

REPAIR

IN SIGHTS

SPRING 2021

*Collision Repair News
from your Parts Dealer*



ALL-NEW 2021 BUICK ENVISION

New Line of 350
V8 Engines

my GM Partner Perks
Growth Incentive

'Certainty Starts
Here' Videos

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Incentive to excel

EARN A BONUS FROM **MY GM PARTNER PERKS** FOR GROWING YOUR PARTS BUSINESS

Continuous growth is a cornerstone of business success — and it can earn your facility extra rewards through the my GM Partner Perks loyalty program.

As one of the program's many benefits, a **Growth Incentive** available to all participants allocates additional reward points for year-over-year monthly parts purchases: **10% growth = 20% in additional rewards**. For example, a shop that earns 100 rewards points in a month and shows 10% growth over the same month from the previous year would earn a total of **120 points for the month**.



**REMEMBER,
THE MORE GM
PARTS YOU
PURCHASE,
THE MORE
REWARDS YOU
EARN.**

The ongoing bonus is based on purchases of all GM Genuine Parts, ACDelco Parts, Chevrolet Performance Parts and Chevrolet, Buick, GMC and Cadillac Accessories.

Simply choose GM Genuine Parts and ACDelco more often and, if you meet the objective, the my GM Partner Perks points automatically will be applied with that month's points earned.

Remember, the more GM parts you purchase, the more rewards you earn.



For more information on this incentive, or for general assistance with **my GM Partner Perks**, call the Help Desk at **800-253-3428**.



my GM Partner Perks

PUTTING YOUR BUSINESS FIRST

As a consolidated loyalty program that offers more than your typical rewards, think of my GM Partner Perks as a business partner — helping you with national marketing support, training resources and a variety of business tools designed to drive profitability.

Numerous benefits, including a streamlined trade rebate process accessible from a program dashboard, await participants who want to get ahead. ■



For an overview of the program, including various levels of participation, visit mygmpartnerperks.com.

A SURE THING

Certainty Starts Here videos tout benefits of OE parts

The GM Genuine Parts and ACDelco brands are built on providing parts that are innovative, high-performing, reliable and an appealing option on the market. In addition, they are engineered specifically for GM vehicles and tested to rigorous standards.

To underscore this idea, GM has released a series of two-minute “Certainty Starts Here” videos that focus on specific parts categories — maintenance, repair, powertrain, collision, original equipment, and aftermarket — while highlighting the technological benefits of using GM Genuine and ACDelco parts. They also illustrate that using anything less in terms of quality could affect overall vehicle performance and safety.

THESE NEW VIDEOS

CURRENTLY CAN BE FOUND AT

CERTAINTYSTARTSHERE.COM

“We like to think of the series as a ‘circle of certainty’ because it shows how our six different categories of parts combine to surround our customers with the assurances and confidence that a GM-backed portfolio can bring,” says Adam Dettloff of GM Customer Care and Aftersales.

Edited versions are used in our advertising campaign. We encourage you to take a moment to check them out, then leverage this great consumer content by linking to them on your company website and social media platforms. For the next few editions, *Insights* magazine will delve into the videos and highlight the messaging to consumers. This issue, we’ll look at oil filters and brake parts.



OIL FILTERS

Oil is the lifeblood of most vehicles, and the filters it runs through can either enhance its flow or impede it. While dexos¹ helps promote fuel efficiency and longer engine life, it is recommended that dexos¹ is used in conjunction with ACDelco filters.

A contaminated oil filter naturally will do a poorer job of keeping the oil clean. This, in turn, leads to greater friction and the engine burning more fuel to accommodate the situation. With more plentiful pleats, temperature-tolerant nitrile drain-back valves, and filter bypass settings, ACDelco filters are better able to accommodate modern high-flow engines in today's GM vehicles.



BRAKE COMPONENTS

Like any finely tuned structure, the brake systems in GM vehicles depend on their individual components. Take brake rotors, for example: GM OE brake rotors are protected from corrosion by Ferritic Nitro Carburizing, a process developed by General Motors that bonds the cast-iron surface with nitrogen atoms for an extra protective barrier.

As a result, these rotors can last up to 80,000 miles — double the typical lifespan of non-coated rotors. Because of their longer life, they won't wear out quickly and throw other components or systems in the vehicle — such as StabiliTrak or antilock braking — out of balance. They are engineered to support the whole operation. ■



SMALL BLOCK, BIG LEGEND

All-new GM 350 service engines offer a fresh take on the American classic

Born from the Jet Age, General Motors' iconic 350 V8 engine carved out its place in automotive history, furnishing the muscle for a number of Chevrolet racing-inspired sports cars — including the Corvette and Camaro — not to mention many GM trucks and vans.

With that in mind, GM Genuine Parts recently launched a line of new GM OE 5.7L, 350-cu.-in V8 service engines that build upon that same history and superb versatility while incorporating modern, precision machining.

**NEVER REMANUFACTURED OR REVERSE-ENGINEERED,
THESE RELIABLE WORKHORSES ARE FULLY DESIGNED,
TESTED AND BACKED BY GENERAL MOTORS ...**

Never remanufactured or reverse-engineered, these reliable workhorses are fully designed, tested and backed by General Motors — delivering the power and durability to get the job done. The engines are currently available in three applications: A Gen 1 (#12691671) for 1987–1995 models, and a Gen 1e LD (#12691673) and Gen 1e HD (12691672) that cover 1996–2002 light- and heavy-duty truck and SUV applications.



Key Features

As a GM Genuine Parts product, these proven powerplants employ the latest GM engineering technology and product enhancements to help ensure lasting reliability.



THEY 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
- No core charge

Proudly machined and assembled in the U.S.,¹ the engines undergo computer-controlled torquing at every step, which takes place through repeatable GM specifications. In addition, stringent computer-controlled tests are utilized to measure oil pressure, oil flow, compression and other metrics. The engines are also subjected to a GM OE part validation process that must comply with an 18-step quality assurance procedure.

Continued on next page >

Solid Limited Warranty

Of course, because it's a GM Genuine Parts product, you will receive the right part, the right fit, proven dependability and quick, easy installation. Moreover, these durable powerplants boast a 3-year/100,000-mile Limited Warranty² (whichever comes first) that covers parts and labor, and is fully transferable. ■



To find out more, contact your GM Parts dealer.



PERFORMANCE

TRANSMISSION OFFER

WHAT BETTER WAY TO COMPLEMENT THAT LEGENDARY GM V8 OR OTHER GM ENGINE THAN PAIRING IT WITH AN EQUALLY CAPABLE GEARBOX?

CHEVROLET PERFORMANCE IS NOW OFFERING A

\$250
MAIL-IN REBATE

ON ITS TRANSMISSIONS WHEN PURCHASED WITHIN 180 DAYS OF ANY CHEVROLET PERFORMANCE CRATE ENGINE. THE OFFER RUNS THROUGH DECEMBER 31, 2021.³



¹ Made in Springfield, Mo., of globally sourced parts.

² Effective on parts purchased April 1, 2018, and only when installed in the catalogued application. Contact seller for limited warranty part details, qualifications and possible labor coverage.

³ Must be purchased from a participating U.S. dealer or Chevrolet Performance Authorized Reseller. Offer valid on purchase of a Chevrolet Performance Transmission with proof of purchase of Chevrolet Performance Crate Engine. Rebate form and details available at chevrolet.com/performance-parts/offers. Transmission rebate valid on transmission purchases when made within 180 days of verified crate engine purchase (proof of purchase required). Limit three rebates per mailing address. Stackable with most other rebate offers (excluding Connect & Cruise). Transmission must be purchased between 1/1/21 and 12/31/21. Rebate submissions must be postmarked no later than 30 days after transmission purchase. Allow 6 to 8 weeks for delivery of debit card.

ACDelco CABIN AIR FILTERS OFFER HIGH-QUALITY FILTRATION

When servicing a customer's vehicle, remember to examine the cabin air filter, as a new one may be in order. If a replacement is needed, know that ACDelco filters offer several benefits to help keep your customer's vehicle interior fresh.

That's because ACDelco Cabin Air Filters are designed to help remove dust, pollen and other airborne irritants from outside air that is pulled into the vehicle.* Note that the filter should be replaced as part of routine scheduled maintenance.

ACDelco CABIN AIR FILTER

ACDelco Cabin Air Filters are available in GM OE and ACDelco Gold (formerly "Professional") designs.

GM OE

GM OE Cabin Air Filters are specifically engineered for GM vehicles and manufactured to OE specifications for fit, form and function. They're also the true OE filters installed during vehicle production at the factory and remain the recommended replacement filters for GM vehicles.

GOLD

Both durable and reliable, ACDelco Gold Cabin Air Filters utilize advanced filter media technology and are the high-quality replacement for many vehicles on the road today. The filters are available in both carbon and non-carbon polypropylene media. ■

*Recirculating air or air entering the vehicle through means other than the fresh air inlet is not filtered by a cabin air filter.

2021 BUICK ENVISION ARRIVES

ALL-NEW SUV MAKES EVERY DRIVE AN OCCASION

Completely redesigned for 2021, the all-new Buick Envision exudes an unmistakable appearance, combining a harmonious blend of athleticism and sophistication.



PREMIUM INTERIOR

The Envision's well-appointed five-seat interior boasts Buick craftsmanship at its finest, melding luxurious soft-touch materials with available perforated leather appointments and a host of premium amenities, including an available driver massaging seat and heated steering wheel. And thanks to Buick's QuietTuning™ technology with Active Noise Cancellation, everyone will relish a serene environment.



Envision Essence AWD



INTUITIVE TECHNOLOGY

The Envision's experience-enhancing technologies include an available next-generation Buick infotainment system — replete with Buick's first available 10.2-inch-diagonal touchscreen display.¹



BOUNDLESS VERSATILITY

The versatile Envision easily accommodates luggage and other cargo, thanks to 25.2 cubic feet of available space with the second-row seatbacks up.² Fold them down and the roomy Buick gives you 52.7 cubic feet of maximum cargo space.² Moreover, accessing that cargo is simple, courtesy of an available hands-free power liftgate that operates with just a kick of your foot beneath the Buick LED logo projection.

Continued on next page >

¹ Full functionality requires compatible Bluetooth® and smartphone. Some devices require USB connectivity.

² Cargo and load capacity limited by weight and distribution.



Envision Avenir

INSPIRING PERFORMANCE

Envision's striking design and impressive versatility are perfectly complemented by inspiring performance. It starts with a new 228-hp 2.0L turbocharged Ecotec engine, available continuous real-time damping control and an available intelligent all-wheel-drive system with active twin clutch that combine to deliver a refined, yet spirited, ride whether navigating the city or cruising the interstate.



DRIVER CONFIDENCE PLUS

Behind the wheel, confidence remains a reliable companion with the Envision, stemming in part from Buick Driver Confidence Plus³ — a suite of nine advanced safety and driver-assistance technologies that come standard. Among its generous list, the suite includes Automatic Emergency Braking, Rear Park Assist, Forward Collision Alert and Lane Keep Assist with Lane Departure Warning.

³ Buick Driver Confidence Plus: Automatic Emergency Braking, Lane Keep Assist with Lane Departure Warning, Forward Collision Alert, Front Pedestrian Braking, Following Distance Indicator, IntelliBeam, Lane Change Alert with Side Blind Zone Alert, Rear Cross Traffic Alert and Rear Park Assist. Read the vehicle Owner's Manual for important feature limitations and information.

Defining Moment

NEW GM LOGO SIGNALS A TRANSITION TO THE FUTURE OF OUR PARTS BRANDS

As GM steps into a future of electric vehicles while striving for zero emissions, zero crashes and zero congestion, it recently released a new logo to represent the vision of the entire company — including GM Genuine Parts and ACDelco.

— which included the updated product tiers of OE, Gold and Silver — was a critical step in reinforcing our OE status and standards of quality. It also helped effectively and efficiently manage the global branding, marketing and protection of our parts.

Now that the new GM logo has debuted, it will be incorporated into all logos that use the GM landmark, including GM Genuine



Certain design elements of the new GM logo, such as the line under the “m,” are a nod to the history of the company and its previous logos. Other elements, including the negative space around the “m” that resembles an electrical plug, show a dedication to the future and electric vehicles.

The logo, which features a modern, lowercase font with a gradient blue design, aims to reflect that zero-emissions future. It’s a significant milestone for the GM family — one that also coincides with the rebranding of the GM Genuine Parts and ACDelco brands.

As GM Genuine Parts and ACDelco continue to redefine our well-established parts brands — reflected by recent repackaging efforts — the debut of the updated GM logo parallels that initiative.

The 2020 introduction of the new GM Genuine Parts and ACDelco parts packaging

Parts, GM Powertrain and GM Marine. The ACDelco logo also will be refreshed.

Once the updated logos and graphics are finalized, packaging pre-production and planning will take place in Q2 of this year. Expect to see updated packaging that features the new GM logo arriving at your facility in late 2021.

This convergence of GM’s new outlook and our division’s parts rebranding underscores the opportunity to make a more substantial statement about our product lines — namely that GM Genuine Parts and ACDelco are the only parts that are designed, engineered, tested and backed by GM. ■

CERTAINTY STARTS HERE

The next step of the parts rebranding begins with a new marketing campaign that highlights why our parts are the clear choice over competitors. The Certainty Starts Here campaign — featuring GM Genuine Parts and ACDelco parts — outlines the brands, what they stand for and how they meet the needs of customers.

A series of “Certainty Starts Here” videos has been created to showcase the parts and their benefits. See the article about the videos on page 4.



FINDING A Solution

asTech diagnostic device is now
a certified tool for CRN users

IN THE FAST-PACED collision repair environment, being able to rely on the latest software and industry expertise is crucial. Participants in GM's Customer Repair Network (CRN) can now benefit from the addition of the asTech diagnostic device to its portfolio of tools that help with the scanning and calibration of vehicles.



The asTech tool is a communication interface that runs GM diagnostic software (GDS2 and/or Tech2Win) remotely. This patented device — supported by the knowledge of certified master technicians and the GM TechConnect service information with the correct RPOs for the vehicle — is another item that works to search for, identify and resolve the various Diagnostic Trouble Codes (DTCs) that result from collisions.

asTech joins a list of other CRN-approved vendors that includes AirPro Diagnostics, Drew Tech and Mitchell Diagnostics.

"Access to the latest GDS2 updates is critical to promote safe, proper repair, especially in a collision when the diagnostic concerns may not be immediately known through visual inspection," says Chris Blackmore, Collision Program Manager for CCA.

Continued on next page >



With this updated portfolio, CRN technicians can diagnose the concerns of many makes and models. And, shops won't have to purchase and use new tools and equipment for each OEM they service. The asTech device also provides documentation for every scan that's performed.

"Shops could see improved efficiency, increased control, more guaranteed completion dates and a loyal customer base," Blackmore says. ■

ABCs OF DTCs

General Motors holds the position that all its vehicles being assessed for collision damage repairs be tested for Diagnostic Trouble Codes (DTCs).

And the method for correctly identifying those DTCs is through the use of GM-specific diagnostic software such as GDS2 or Tech 2/Tech2Win — each of which is supported by the newly certified asTech tool. The software can scan a vehicle for all DTCs in one operation.

Any repairs not following published GM collision repair procedures may result in erroneous DTCs and expose vehicle owners and occupants to unnecessary risk. GM collision repair information is available through a GMSi subscription.

Pro Pack Offers

SPRING INTO MAINTENANCE

with offers for Professionals on the full line of GM Genuine Parts and ACDelco Brake Pads, Shoes, Rotors, and Drums, plus other select parts



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

\$7

On the purchase of any GM Genuine Parts Original Equipment (ACDelco GM OE) AC Condenser, Evaporator, or Compressor

\$5

On the purchase of a set of GM Genuine Parts Original Equipment (ACDelco GM OE) Brake Pads or Shoes

\$4

On the purchase of any GM Genuine Parts Original Equipment (ACDelco GM OE) Brake Rotor or Drum

\$3

On the purchase of a set of ACDelco Gold (Professional) Brake Pads or Shoes

On the purchase of a set of ACDelco Silver (Advantage) Brake Pads or Shoes

\$2.50

On the purchase of any ACDelco Gold (Professional) Brake Rotor or Drum

\$2

On the purchase of any ACDelco Silver (Advantage) Brake Rotor or Drum

\$1.50

On the purchase of any ACDelco Gold (Professional) Battery

On the purchase of any ACDelco Cabin Air Filter

On the purchase of any ACDelco Engine Air Filter

\$1

On the purchase of any GM Genuine Parts GM OE or ACDelco Gold (Professional) Bearings and Hub Assemblies

my GM
partnerperks

Members earn points on GM parts purchases plus additional benefits.

streamlined rebate redemptions
exclusively with:



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 category 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 7/15/21. Offers end 6/30/21.



