

ACDelco

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IWI Motor Parts Newsletter

October 2008

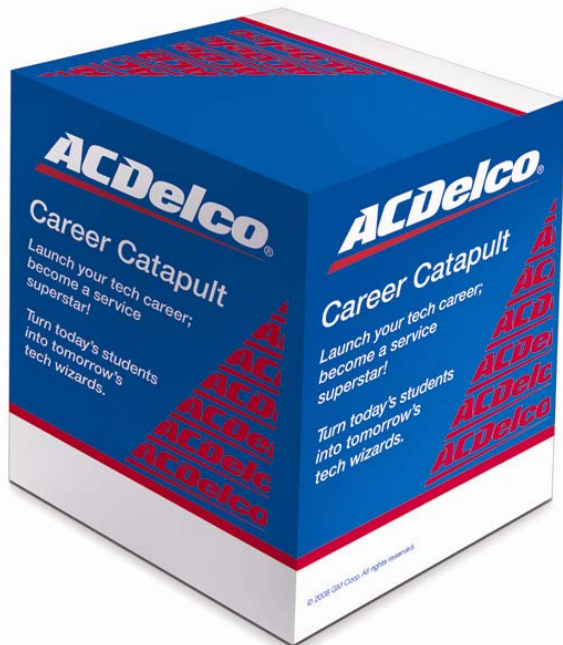


2009 TSS Scholarship Program

In 2009, ACDelco and the TSS Advisory Council will award nationwide scholarships exclusively to TSS accounts through the 2009 ACDelco TSS Scholarship Program. Applications will be accepted now through March 31, 2009. Winners of the scholarship awards will be announced in May of that year to coincide with spring graduation. To download the application, go to acdelcotechconnect.com

More Than Great Parts in Every Box

By Nancy McLean
Director, ACDelco Marketing



When we launched ACDelco 360 last year, we introduced the “360” icon to represent all of the value that we bring to our customers in addition to great products. ACDelco 360 is really a short-hand for our customers, of our extensive distribution network, customer programs, e-business, training, marketing and valued relationships that all support our high quality product offering. Outside of this and the ACDelco brand itself, probably our most recognizable symbol is the ACDelco package. Measuring 3.5” x 3.5” x 4.5”, the capacity of the red, white, and blue ACDelco-logoed box doesn’t seem enormous at first glance. Yet, it “holds” the full array of our service and business solutions to help generate success through 360 degrees of support from ACDelco.

To continue to communicate this message, we have created a unique concept to advertise the ACDelco 360 to the trade. We have launched a new advertising campaign this month called “In Every Box”. This campaign leverages the recognizable ACDelco parts box to “package” service and business offerings as if they were parts. And, to really get the attention of readers, we are placing miniature cardstock box replicas in leading automotive aftermarket trade magazines as inserts that can be taken out, assembled and put on desks and counters. Not just your normal product photo glam shots that we are all used to seeing in those publications! (And, you have to admit, pretty darn fun!)

On the digital front, you will also see banner ads that transform the boxes into other objects that support the ad messages appearing online. To view one of our banner ads, visit acdelcotechconnect.com/ineverybox.

I’m really proud of our new “In Every Box” campaign and I hope you will be, too. With the challenges that we are facing today, we are maintaining a strong voice in the marketplace. Let’s all use these new, simple messages to energize and delight every person that touches ACDelco everyday. Parts alone have not made ACDelco what it is today. Our eyes are on the future--and be assured that we will continue to adapt to an ever-changing world. You can expect that “in every box”!

ACDelco

ACDelco PROMOTIONS

Select Your Succe\$\$ With ACDelco Promotion

September 1 – October 31

TSS customers will have an opportunity to earn additional exclusively yours® (ey) rewards points with ACDelco's Select Your Succe\$\$ promotion. Total Service Support (TSS) customers purchasing ACDelco products have the opportunity to select their own success by earning additional ey rewards points...just in time for the holiday shopping season! Thousands of ey reward points are available to TSS accounts that increase their purchases in September and October 2008.

Fall Shocktabulous ePromotion

September 1- November 30

ACDelco is offering an ePromotion to WIP/WISE/WISEConnect customers to help sell, Line 09, Shocks, Struts and Strut Mounts. For every two (Line 09) SHOCKS, STRUTS and/or STRUT MOUNTS purchased, the customer will qualify for a \$6 rebate check. Customers should register early to begin watching their rebate dollars grow.

2008 ACDelco Cash Box! Fall Trade Rebate

October 1 - November 30

What would you do with an extra \$100 bucks? Pay for some gas, go to dinner and a movie, help payoff those holiday bills? ACDelco is pleased to announce the 2008 Cash Box! Fall trade rebate. Service writers who purchase and install the ACDelco parts below can receive a cash-back rebate from ACDelco. After 100 years ACDelco is still one of the leading automotive aftermarket brands in the world, offering parts and services for most vehicles on the road today.

Line	Part	Rebate	Max Rebates	Max Rebate(\$)
8	Wiper Blades	\$2.00	5	\$10
14	Durastop Brake Pads/Shoes	\$4.00	5	\$20
33	Aftermarket Starters/Alternators	\$5.00	5	\$25
35	Belts/Hoses	\$3.00	5	\$15
43	Fuel Pumps	\$10.00	3	\$30
Total Max Rebate				\$100

Powertrain \$100 Mail-In Rebate

March 19 – December 31

Effective immediately, ACDelco Total Service Support (TSS) Accounts are eligible to receive the "GM Parts Powertrain \$100 Mail-In Rebate." This rebate is an excellent opportunity which adds more value to an already powerful product line. The rebate is offered on all GM Parts engines, transmissions and transfer cases, and eligible Performance Parts (circle track and race engines excluded).

PRODUCT NEWS

Battery Exchange Program Policy

Effective October 1, ACDelco will be lowering prices on most of the LEAD acid batteries, improving on the overall competitiveness. This is a result of batteries now being sold using an exchange process. Resale prices have been lowered with the expectation that all customers will return their lead acid junk batteries to their providing ACDelco distributor on a one for one basis.



New 2008 ACDelco Catalogs and Specifications Guide

The DuraStop Disc and Drum Brake Specifications and Brake Bleeding Sequence guide (14-RF-0271-08) are available upon request. Contact your sales representative who can order it from the ACDelco eStore.

ACDelco also announces the release of the following new catalogs.

- 2008 Aftermarket Wiper Products Catalog (8A-200-08)
- 2008 Chassis Car and Light Duty Truck, 2008-1991, Catalog (45A-100-08-V2)
- 2008 Clutch Kits and Parts Catalog (38A-100-08)

For catalogs, contact your ACDelco sales representative or your ACDelco Distributor.

IWI Motor Parts Locations and Toll Free Numbers

Dubuque
800-747-3911

Waterloo
800-728-2354

Cascade
800-373-3061

Dyersville
800-211-9297

Cedar Rapids
888-510-7278

Clinton
888-409-7761

Iowa City
877-262-2842

Freeport
877-955-8479

Rockford
800-955-8471

Lancaster
866-323-4452

Quad Cities
866-736-7501