

SERVICE

IN SIGHTS

FALL 2024

*Service Repair News
From Your Parts Supplier*



2025 Cadillac
ESCALADE IQ

THE FIRST-EVER ALL-ELECTRIC CADILLAC ESCALADE IQ

Selling OEM
Parts

Remanufactured
Parts Offer
Alternatives

InShop Training
Online

CONTENTS

FALL 2024

2
PROGRAMS
Earning points
leads to rewards



4
GM GENUINE PARTS
OE Parts boast
distinct advantages



6
GM GENUINE PARTS/
ACDELCO
Remanufactured parts
encourage sustainability

12
“Virtual InShops
are a great way
to participate in
automotive training
without having to
leave the shop.”
— John Latner,
Manager, ACDelco
Technical Training



8
PRODUCT SPOTLIGHT
ESCALADE IQ offers
intelligence, excitement



12
ACDELCO
InShop Training offers
a personal touch

14
TIPS
Bulletin outlines
rear-spring diagnosis

16
ACDELCO
Additive helps keep
fuel systems clean

17
REBATES
Find the latest trade
rebates on quality parts



2025 CADILLAC ESCALADE IQ

SERVICE

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The Choice Is Yours

There's a wide selection of benefits with the my GM Partner Perks Rewards points program

The my GM Partner Perks program is a loyalty program built for your benefit – the more GM parts you purchase, the more rewards and perks you'll receive effortlessly. Through the program, you'll earn points on all GM Genuine Parts, ACDelco and Chevrolet Performance Parts, and Chevrolet, Buick, GMC and Cadillac Accessories purchases that you can spend on rewards for your customers, employees or yourself.

Your my GM Partner Perks points will accumulate in your online portal wallet for easy access and maximum spending power. Many members redeem their points regularly for different items, but some let their points accumulate to use their points toward larger items.

The points you earn as a program member are deposited into your personal rewards wallet, which is available on your mygmpartnerperks.com dashboard, where you can choose one of the options listed here. ■

Transfer to an exclusively yours GM Partner Perks Prepaid Mastercard®

You can transfer your points to your my GM Partner Perks exclusively yours®* Prepaid Mastercard, which allows you to shop from numerous popular retailers. Visit mygmpartnerperks.com for a complete list of available

Business Expense Reimbursement

Transfer your points to cover certain business expenses, including:

- Signage for your shop
- Specific training for your team to stay abreast of the latest technologies and techniques
- New uniforms for your employees
- Repairs that you may need at your shop
- Office supplies and other items

You Have Rewards

Your wallet on mygmpartnerperks.com shows your balance and the shopping-cart icon links to the rewards catalog that opens up a world of redemption options, including:

- Choose from more than 5,000 unique items in the online Rewards collection, with new items added every two weeks.
- Book a vacation through Rewards Personal Travel at more than 200,000 hotel properties in more than 25,000 destinations worldwide. Travel can also be booked for 200 major airlines, rental cars, local activities, excursions and live-event experiences.

New GM Vehicle Purchase

You can transfer your my GM Partner Perks points toward the purchase of a new GM vehicle. Once a vehicle has been purchased, a check is sent for the requested amount of points.

Using Your Points

merchants, including Macy's, Cabela's, Sandals Resorts and many more!

Once transferred to the Prepaid Mastercard, my GM Partner Perks points cannot be moved back. In addition, certain redemption options available with points are NOT available once the points have been

transferred to your rewards card. These unavailable options include business-expense reimbursement, event tickets and the use of my GM Partner Perks points toward the purchase of a new GM vehicle. Additionally, the Prepaid Mastercard cannot be used to redeem items in the online awards catalog.

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Sell the advantages that separate Original Equipment parts from the competition

The Difference-Makers

At repair and body shops across the country, customers are often asked one basic question: Do they want Original Equipment (OE) parts installed on their vehicle? Many factors can influence their answer – from not understanding the benefits of using OE to brand misconceptions to price concerns – but the ultimate decision is with them and it’s one that can affect their vehicle’s performance and overall satisfaction with the product.

Automotive professionals understand the advantages of OE parts, but may find it challenging to communicate them with customers. What follows is an examination of a particular GM Genuine Parts line and some areas that personnel could touch on in conversation with those owners to help tell the value story.

Fit and Finish

GM Genuine Parts offer OE specifications and tolerances on all its products. Putting GM Genuine Parts suspension components on a customer’s GM vehicle, for example, takes the guesswork out of whether they will fit precisely, as the product was developed and tested for that vehicle.

GM OE suspension components perform in concert to help ensure the effectiveness of the system as a whole. Struts rely on the performance of shock absorbers, which in turn work with the coil springs. Having a level of consistency in design and development with the parts assists in providing a smooth ride that customers have come to expect.

Also, installing GM Genuine Parts suspension components can help maintain a connection with other vehicle systems. These parts are specifically engineered in particular to work with GM anti-lock brake and stability systems.

Customer

“Isn’t any rear leaf spring designed to do the same thing as the [GM] OE part?”

“Not necessarily. GM Genuine Parts suspension components are designed to match a GM vehicle’s original equipment in terms of ride, handling and safety performance. That is something a competitor can’t claim definitively.”

Shop Representative

Something to Depend on

GM Genuine Parts and ACDelco components benefit from the manufacturer’s original research and development, which should instill a sense of security and confidence for customers.

GM Genuine Parts suspension components, for example, also undergo rigorous testing that includes heavy loads, water, salt, and bumpy and dirty roads – all to help ensure that they are ready to perform when the proverbial rubber hits the road. It’s not guaranteed that aftermarket options go through such due diligence.

Customer

“This company has a good reputation for durability. Their shock absorbers should work for my repair.”

“This may be true, but GM Genuine Parts shock absorbers go through hundreds of validation/durability tests that include mechanical, climatic, material and electrical evaluation. And they’re tested to the specific GM OE engineering requirements.”

Shop Representative

A big advantage with OE items is the safety net of a manufacturer’s warranty that protects customers from the occasional part malfunction. Most GM Genuine Parts suspension components, for example, come with a limited lifetime warranty,¹ which is honored at the retailer where the part was purchased.

Many aftermarket competitors don’t offer the level of coverage that the GM warranty does. If an item should fail, the customer may put the blame squarely on the shop that provided it. This hurts the relationship with the owner and threatens to damage the shop’s reputation.

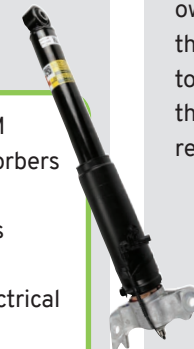
Customer

“This car already has a lot of miles on it; I might sell it in the next year. Having a lifetime warranty on my suspension part is not that big a deal.”

Shop Representative

“Even if you only have the vehicle for a year, you are getting peace of mind during that time when you add that part with the [limited] lifetime warranty.”

Shop Representative



Watch This



Scan this QR code to see a video that shows how GM Genuine Parts goes the extra mile.



1. 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.

VALUE ADDED

The growth of GM Remanufactured Parts lines gives customers more of a choice

In any situation, it's always nice to have options.

Certainly, that's the case when it comes to parts offered by General Motors, which provides a variety of product lines designed to match customers' price points, all without compromising quality and safety. GM Remanufactured Parts, for example, present such an alternative.

A rigorous quality-assurance process helps ensure the reliability of each part, providing

Product lines match customers' **price points** without compromising **quality** and **safety**.

customers with peace of mind in every repair. And these parts represent a way to introduce innovative new business opportunities through remanufacturing and reuse, keeping products and materials in circulation while minimizing waste and pollution.

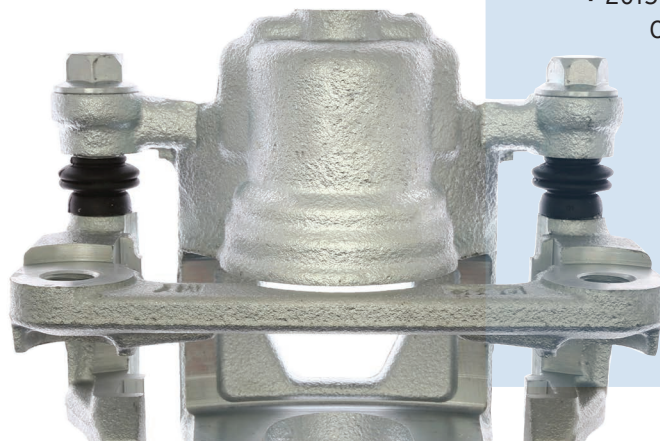
Let's take a look at a couple of the remanufactured product lines available through General Motors:

Brake for Quality

ACDelco's Remanufactured Coated Calipers, with their protective zinc plating, are designed to provide superior corrosion resistance compared with powder-coated calipers – allowing them to ward off

harsh weather conditions and potentially harmful road spray. This generally results in a longer lifespan and a better overall appearance.

The calipers also boast all-new seals and bleeder valves (similar to OE parts), pre-lubrication of critical areas to prevent binding, a replating of all recycled hardware, all-new pad installation and cast-iron housing throughout, including piston bores.



The part design follows critical specifications to help ensure a leak-free operation.

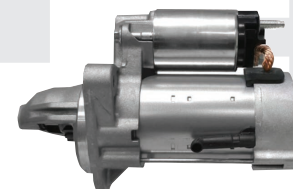
The parts are put through their paces – including end-of-the-line pressure testing for leaks and ASTM (American Society for Testing and Materials) B117 salt-spray testing – to help in resisting rust and corrosion.

These remanufactured calipers are available on the following vehicles and represent a sampling of the applications offered by GM Remanufactured Parts. See the QR code at the bottom right for more information.

- | | |
|---|------------------------------|
| + 2010–2015
Chevrolet Camaro | + 2014–2020
Jeep Cherokee |
| + 2015–2019
Chevrolet Colorado and GMC Canyon | + 2013–2014
Ford Edge |
| + 2019–2021
Chevrolet Silverado and GMC Sierra | + 2014–2018
Kia Soul |
| + 2015–2017
Chrysler 200 | + 2007–2012
Nissan Sentra |
| | + 2012–2019
Toyota RAV4 |

Getting Started

ACDelco recently announced the release of 20 ACDelco Gold remanufactured alternators and starters for GM and non-GM applications. These additions cover an estimated 25.9 million vehicles in operation – including 2013–2023 models from a variety of manufacturers, offering a wider range of options for repair needs.



The remanufactured starters (one shown above) feature new bearings, bushings, brushes and solenoid contacts.

The remanufactured starters feature bronze-sintered, oil-impregnated bushings and all-new solenoid contacts on many of the top-selling units, with contacts that have copper terminals and plated hardware. There are also new bearings and brushes on all units.

The alternators feature all-new brushes and bearings with high-temp lube and double-lipped rubber seals. The rotors and stators on the alternators are electronically tested and sealed with secondary insulating coating. ■



Scan this QR code for the most up-to-date applications and a complete list of parts.



2025 Cadillac
ESCALADE IQ

THE SMART CHOICE

THE 2025 CADILLAC ESCALADE IQ BLENDS THOUGHTFUL CHOICES WITH PURE INSPIRATION

It is not every day that you can change an icon and the world simultaneously, but that's precisely what the designers and engineers did with the first-ever all-electric 2025 ESCALADE IQ. It is a true electric reimagining of the full-size luxury SUV experience with the highest level of design and craftsmanship, and the latest technology.

The 2025 ESCALADE IQ offers an elevated driving experience highlighted by a curved pillar-to-pillar, 55-inch total diagonal display, standard Super Cruise® hands-free driver assistance technology¹ with a 3-year OnStar Super Cruise® plan and vehicle-to-home bidirectional charging technology with GM Energy's available Home products.

EV by Birth

The ESCALADE IQ is the first full-size SUV built on GM's innovative and modular EV propulsion architecture, the Ultium

platform. It also offers GM's Ultifi software platform, which supports and delivers ongoing software updates.

The ESCALADE IQ's foundation is a 24-module Ultium battery, which has a capacity of more than 200 kWh of available energy. It also employs a flexible, 800-volt architecture that enables 350 kW DC fast charging, the quickest form currently available, providing up to 100 miles of range in about 10 minutes of charge time.²

The powerful electric-propulsion configuration — consisting of the battery pack, power electronics and a dual-motor AWD system — offers great power on demand and surprising performance, including:

- Up to 750 horsepower (with driver-selectable Velocity Max,³ Cadillac estimate)
- Up to 785 lb.-ft of torque (with driver-selectable Velocity Max,³ Cadillac estimate)

1. Always pay attention while driving and when using Super Cruise. Do not use a hand-held device. Requires active Super Cruise plan or trial. Terms apply. Visit cadillac.com/supercruise for compatible roads and full details. 2. Actual charge times will vary based on battery starting state of charge, battery condition, output of charger, vehicle settings and battery temperature. See the Owner's Manuals for your vehicle and charger for additional details & limitations. 3. On a closed course. 4. On a closed course only. Based on initial vehicle



models, but its EV architecture provided the design team with a clean slate. The ESCALADE IQ has a more expressive profile than previous models, with the wheels pushed farther to the corners for a more powerful-looking and planted stance. A long, dynamic hood and a faster-sloping roofline at the rear also contribute to a sportier aesthetic. Much of the ESCALADE IQ's sophistication

is derived from carefully and beautifully sculpted surfaces. The design team looked to create a dynamic balance between crispness and curvature. ESCALADE IQ's side profile features flush side glass and a large glass roof that gives the appearance of seamless body lines.

With all this design work, it is estimated to be the most aerodynamic full-size SUV ever produced by General Motors, with an approximately 15 percent lower drag coefficient than previous generations. The more-efficient aero performance reduces wind resistance, contributing to the Cadillac-estimated 460 miles⁵ of range.

- 0-60 mph in less than 5 seconds⁴ (with driver-selectable Velocity Max,³ Cadillac estimate)

ESCALADE IQ will also be equipped with Vehicle-to-Home (V2H) bidirectional charging technology with GM Energy's available GM Energy Powershift Charger and the GM Energy V2H Enablement Kit, allowing customers to send power directly from the vehicle to a properly equipped home. It will also offer the option of Vehicle-to-Load (V2L) off-board power, allowing the vehicle to power external devices.

Reimagined Yet Familiar

The ESCALADE IQ's design captures the bold presence of previous gas-powered

Continued on next page >

movement. 5. On a full charge based on development testing and/or analytical projection consistent with SAE J1634 revision 2017 - MCT. EPA estimate not yet available. Range subject to change prior to production. Actual range may vary based on several factors, including ambient temperature, terrain, battery age and condition, loading, and how you use and maintain your vehicle.



Opening Up

Inspired by architecture, upscale furnishings, fashion and more, ESCALADE IQ is airy and spacious, and incorporates advanced technologies first introduced on the ultra-luxury Cadillac CELESTIQ.

2025 ESCALADE IQ interior highlights include:

- The curved 55-inch total diagonal display is powered by a next-generation Snapdragon^{®6} Cockpit Platform from Qualcomm Technologies, Inc., with intuitive virtual smart controls such as Universal Remote Control when you pull up to your garage.
- An integrated infotainment experience is further personalized and enhanced with Google built-in capability.⁷ With Google Assistant^{®14},⁸ Google Maps and Google Play, customers can access hands-free communication, live traffic updates, and information on nearby charging stations, download their favorite apps and more.
- An available Executive Second Row Package blends beauty with task-oriented comfort, with features such as stowable tray tables, 12.6-inch diagonal personal screens, a rear command-center screen, massaging seats and headrest speakers.
- A power-folding third row allows for seven total passengers, and folds flat for more storage.
- A panoramic fixed-glass roof spans the first and second rows of seating to create an immersive experience and spectacular view for every passenger; the roof glass is tinted and treated with a UV-filtering film, ensuring the cabin stays comfortable, even on bright days.
- An immersive, 360-degree audio experience features a 40-speaker AKG Studio Reference audio system when equipped with the Executive Second Row Package; Luxury 2 and Sport 2 systems include a 36-speaker AKG Studio Reference audio system. (Standard for Luxury 1 and Sport 1 trims is a 19-speaker AKG Studio audio system.) ■



Scan the QR code to read more about the 2025 Cadillac ESCALADE IQ.



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2025 Cadillac Escalade

25 years in the making

Cadillac recently revealed the 2025 Escalade, which is powered by a standard internal combustion engine that produces 420 horsepower.

Exterior

The 2025 Escalade takes design cues from the full Cadillac lineup and brings them to life in the refreshed 2025 Escalade. It offers a bolder front end inspired by the CELESTIQ and LYRIQ design language, including a standard illuminated front crest and an illuminated grille surround on the V-Series and Premium Luxury Platinum trims. Other exterior enhancements and options, including new colors and power open-and-close doors, are available.

Interior

The interior, which shares many design cues with the 2025 ESCALADE IQ, features an available Executive Second Row Package that features stowable tray tables, 12.6-inch diagonal personal screens, a rear command center, dual wireless phone-charging pads, massaging seats and headrest speakers.

The 2025 Escalade starts production in late 2024 in North America.





ACDelco Virtual InShop courses

bring interactive
content to you

Just like being there

In recent years, technology has shown us how it can connect and engage people who are in different locations, and thus address the logistical challenges that in-person training can sometimes present.

ACDelco Virtual InShop Training embraces this brave new world, providing repair personnel with select real-time online video courses

featuring live instructors that replicate the interactivity of an on-site session. The InShop seminars, which generally run an hour in length and focus on a specific topic, are designed to keep viewers informed of rapidly changing technology, product information and diagnostic tips.

“Virtual InShops are a great way to participate in automotive training without having to leave the shop. Virtual InShops can be scheduled around the shop’s/facility’s availability and are ideal for keeping up with today’s automotive technology,” says John Latner, Manager, ACDelco Technical Training.

The courses are free and available on a first-come basis. To enroll, please contact the ACDelco Training Hotline at 1-800-825-5886, prompt 3, prompt 1, then prompt 4 – or email your information to ACDelco.Learning@trainingsupportadmin.com. ■



Checklist

The following information will be needed when signing up for a training session:

- Shop Name
- Shop Address
- Shop Phone Number
- Participant Name
- Email Address
- Organization Code (if known)
- Course Number

On a Mission

In its mission statement, ACDelco Training vows to “utilize engaging education methods ... to ensure aftermarket service professionals have the skills necessary to safely and effectively diagnose and repair customer vehicles.” It does this with content delivered through a variety of formats that span a wide range of subjects.



To learn more, scan the QR code to visit the ACDelco Training website.



Two Virtual InShop courses remain open for 2024 – don’t hesitate to reserve your spot. They are as follows:

November 21 – 1:00 p.m. ET

**Starting and Charging System
Diagnosis and Repair
(Course No. SEL0101IS)**

This 1-hour InShop course covers the proper way to diagnose and repair starting and charging systems. Emphasis will be placed on discovering the root cause of starting and charging system failures and proper service procedures.

December 19 – 2:00 p.m. ET

**Supplemental Restraint Systems
(Course No. SST0101IS)**

This Virtual InShop training focuses on the operation and diagnostic procedures of Supplemental Restraint Systems (SRS). This course highlights SRS safety procedures and protocol for proper vehicle repairs, safe operation of a vehicle post-collision, diagnostic procedures, service tips and special tools. Various Original Equipment Manufacturers will be highlighted.

Spring into ACTION

Service procedure on heavy-duty trucks can address rear-suspension noise

THE ISSUE

Customers may comment that a squeak, grind or clunking noise can be heard from the rear leaf springs of 2015–2018 Chevrolet Silverado and GMC Sierra HD models as well as 2019–2025 Silverado/Sierra 2500HD and 3500HD trucks.

THE CAUSE

This issue may be caused by the spring insert interacting with the leaf spring.

NOTE: When going over bumps, some noises are characteristic of leaf-spring suspensions.

THE CORRECTION

A new insert with a graining pattern will help reduce this noise. Replace the rear-spring inserts using a plastic trim tool or plastic wedge between the leaf springs.

NOTE: New inserts have a break-in period of up to 1,000 miles, during which some noise can be expected. ■

THE SERVICE PROCEDURE

STEP 1

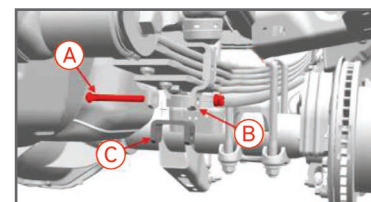
Raise and secure the vehicle.

STEP 2

Utilizing a jack, support the rear axle.

STEP 3

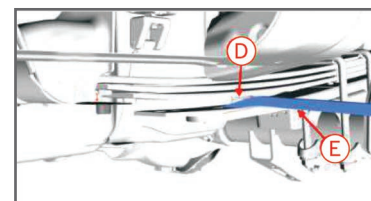
Remove the bolt (A) that secures the clip (C) to the spring alignment bracket (B) for both spring assemblies.



STEP 4

Slowly lower the jack to relieve the spring of tension.

NOTE: DO NOT chip the painted coating on the springs when repairing. Place a rag where contact with the spring (D) may occur.

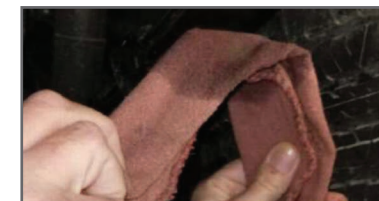


STEP 5

Utilizing a plastic trim tool, plastic wedge (E) or equivalent, separate the rear springs.

STEP 6

Using a rag and degreaser, clean any dirt or grease between the leaf springs at the insert location.



STEP 7

Replace all the inserts for the left- and right-side springs.

STEP 8

Using care, raise the jack.

STEP 9

Install the clip and bolt back onto the alignment bracket.

TIGHTEN: Torque the fastener to D22.3 +/- 2.0 NM.

STEP 10

Lower and remove the jack.

STEP 11

Lower the vehicle.



Read SI Bulletin #21-NA-138 for additional parts and warranty information.

RUNNING CLEAN

ACDelco product helps keep fuel-system components free from deposits

When it comes to fuel-injection cleaning and related preventative maintenance, there are a number of aftermarket companies offering a variety of tools, equipment and programs.

As a rule, General Motors only approves of fuel-injector cleaning when performed as directed by a published GM drivability or DTC diagnostic service procedure, and doesn't endorse or support the need for fuel-injector cleaning as a preventative measure — with one exception.

GM recommends adding ACDelco Fuel System Cleaner 44K (Part # 19435370) to help prevent and remove deposits

from spark-ignited engines, particularly from the intake valves, fuel injectors and combustion chamber.

The additive could also be used when a vehicle exhibits a loss of power, stalls frequently or fails to start, and shows a decrease in fuel economy. The vehicle Owner's Manual is a good resource for learning when the additive should be used.

The Owner's Manual will also recommend regular use of a TOP TIER detergent gasoline to prevent the buildup of intake-valve and fuel-injector deposits. A complete list of TOP TIER fuel retailers can be found at toptiergas.com. ■



Scan the QR code and see SI Bulletin #04-06-04-0511 for more information on the conditions for using the ACDelco Fuel System Cleaner.

my GM
partnerperks
Exclusive Member Offers

ACDelco

BRAKE PADS
PLAQUETTES DE FREIN
PASTILLAS DE FRENO

ACDelco

BRAKE ROTOR
DISQUE DE FREIN
DISCO DE FRENO

FALL BONUSREWARDS

my GM Partner Perks members can take advantage of exclusive Bonus Rewards Points* in the amount of:

10 BONUS POINTS

on any ACDelco OE Shock or Strut
on a set of any GM Genuine Parts Brake Pads or Shoes
on any GM Genuine Parts Brake Rotor or Drum

4 BONUS POINTS

on a set of any ACDelco Gold Brake Pads or Shoes
on any ACDelco Gold Brake Rotor or Drum

3 BONUS POINTS

on a set of any ACDelco Silver Brake Pads or Shoes
on any ACDelco Silver Brake Rotor or Drum

1 BONUS POINT

on any ACDelco Cabin Air Filter

+ EARN UP TO **4%** PURCHASE REWARDS POINTS** every day on every purchase

Not a member? Start earning today by enrolling in the my GM Partner Perks Program at mygmpartnerperks.com. Visit gmparts.com for more information.

CERTAINTY STARTS HERE.

*1 point can be redeemed to receive \$1 in purchasing value with my GM Partner Perks. Bonus Rewards Points available only to Independent Service Centers, Body Shops, or Commercial Fleets with a U.S. mailing address enrolled in my GM Partner Perks by 12/31/24. Redeem up to 15x per part category per business. Not available with some other offers. Government and municipal fleets are excluded. Allow 5 to 6 weeks from promotion end date for delivery of my GM Partner Perks Rewards Points. Visit your my GM Partner Perks dashboard for complete details. Purchases must be approved by 1/31/25. Offers end 12/31/24. GM has the right to alter or cancel promotions.

**Not available to Fleet members.