

REPAIR

IN SIGHTS

SUMMER 2020

*Collision Repair News
from your Parts Dealer*



2020 CADILLAC CT5 ARRIVES

Support From
Your GM Partners

New Line of
OE 350 Engines
Coming Soon

my GM Partner
Perks Re-enrollment
Extension

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REPAIR

IN SIGHTS

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Repair Insights magazine is published quarterly by General Motors. Address all correspondence to Insights Magazine Editorial Offices, P.O. Box 500, Troy, MI 48007-0500.

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PLAYING OUR PARTS

Support available for your return to 'new normal'

The past several months have been anything but normal, with a global health crisis impacting just about every aspect of our lives. As areas of the country reopen at varying degrees, we look to move forward with both caution and optimism.*

There's an opportunity for business to resume at the independent service centers and body shops with a new outlook that provides customers the excellent vehicle care they're accustomed to, along with a comfortable environment.

“
TO ACCESS THE
MARKETING SUPPORT
MATERIALS, PPE AND
MORE, GO TO THE
ACDELCO 1STORE.
”



'PLAYING OUR PARTS' SUPPORT

Understanding what automotive businesses are going through, General Motors is providing a number of resources to assist the aftermarket community in adapting to a new way of doing business and reestablishing momentum.

The **Playing Our Parts** campaign will run on national digital platforms such as acdelco.com, gmgenuineparts.com, mygmpartnerperks.com and various social media outlets. Marketing kits with assets for website

PLAYING OUR PARTS

Change is certain. But we're here to help.
Let's drive the future together.



PLAYING OUR PARTS

Change is certain. But we're here to help.
Let's drive the future together.



BACK IN BUSINESS

ACDelco and GM Genuine Parts are here to help you with tools to support your business. Find new **Playing Our Parts** marketing materials — including downloadable communication assets — and Personal Protective Equipment (PPE) through the ACDelco 1Store.

Playing Our Parts Marketing Support Kits include the following items:

- Static website tiles
- Digital menu board tile
- Email assets
- Customizable social media post packet
- Customizable counter mat insert
- Customizable acrylic insert

Available Personal Protective Equipment (PPE) items include:

- KN95 face masks
- Industrial rubber gloves/vinyl gloves
- Disposable gearshift covers
- Steering wheel guards
- Seat protectors
- Floor mats
- Key drop box envelopes

Playing Our Parts marketing support materials include digital assets, email templates, website tiles and more.

PLAYING OUR PARTS

Change is certain. But we're here to help.
Let's drive the future together.



and digital menu board tiles and emails, as well as customizable social media posts, direct mail postcards, counter mat inserts and more, can help shops get their customers back on the road. Personal Protective Equipment (PPE) items also are available for purchase through the program. (See sidebar for more details.) To access the marketing support materials, PPE and more, go to the **ACDelco 1Store**. ■

* Availability and hours of operation are subject to change in accordance with all federal and local laws and restrictions.



TIPS TO SPOT A COUNTERFEIT PART

This is the fourth in a series of articles on the perils of counterfeit parts and the negative impact they can have on business.

In addition to seizing counterfeit goods, GM has been engaged in training law enforcement and Customs personnel on what to look for when confronted with suspected counterfeit products, as well as educating the public and private sectors on the seriousness of the issue. General Motors is a member of the Automotive Anti-Counterfeiting Council (A2C2), a group of several OEMs whose mission is to eliminate counterfeit automotive parts that could harm U.S. consumers.

In conjunction with public and private partner organizations, GM and the A2C2 provide training, outreach and investigative support to accomplish this mission. Officially formed as a non-profit organization in 2015, more information about the A2C2 can be found at www.a2c2.com.

Additionally, third-party organizations, like MEMA (the Motor & Equipment Manufacturers Association), work with association members and law enforcement to raise awareness, provide training and try to remediate this growing economic threat.

IDENTIFYING A FAKE



It isn't easy to spot a fake. That's because the really good counterfeiters work long and hard to fool consumers.

Here are tips to help you tell a phony from the genuine article:



INSPECT THE PACKAGING

If packaging appears flimsy, lacks the name brand or logo, or has a name that is similar to, but not the same as, those you're used to seeing (for example, "AZDelco" instead of "ACDelco"), it could be counterfeit. Counterfeiters often use colors, artwork and fonts on their packaging that are similar to that of the genuine product.



COMPARE PRICES

Extremely large differences in price should make you suspicious. Keep in mind that you get what you pay for; materials that lead to long product life may not be included in counterfeit parts (for example, iridium spark plugs with no iridium).



AUTHENTICATE USING OUR SECURITY LABELS

In an effort to make counterfeiting more difficult, GM uses a couple of security features on our packaging. One is a global security label with a hologram strip that is placed on about half of our global packages as an indicator of a GM Genuine or ACDelco part. For those parts not receiving the hologram strip, we employ other types of anti-counterfeit label technology to help ensure the parts you receive are the genuine article.



INSIST ON GENUINE PARTS

A visual inspection of the product may not be enough to distinguish genuine parts from a fake. **Always insist on GM Genuine Parts or ACDelco parts and only purchase from authorized sources.**

GM works diligently to stay a step ahead of counterfeiters by using high-tech hidden identifiers that distinguish genuine products, yet are invisible to would-be fakers. But outsmarting a global network of counterfeiters can be the enforcement equivalent of the old carnival game of Whack-a-Mole: Stop one counterfeiter and another pops up somewhere else.

[Continued on next page >](#)

AVOID GETTING BURNED



ACCORDING TO DALE TRIPP, BRAND PROTECTION MANAGER AT CCA, sometimes, the easiest antidote to counterfeiting is common sense. “If you’re offered parts at a price that seems too good to be true, it probably is,” Tripp says. “The best way for dealers, independent repair shops and consumers to avoid getting burned is to always buy products from their respective authorized and reputable sources.”

“IF YOU’RE OFFERED PARTS AT A PRICE THAT SEEMS TOO GOOD TO BE TRUE, IT PROBABLY IS.”

If you suspect a part you have purchased is fake, or if you have information regarding counterfeit activities, please contact the GM Global Brand Protection Team at gm_global_brand_protection@gm.com. All personal information will remain strictly confidential.

Among the most common of GM parts to be counterfeited are air filters, spark plugs and oil filters.



AIR FILTERS



SPARK PLUGS



OIL FILTERS

Be sure to include as much information as possible, as well as detailed pictures of the part, packaging (including return address), invoice and receipt. Please do not dispose of the part or other materials, as they may be requested for authentication purposes. You should receive a response within five business days. ■

NEW 350 SERVICE ENGINES COMING SOON

THE BEST FEATURES FROM THREE GENERATIONS

Car enthusiasts are very familiar with GM's storied small-block 350 engine that has powered many Chevrolet models through the years — including performance cars such as the Camaro and Corvette — as well as some trucks and vans.

Building upon the 350's versatile and reliable design, GM Genuine Parts has launched a line of new GM Original Equipment (OE) 5.7L, 350-cubic-inch V8 replacement engines that embody the best features of Chevy's iconic powerplant. Note that these engines are never remanufactured and never reverse engineered.

Available this summer, these high-quality engines provide the power needed to get the job done and are available in three applications. There's



a Gen 1 (#12691671) for 1987–1995 model trucks, vans and SUVs as well as a Gen 1e LD (#12691673) and Gen 1e HD (12691672) that cover 1996–2002 light- and heavy-duty truck applications and SUVs.

During manufacturing at their

U.S. production facility, the engines undergo computer-controlled torquing at every step that takes place through repeatable OE specifications. The engines also endure stringent computer-controlled tests

— measuring oil pressure, oil flow, compression and other systems — and undergo a GM OE part validation process that must comply with an 18-step quality assurance procedure.

QUALITY, FIT AND ENGINEERING

Of course, with GM Genuine Parts, you receive the right part, the right fit, better dependability, quick and easy installations, and parts that are GM OE-designed and never reverse-engineered. In fact, GM Genuine Parts engines incorporate the latest engineering technology and product enhancements to help ensure the most reliable and dependable product.

GM Genuine Parts engines feature a solid 3-Year/100,000-Mile Limited Warranty* (whichever comes first) that covers parts and labor and is fully transferable. ■

KEY FEATURES

Among their key features, the engines include:

- Brand-new 4-bolt main blocks (not remanufactured) that are roller camshaft-ready and mechanical fuel pump-capable
- New (not remanufactured) cylinder head and block castings
- Race-proven forged steel crankshafts for lasting durability
- New valve covers, oil pan and timing cover
- Precise, state-of-the-art CNC machining of cylinder heads, block castings and other components
- Dipstick tube provisions on both sides
- No core charge

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

NEXT-LEVEL DRIVING EXPERIENCE

MEET THE FIRST-EVER 2020 Cadillac CT5

The recent arrival of this all-new compact luxury sedan takes Cadillac's award-winning legacy to the next level, boasting a distinctive fusion of design, performance, comfort and advanced technologies, including available Super Cruise¹ — the world's first true hands-free driver assistance feature.



THE BOLD AND EXPRESSIVE-LOOKING CT5 combines fastback styling with advanced aerodynamics, sculpted body panels, signature LED vertical lighting and a wide stance that gives drivers a firm, planted feeling on the road.

1. Even while using the Super Cruise driver assistance feature, always pay attention while driving and do not use a handheld device.

Visit cadillacsupercruise.com for compatible highways and more information. Requires properly equipped vehicle, active Super Cruise subscription, working electrical system, cell reception and GPS signal.

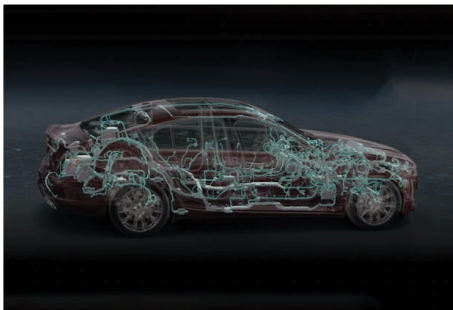
2. Read the vehicle owner's manual for important feature limitations and information.



IN ADDITION TO A LUXURIOUS INTERIOR that blends sophisticated technologies with premium high-touch elements, everything from the instrument panel to the center display is focused on the driver, including the high-definition, full-color, 10-inch-diagonal touchscreen that's mounted high for easy visibility.



ALONG WITH A STANDARD 2.0L TWIN-SCROLL TURBO ENGINE and an available 335-hp 3.0L Twin-Turbo V6, the CT5 utilizes Cadillac's award-winning rear-wheel-drive (or available all-wheel-drive) architecture, including standard Driver Mode Control that adapts the sedan to driver preferences for changing road conditions.



THE CT5 IS EQUIPPED WITH A NEW VEHICLE ELECTRICAL ARCHITECTURE — GM's Vehicle Intelligence Platform (VIP) — that's capable of managing up to 4.5 terabytes of data processing power per hour. It provides more rapid communications within the vehicle itself and to outside sources, thanks to Ethernet connections of 100Mbps, 1Gbps and 10Gbps.



BRIMMING WITH ADVANCED TECHNOLOGIES, the CT5 offers an available Driver Awareness Plus Package that counts Lane Keep Assist with Lane Departure Warning², a Head-Up Display, and an 8-inch-diagonal, color reconfigurable Driver Information Center display among its features.

DEADLINE

EXTENDED!

Re-enroll in my GM Partner Perks

Businesses like yours across the country have been affected by the constantly changing conditions and expectations resulting from COVID-19.

If you were planning to re-enroll in the my GM Partner Perks program, but ongoing issues related to the health crisis interfered, we understand. We've extended the re-enrollment period to provide you with additional time to get things settled at your shop.

The deadline for re-enrollment has been rescheduled to run from mid-summer through fall of 2020.

Fee-based shops will have re-enrollment dates spanning over July, August and September with a unique month to enroll based on their initial enrollment. Non-fee-based shops will re-enroll in October.

Participating shops with active program enrollment will continue to enjoy the benefits of the program until their re-enrollment deadline. ■



Enroll in my GM Partner Perks

Enjoy the benefits of my GM Partner Perks and see the difference it makes for you!

Go to **mygmpartnerperks.com** or call 1-800-253-3428 to sign up today.



Here's an overview of the new re-enrollment schedule:

Fee-Based PSC Perks, PSC Perks+, PSC Pro Perks ++ and PBS Perks Participants		
Original Program Enrollment Date	Previous Re-Enrollment Start Date	New Re-Enrollment Start Date
April 1–30, 2019	June 1, 2020	July 1, 2020
May 1–31, 2019	June 1, 2020	August 1, 2020
June 1–30, 2019	July 1, 2020 or August 1, 2020	September 1, 2020

Non-fee-based PBS Pro Perks ++, RSC Pro Perks ++, KFLT Perks +, KFLT Pro Perks ++, XFLT Perks + and XFLT Pro Perks ++ Participants	
Previous Program Re-Enrollment Date	New Re-Enrollment Start Date
June 1, 2020 through September 1, 2020	October 1, 2020

Updated Re-Enrollment Periods for my GM Partner Perks



Starting July 1, 2020

Participants in a fee-based my GM Partner Perks program who originally enrolled in April 2019, and were recently scheduled to re-enroll in June, must now re-enroll in July.



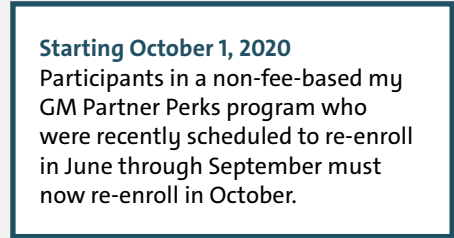
Starting August 1, 2020

Participants in a fee-based my GM Partner Perks program who originally enrolled in May 2019, and were recently scheduled to re-enroll in June, must now re-enroll in August.



Starting September 1, 2020

Participants in a fee-based my GM Partner Perks program who originally enrolled in June 2019 and were recently scheduled to re-enroll in July or August, must now re-enroll in September.



Starting October 1, 2020

Participants in a non-fee-based my GM Partner Perks program who were recently scheduled to re-enroll in June through September must now re-enroll in October.



STAY SHARP!

I-CAR® training contributes to quality work

WITH AUTOMOTIVE DESIGNS, materials and technologies continually advancing — not to mention the tools and methods needed to repair them — it's important for collision repair professionals like yourself to stay up to speed on the changes. That's where I-CAR training comes in.

As the industry standard for excellence in automotive collision repair, I-CAR (Inter-Industry Conference on Auto Collision Repair) helps provide you with the most up-to-date information, techniques and skills that contribute to performing complete, quality repairs using OEM procedures. So, whether you're looking to enhance your welding skills, learn more about the polishing or bonding process, or brush up on certain vehicle technologies, I-CAR can help.

NEW GM COURSES

Several new GM-specific courses are available through I-CAR training:

- **The General Motors Company Collision Repair Overview** — Offers instructions for repairing GM

vehicles and provides a historical perspective of the company while answering some common questions that technicians have about repairing GM vehicles.

- **Collision Repair of the 2019 Chevrolet Silverado/GMC Sierra** — Covers the completely redesigned 2019 Silverado/Sierra HD. Major service parts and repairs of the new pickups are highlighted and discussed. Electromechanical systems pertinent to collision repair are examined as well.
- **Collision Repair of the 2020 GM Silverado and Sierra 2500 and 3500 HD** — Highlights collision repair of the completely redesigned 2020 Silverado/Sierra and looks at the additional repair procedures and details involved. Also, major service parts and repairs are discussed as well as the electromechanical systems related to collision.

RTS PORTAL

Along with its comprehensive training curriculum, I-CAR offers a wealth of tools and resources that are available

through its website's Repairability Technical Support (RTS) portal. Here, you'll find a host of valuable information and topics, ranging from OEM Calibration Requirements and Collision Repair News to OEM Glass Replacement, I-CAR Best Practices and more.

TRAINING = RECOGNITION

If you're not already aware, the GM Collision Repair Network (CRN) can help your business become more efficient while providing customers with quality repairs. It does so by requiring network members to have the information, knowledge and skill sets needed to do the job right. This is accomplished by making sure every member of your team is actively engaged in their Professional Development Program (PDP) learning paths.

What's more, the PDP allows participants to achieve various recognition levels, such as Platinum™ for technicians (after completing ProLevel 3) and Gold Class® for facilities that reach ProLevel 2 status. Becoming Gold Class demonstrates to your customers, your staff and the industry that your business is committed to the highest standards of professionalism and quality in collision repair.

To help get your facility on the path to Gold Class recognition, go to **I-CAR.com** and click on the Network Programs tab for details. ■

*At publication time

Supporting Every

WHILE LIVE CLASSROOM and in-shop training have been temporarily suspended* due to COVID-19, I-CAR's new Supporting Every initiative helps you continue your collision repair education through online training.

With Supporting Every, several live, hands-on training courses were converted into a virtual format. Some of these sessions may be part of your Collision Repair Network (CRN) training requirements. Current courses include:

- **Understanding Cycle Time** — Explains cycle time and how reducing it can benefit your business.
- **Capturing Quality Photos** — Improve photography skills by practicing picture-taking on actual vehicles in a shop environment.
- **The Art and Science of Estimator Interactions** — Participants examine the practical applications of an estimator's workflow as well as the soft skills required for effective communication with co-workers, customers and insurance company representatives.
- **Coordinate the Repair Process** — Helps estimators and managers improve the vehicle repair process.

I-CAR is also offering discounts on three different Vehicle and Technology Specific Training packages.

TO FIND OUT MORE
about these virtual training
opportunities, go to
i-car.com/supportingevery.

INVESTING

IN THE FUTURE

Donate your spare parts to help train the technicians of tomorrow

As up-and-coming repair technicians across the country gain the skills they need to enter the workforce, they're often left looking for one important thing: parts.

The Collision Repair Education Foundation (CREF) recently launched the **"Part of the Solution"** initiative to assist more than 500 high schools and colleges in obtaining the modern vehicle parts they need to properly train students working toward a career in the collision repair industry. The source? Leftover shop parts that would likely be discarded for minor flaws.

"We've talked to these instructors and the No. 1 need in their programs, working within limited budgets, is the donation of spare parts," says Brandon Eckenrode, Director of Development for CREF. Schools are often resigned to using vehicle parts from the early 2000s — or even as far back as the 1980s — when teaching their students, according to Eckenrode.

Instructors just don't have the resources or funding available for proper parts and materials, especially considering today's constantly evolving vehicle technology. Yet students who

can practice their skills on newer parts are better prepared for the real world when they graduate.

"The magic of this program is that some of these slightly damaged parts are more or less trash to a shop," Eckenrode says. "Some shops might



have \$10,000 to \$20,000 worth of parts available to send to a school instead of disposing of them."

Hoods, doors, fenders, bumper covers — virtually any vehicle parts — are appreciated by the schools. And, the donations are tax-deductible.

COMING FULL CIRCLE

Looking to the future, it's important to recognize the need for highly trained,

qualified collision repair professionals. Currently, there are about 40,000 future technicians coming through secondary and post-secondary programs.

Eckenrode says connecting shops with schools through the Part of the Solution program benefits everyone.

“It connects both groups and brings professionalism between them,” he says. “These are potential future staff members for shops and there’s an opportunity to meet them, network with them and form relationships for

the future. Plus, shops can get to know the instructors in their area and the school administrators making decisions about the programs.”

CREF has a list of schools seeking donations to help you find one in need. Summer is a great time to donate because it may be easier to bring parts to a facility while students are on break.

Eckenrode says CREF is eager to help make connections between shops and schools, and he often tries to promote donors through photos of the students with their vehicle parts. ■



PREPARED

The CREF “Part of the Solution” initiative gives students an opportunity to learn and train with newer automotive parts and materials.

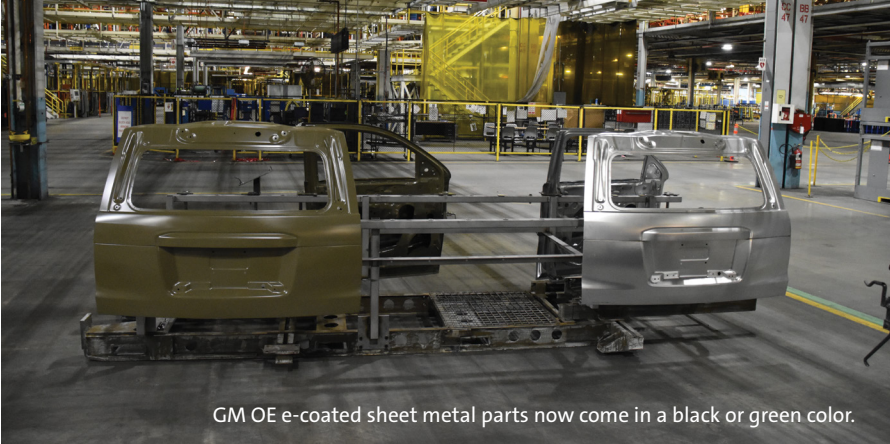
HOW CAN I HELP?

To make a donation of scrap parts to a school with a collision repair curriculum, email CREF Director of Development Brandon Eckenrode at **Brandon.Eckenrode@ed-foundation.org**.

If you’d like to learn more about the Part of the Solution program, visit CREF’s website at **<https://www.collisioneducationfoundation.org>**.

TWO COLORS SAME GREAT PRODUCT

SHEET METAL PARTS NOW COME IN GREEN OR BLACK PRIMER



GM OE e-coated sheet metal parts now come in a black or green color.

If you've worked in the auto body repair business for a while, you're probably accustomed to seeing GM Genuine OE ELPO (e-coated) primed sheet metal parts brandishing that familiar black hue. In fact, it's been that way for about the past 20 years.

Now, due to an expansion of GM processing facilities and capabilities for its sheet metal products, some of the GM OE ELPO parts you receive may come in green primer, depending on the processing location.

⇒ **ELPO IS A PROCESS** by which organic paint solids are electroplated onto bare metal surfaces to form a barrier against water, salt and other corrosive materials that can penetrate and initiate the oxidation process. ELPO is preceded by an eight-step

pre-treatment regimen that effectively ensures that the paint tightly bonds to the metal part.

Unlike many aftermarket imitation parts, GM Genuine sheet metal products utilize the

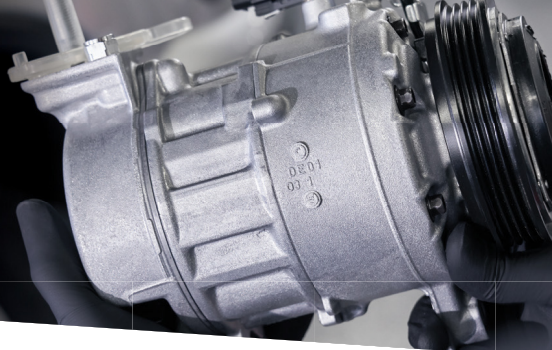
OE-specified procedure to provide the same high-quality product that's found on new vehicles from the factory.



So, whether your next GM OE sheet metal order arrives in green or black, rest assured that it is engineered by GM to provide the same robust rust-proofing properties, quality material and premium specifications that you've come to rely on for years. ■

THE PRO PACK

Pro offers from GM Genuine Parts and ACDelco



Visa® Prepaid Card on the purchase of:*

\$15

GM Genuine Parts or ACDelco Evaporator or Compressor

GM Genuine Parts (ACDelco GM Original Equipment)
Starters or Alternators

\$6

GM Genuine Parts (ACDelco GM Original Equipment)
Brake Pads or Shoes

GM Genuine Parts (ACDelco GM Original Equipment)
Brake Rotor or Drum

ACDelco Gold (Professional) Brake Pads or Shoes

\$250

ACDelco Gold (Professional) Brake Rotor or Drum

ACDelco Cabin Air Filter

\$2

ACDelco Silver (Advantage) Brake Pads or Shoes

ACDelco Silver (Advantage) Brake Rotor or Drum

\$150

ACDelco Engine Air Filter

myGM
partnerperks

Members earn points on GM parts
purchases plus additional benefits.

*streamlined rebate redemptions
exclusively with*



Up to 15 rebates per part

Visit gmpartsrebates.com to create your account and submit your rebates online, or visit gmenuineparts.com or acdelco.com for more information.

CERTAINTY STARTS HERE.

*Mail-in rebate available only to Independent Service Centers, Body Shops, or Commercial Fleets with a U.S. mailing address. Limit 15 rebates per part per business. Not available with some other offers. Government and municipal fleets are excluded. Allow 6 to 8 weeks from promotion end date for delivery of Visa Prepaid Card. Visa Prepaid Card will be issued in the business name. Visit your my GM Partner Perks dashboard or see gmpartsrebates.com for complete details, eligible parts, and rebate form, which must be postmarked by 10/15/20. Offers end 9/30/20.

