

Associate Distributor Program

The Associate Distributor Program (ADP) has been developed to recognize smaller distributors that support the ACDelco proposition and who will strengthen and complement the distribution of ACDelco products through- out the independent aftermarket (IAM). The ADP is intended to mutually grow our businesses and increase profitability selling ACDelco into the independent aftermarket.

The program is designed to assist small distributors build their business by offering program elements that are intended to increase sales and brand image and improve business operations.

ADP PROGRAM DETAILS

- Be sponsored by an ACDelco Direct Account Member in your area.
- Neither Sponsors nor their owners or affiliates may have financial interest in the ADP account.
- Must purchase at least one of the eight focus product lines to qualify for ADP benefits.
- Prominently display current approved ACDelco signs.
- Must be approved and signed by ACDelco Regional Manager and Direct Account.
- Actively advertise and promote ACDelco products and programs.
- Participants will be reviewed bi-annually for and evaluated on product line purchases.

Visit acdelco1store.com for point-of-sale materials and selling tools. For more details contact your local ACDelco Representative.

***GM reserves the right to modify the ADP, the participation benefits, or any other aspects of the program at any time or cancel the entire program. ACDelco reserves the right to determine, in its sole discretion, whether an ADP account is complying or not complying with any of the terms herein, including whether an ADP account is in compliance or noncompliance with any or all of all the ADP Program eligibility requirements*

ADP PROGRAM BENEFITS

Advertising & Promotional Funds (APF)

- Earn APF on qualified purchases reported through eSmart, including:
- 1% of total reported eSmart purchases (all reported purchases).
- An additional 1% of total reported eSmart purchases from the sponsoring Direct Account.

Marketing

- Free GM Genuine Parts/ACDelco metal sign (subject to program terms).
- Signage reimbursement available at 50% of cost (does not include shipping or installation) after six consecutive months at or above the minimum purchase level.
- Listing on the “Buy Parts” locator on acdelco.com to help drive customer traffic to your business.

Training

- Access to technical training for owners and employees through acdelcotraining.com, supporting technician development and product knowledge.

Distribution

- Drop-ship capability from your sponsoring Direct Account with an \$8,000 minimum order.

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