ACDelco Catalogs

2004 Catalog for 3T40 Passenger Car Transmission Parts, Line 37
The 2004 ACDelco 3T40 Passenger Car Transmission Parts Catalog, publication 37A-3T40-04, is now available.

2004 60 Series Battery Catalog Released
The first edition of the 2004 60 Series Battery Catalog (7A-300-04) is now available. The catalog contains automotive and non-automotive applications covered by the 60 Series battery line.

Throttle Body Injector Corrections
Part number 217-345 is listed incorrectly in the paper catalog, 21A-100-04, for the 7.4L engine. The electronic catalog suppliers have been advised of the error and are updating their systems.

ACDelco Battery Cables All Makes Expansion Supplement
The ACDelco Battery Cables All Makes Expansion Supplement (16A-300A-04) is available. The 16A-300A-04 contains application detail for the 268 new All Makes battery cables, as well as product information (pictures, specs, descriptions) for the 137 new battery cable accessories.

2005 ACDelco Snowmobile and Recreational Equipment Belts Catalog
The 2005 Snowmobile and Recreational Equipment Belts Catalog (35A-105-05) is available. The 35A-105-05 contains approximately 500 new applications.

2004 ACDelco U-Joint Catalog
The 2004 Universal Joint Catalog (45A-200-04) is available. The 45A-200-04, for passenger car and light/medium/heavy-duty truck applications, includes the competitive cross-reference and wholesalers buyer’s guide previously found in the 45A-238/239 publication.

2005 Air Conditioning Catalogs and Illustrated Buyer’s Guide
The 2005 15A-100 Volume 1 and Volume 2 Application Catalogs are available. These application catalogs contain over 9,900 part numbers that encompass "All Makes/All Models" coverage. 15A-100 Volume 1 covers applications 1986 and newer and 15A-100 Volume 2 covers 1985 and older applications.
In addition, ACDelco announces the release of the "first ever" 15A-99 Illustrated Buyer's Guide, which combines pictures, illustrations, specifications, popularity codes and cross-references. Also included are pictures for parts that do not have applications or "standard parts."

2005 DuraStop Brake Catalog Volume 1 (1976 – Current)
The 2005 DuraStop Brake Catalog (14A-100-05) is available. This catalog contains ACDelco DuraStop brake application information for passenger car and light truck, medium duty truck and bus applications.

Copies of the above mentioned catalogs are available through your ACDelco sales representative or Warehouse Distributor.
ACDelco's receipt of numerous awards from several industry media and organizations for its 2004 endeavors - including the "Real Car Guys Know. ACDelco" advertising campaign - validates ACDelco's brand leadership in the aftermarket. The awards recognize not only the campaign, which was launched earlier this year, but also the brand's public relations efforts to educate drivers about vehicle repair and maintenance and its quality products.

"'Real Car Guys Know' boldly establishes ACDelco as the automotive parts brand of choice for Real Car Guys, whether they're male or female," said ACDelco Advertising Manager John Zamzow. "The campaign is designed to differentiate ACDelco from the competition, break through the advertising clutter and engage all of our customers. Receiving recognition from various sources confirms it's doing just this."

The awards come on the heels of a recent survey showing ACDelco is the strongest automotive parts brand as ranked by Independent Service Centers (ISCs). The same study, conducted by an independent outside market research company, confirms ACDelco is especially well regarded for quality and reliability and has the best reputation when ranked against other aftermarket competitors.

"As a TSS (Total Service Support) Shop, I appreciate all of ACDelco's training and valuable information that helps us, as independent repair shops, by increasing public awareness of what it takes to repair cars in this era," said Ronald Redding, president, R&G Service Center in Omaha, Nebraska. "These outstanding awards show that ACDelco has done it again with the products, knowledge and benefits it offers its independent shop owners."

ACDelco has been awarded the following recognition in 2004:

**Aftermarket Business Magazine's 10th Annual Global Design Awards** - ACDelco won awards for its "Real Car Guys" campaign in numerous categories:
- **Gold Award**: ACDelco / Campbell-Ewald - Merchandising / Display: In-Store Poster Program
- **Silver Award**: ACDelco / Campbell-Ewald - Print Advertising: ACDelco Brand Ads (AMAM, Training, Advantage)
- **Silver Award**: ACDelco / Campbell-Ewald - Print Advertising: ACDelco Systems Ads
- **Silver Award**: ACDelco / Campbell-Ewald - Print Advertising: ACDelco Motorsports Ad (NASCAR)
- **Silver Award**: ACDelco / Campbell-Ewald: acdelco.com web site
- **Bronze Award**: ACDelco / Campbell-Ewald - Merchandising / Display: Event Marketing Brochure
- **Honorable Mention**: ACDelco / Campbell-Ewald - Merchandising / Display: Product Reference Cards

**Babcox Readers' Choice Award** - ACDelco's advertising was selected as a 2004 Readers' Choice Award winner by the readers of Babcox Publication's Brake & Front End, Counterman, and Underhood Service magazines.

**Detroit Creative Directors' Council Award** - ACDelco was a Show Finalist and received a Silver "Caddy" Award for its "Real Car Guys" television spot.

**Car Care Council Women's Board Automotive Communications Award** - ACDelco picked up an Automotive Communications Award for its Public Relations efforts in the business-to-consumer category. The award recognizes ACDelco's Video News Release (VNR) highlighting quick and easy car care tips women - and men - can do on their own. Narrated by ACDelco Manager Product Service and Training Development Sue Christophersen, an Automotive Service Excellence (ASE)-Certified instructor, the VNR shows how to conduct an under-the-hood inspection, as well as what to look for when seeking an Independent Service Center (ISC).
**ACDelco Expands Its Ignition and Emissions Product Lines**

As part of its continuing effort to help vehicles run better, cleaner and more efficiently, ACDelco plans to add nearly 2,000 new part numbers to its ignition and emissions product offerings by year-end. This addition is part of a larger two-year expansion that will introduce a total of nearly 10,300 new parts.

"Our ultimate goal is to exceed ignition and emissions coverage offered by other top aftermarket parts suppliers," said Brad Brunken, ACDelco Ignition, Emissions, and Wire and Cable product manager. "Right now, we're focusing on 'All Makes/All Models' coverage for many non-GM domestic, Asian and European applications, but, as always, we'll continue to expand our selection of part numbers for GM vehicles, too."

ACDelco is committed to providing emissions and fuel injection parts that help vehicles pass various state certification tests and meet changing vehicle emissions requirements. In addition, ACDelco's quality ignition system parts help keep vehicles running the way they were designed to perform.

ACDelco's ignition and emissions parts are put through a variety of tests - often under extreme or unusual conditions - to help deliver quality parts technicians expect from a leader in the automotive aftermarket. ACDelco insists on this process to make sure installers have reliable, durable and efficient parts that will perform under almost any condition. In addition, these stringent quality controls help lower the rate of return on its ignition and emissions parts.

The parts are designed and engineered to work in tandem with the entire vehicle system for virtually all makes and models, including Ford, Chrysler, Toyota, Nissan, Honda, GM and practically every other vehicle on the road today.

ACDelco stands behind its ignition and emissions products with a 12-month/12,000-mile limited warranty. The organization also offers premium service and support, including nearly 20 specialized training courses directly related to ignition and emissions.

For more information on ACDelco automotive parts, log on to acdelco.com or call 1-800-ACDelco.

**Motorsports**

**Clint Bowyer Named Driver of the ACDelco Chevrolet Monte Carlo**

Clint Bowyer of Emporia, Kansas, was named the new driver of the No. 2 ACDelco Monte Carlo for Richard Childress Racing for the 2005 season, replacing Ron Hornaday. Bowyer, who split driving duties of the Reese's Chevrolet in 2004 with former ACDelco driver and NASCAR Busch Series champion Kevin Harvick, has three top-five and five top-10 finishes in just 11 Busch Series starts.

The list of drivers that have piloted the ACDelco Chevrolet reads like a "Who's Who" of NASCAR Racing; Ken Schrader, Joe Bessey, Steve Park, Dale Earnhardt, Jr., Kevin Harvick, Johnny Sauter and Ron Hornaday. The newest name on that list may have the most potential yet.

**ACDelco Merchandise Kits**

ACDelco has developed a series of merchandising kits with ready-to-run promotions designed to increase your ACDelco sales. You can choose from four automotive system kits with ACDelco-branded merchandise:

- **Electrical** (Battery, Starter, Alternators) 10 Footballs or Soccer Balls
- **Thermal** (A/C, Heating and Cooling) 12 Soft-Side Cooler Bags
- **Engine Performance** (Plugs, Filters and Wires) 10 Motorsports T-shirts
- **Routine Maintenance** (Belts, Hoses and Wipers) 12 Umbrellas

Each kit includes just about everything you need to run a pull-through consumer promotion. Contact your ACDelco sales representative or Warehouse Distributor for additional details and information on how to order the kits.
**ACDelco "Shock-It-Two-Me" Promotion**

ACDelco is pleased to announce the 2005 Shock Promotion, “Shock-It-Two-Me.” This promotion offers a great rebate incentive to **consumers** for the purchase of ACDelco Shocks and Struts. Additionally, participating **Independent Service Centers** have an opportunity to win a trip to the Nextel & Busch Race at Richmond International Raceway in Richmond, Virginia. Rebate and race package prize details are described below:

**Incentives**

**Consumers** who purchase four ACDelco Shocks and/or Struts, and have them installed at a participating Installer, will be reimbursed for the price of two of the four shocks and/or struts, up to $100. Consumers must complete and submit a rebate form, and must include a work order and 4 carton end flaps as proof of purchase and installation to be eligible. Consumers must submit the rebate form to ACDelco Program Headquarters. ACDelco will then mail a check to the consumer for the cost of two of the purchased shocks or struts. The two least expensive units will be reimbursed. The offer is good on qualifying units only. Installation, taxes, and service charges do not apply. The offer is not valid on product being replaced under warranty. There is a maximum rebate of $100 available per vehicle.

**Independent Service Centers (ISC)** can compete for one race package to be given away in each ACDelco Zone. The race package consists of the following: roundtrip transportation to the Nextel & Busch Races at Richmond International Raceway in Richmond, Virginia, meals, transportation, 3 nights lodging and suite tickets for the winner and one guest. The ISC in each zone with the highest purchases on ACDelco shocks and struts wins! The Busch event will be held on Friday night, September 9. The Nextel Cup event will be held on Saturday, September 10.

**Effective Dates**

Consumer Rebate: April 1, 2005–May 31, 2005  
ISC Promotion: March 1, 2005–May 31, 2005

**General Information**

To participate, Independent Service Centers must enroll prior to the promotional period with their ACDelco Warehouse Distributor.

**Qualifying Shocks/Struts eligible for rebate:**

ACDelco 530 series  
ACDelco 503 series  
ACDelco 519 series  
ACDelco 520 series

Promotional kits have been developed to use in conjunction with this promotion. See your ACDelco Warehouse Distributor about obtaining a kit for your business.

**Kit will include the following items:**

<table>
<thead>
<tr>
<th>Kit Items</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotional banner</td>
<td>1</td>
</tr>
<tr>
<td>Shock and Strut countermat</td>
<td>1</td>
</tr>
<tr>
<td>Promotional poster</td>
<td>1</td>
</tr>
<tr>
<td>Counter card with rebate pad</td>
<td>1</td>
</tr>
<tr>
<td>Extra rebate pads</td>
<td>3</td>
</tr>
<tr>
<td>Undercar consumer brochure</td>
<td>20</td>
</tr>
<tr>
<td>Newspaper/magazine ad slick</td>
<td>1</td>
</tr>
<tr>
<td>Radio ad script</td>
<td>1</td>
</tr>
<tr>
<td>Direct mailer suggestions</td>
<td>1</td>
</tr>
</tbody>
</table>

**Talk to your ACDelco Distributor for further details and to ask how to enroll!!**
ACDelco TSS Benefits

ACDelco Complimentary Training
One of the greatest benefits of the TSS and Key Fleet Programs is the outstanding ACDelco technical and business training that we provide. Who qualifies for complimentary training? Complimentary training is available for all customers that have a WD, TSS, FAN, NFPP or Key Fleet account number. All other customers are welcome to attend ACDelco training at a cost of $150 per person/per day. To enroll in a training class, visit our Web site at www.acdelcotechconnect.com or call the ACDelco Enrollment Center at 800-825-5886.

Know Your GTO & Win! Contest
ACDelco announces the “Know Your GTO & Win” contest. This contest, effective January 1–March 31, 2005, is only available to ACDelco TSS accounts. To participate, simply log onto www.acdelcotechconnect.com. Click on the “Log into acdelcotds.com to learn more about the contest” section. Once in, select "member login" or "new user" and play to win a gift from ACDelco. Also, while there, don't forget to check out the training offered by ACDelco.

CrediNet Benefit
Service charges for credit card and check transactions are hidden business costs that can really mount up. Wouldn't it be great if you could lower those costs and keep more of your gross? You can!

As a TSS participant, you're eligible for a program that offers discount rates on credit card and check transactions. The GM CrediNet credit card processing program authorizes all major credit cards, including VISA, MasterCard, Discover, American Express, Diners Club, Carte Blanche, Voyager and Wright Express (fleet cards) and most debit card networks, plus purchasing/corporate cards and personal checks.

Advantages to GM CrediNet include:
- No hidden fees, free on-line statements, no transaction fees, no monthly membership fee
- Funds normally deposited into your account within two business days
- Usually compatible with your existing equipment
- You can potentially save thousands of dollars a year with GM CrediNet!

Check out the GM CrediNet Rate and Comparison Work Sheet at www.acdelcotechconnect.com and prove it to yourself. After you're convinced, call GM CrediNet Program Headquarters at 1-800-819-3043.