Perks)
- Prompt 1 (Info)

Consumer Assurance

- Prompt 3 (Professional)
- Prompt 1 (Partner Perks)
- Prompt 2 (Consumer Assurance)

Diagnostic Hotline

- Prompt 3 (Professional)
- Prompt 1 (Partner Perks)
- Prompt 3 (Repair)
- Prompt 1 (Diagnostic Hotline)

Identifix

- Prompt 3 (Professional)
- Prompt 1 (Partner Perks)
- Prompt 3 (Repair)
- Prompt 2 (Identifix)

e-Business, CONNECTION, e-Promotions, Techline Connect, or Si

- Prompt 3 (Professional)
- Prompt 2 (Applications)
- Prompt 1 (e-Business)

GM reserves the right to audit, modify, or cancel the program at any time.

Index

NAME	CONTACT INFORMATION	PAGE
ACDelco IStore/Merchandising	acdelcoistore.com or contact your ACDelco representative	9
ACDelco Auto and Equipment Tools Discount (Durofix, Inc.)	877.693.8665 or acdelco-tools.com	28
ACDelco Training Website (LMS)	800.825.5886, prompt 3, then prompt 1, then prompt 4 or acdelcotraining.com	27
acdelco.com Shop Locator	Contact your ACDelco representative	17
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)	24
ASE Education Foundation	800.825.5886	24
Automotive Training Institute (ATI)	888.471.5800, ext. 9140, or 301.575.9140	26
AutoVitals (Digital Multi-Point Vehicle Inspection)	866.949.2848 or autovitals.com	38
CONNECTION e-Business Tools	800.223.3526, prompt 3, then prompt 2, then prompt 1, for eBusiness help desk	34
Consumer Assurance Program	800.223.3526, prompt 3	29
Diagnostic Hotline Discount	diagnostic hotline.com or 800.260.9377	21
GM Automotive Service Educational Program (GM ASEP)	gmasep.org	26
GM Dealer Equipment	844.742.8471 or gm desolutions.com to purchase	25
HotRod Processing (Credit Card Processing)	570.656.3013 or hotrodprocessing.com	37
Identifix Technical Assistance	800.223.3526, prompt 3, then prompt 1, then prompt 3, then prompt 2	22
Image Materials and Signs	acdelcoistore.com	17
MechanicNet—Customer-Retention Program Discount	800.825.5886, prompt 4	16
Mitchell 1—SocialCRM	888.724.6742 or mitchell1.com	16
Mitchell 1—Technical	888.724.6742 or mitchell1.com	21
my GM Partner Perks Customer Support Center	800.223.3526, prompt 3, then prompt 1, then prompt 1	54
OPUS IVS (Drew Technologies)	877.888.2534, option 2, or drewtech.com	25
Repair Shop Websites	866.665.1605 or repairshopwebsites.com	10
Reynolds & Reynolds Discount (Branded Forms)	800.869.7998 or reysource.com	36
Roadside Assistance	800.223.3526, prompt 3, then prompt 2	31
Service Information (Si)	888.212.8959 for technical support or acdelco.com	20
Spectrio	sales@spectrio.com or spectrio.com/acdelco	15
TCS Technologies	888.449.8473 or tcstire.com	14
Technical Assistance	800.223.3526, prompt 3, then prompt 2, then prompt 1, then prompt 3, then prompt 1 for Diagnostic Hotline or 2 for Identifix	21
Techline Connect Promotion	888.212.8959 for technical support or acdelco.com	20
GENERAL INFORMATION		
ACDelco Contact Center	888.212.8959 for technical support or acdelco.com	
Chevrolet, Buick, GMC, and Cadillac Accessories—Technical Help	800.223.3526, prompt 2	
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, then prompt 1, then prompt 2	
Midtronics	800.776.1995, prompt 1, or midtronics.com	
my GM Partner Perks Program—General Information	888.842.0336	
RepairLink	888.776.5792, prompt 2	

For more information, visit acdelco.com, gm genuineparts.com, or chevrolet.com/performance.