



GENUINE PARTS

ACDelco

# BOOST YOUR PARTS BUSINESS

## WITH THE GM INSIGHTS PROGRAM

As a GM parts supplier, you know how important it is to have the right components to get the job done right.

Just like you offer high-quality GM Original Equipment parts to your customers, we are bringing you the real deal in customer communications to help you build loyalty and retention with your local independent service centers and body shops.

The **GM Insights** program, recently enhanced to provide a comprehensive look at product, technical and training information, is a valuable tool that supplies you with a professionally created set of quarterly print magazines. These communications are designed to assist your customers with their business needs, ultimately benefiting your business as well.

*Service Insights* (for independent service centers) and *Repair Insights* (for independent body shops) are available and contain articles on the topics that interest your shops. Each magazine is customizable with your business name, logo, address and contact information as well as rebates, promotions and incentives hand-selected by you.

ENROLL TODAY!

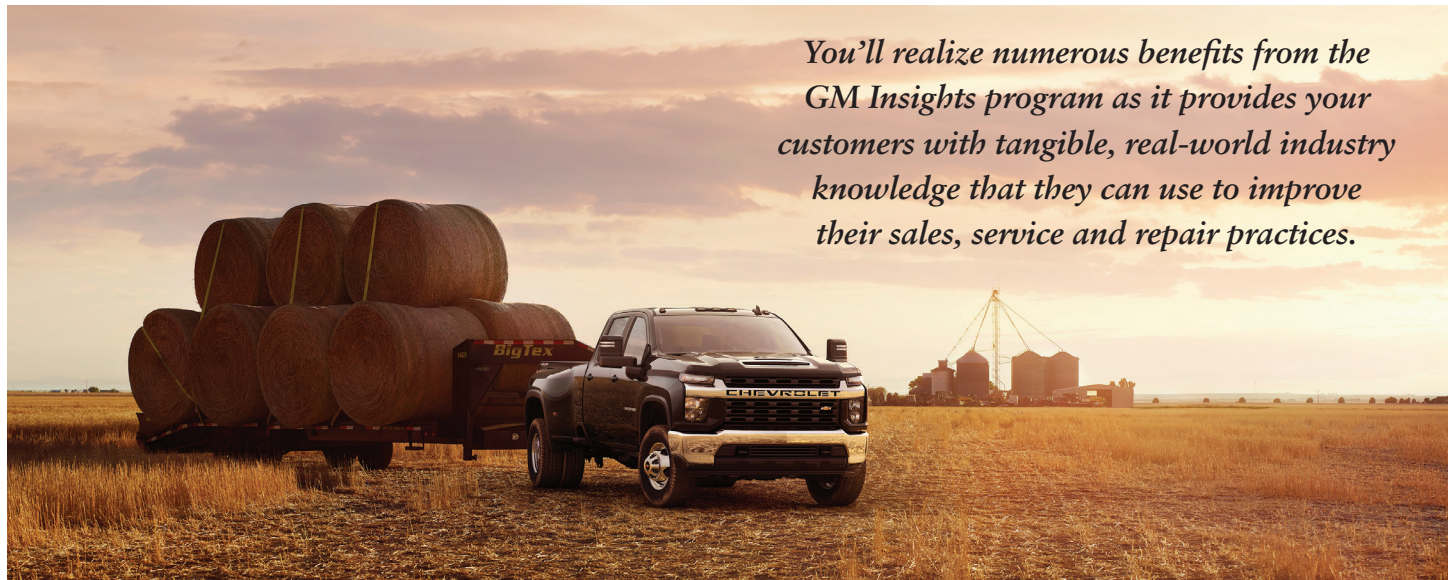


ACDelco



Performance Vehicles / Parts / Racing

## GM INSIGHTS PROGRAM



*You'll realize numerous benefits from the GM Insights program as it provides your customers with tangible, real-world industry knowledge that they can use to improve their sales, service and repair practices.*

### HOW WILL THIS PROGRAM HELP MY BUSINESS?

These communications are sent directly to your customers and act as a "silent salesperson," keeping in contact with them on a regular basis. Most important is that it underscores that partnering with you is a smart business decision.

*Specific advantages include:*

- 1 The ability to send your customers communications that are **personalized to them and printed with your specific business information** – better than a business card!
- 2 Loaded with valuable product expertise and technical content, **these communications will be kept on hand as reference resources** and serve as a reminder of your commitment to building your customers' businesses.
- 3 Accessibility to the latest vehicle information, product updates, training courses and technology development helps you **keep your shops one step ahead of the competition**
- 4 Valuable parts information and knowledge from an official source **help differentiate you from other remanufacturers**
- 5 **Your customers will receive effective offers and incentives** for GM parts with a strong call to action.



*Include prospects in your mailing list for at least one year, even if they aren't purchasing any products at this point. Keep in mind that it often takes 8–10 contacts to make the first sale and this is a visible contact from your shop.*

*This program offers a direct link between your shops and one of the largest OEMs in the world!*

### WHO RECEIVES THE COMMUNICATIONS?

You can determine which customers, or prospects, are on your mailing list for *Insights*. We'll work with you to compile a list of your targeted independent service centers and body shops using our national database, so you'll know exactly who you're assisting through the program.

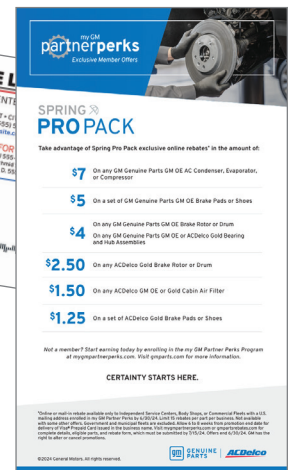
# GM INSIGHTS PROGRAM

## HOW DO I ENROLL?

To become part of this beneficial communications program, you can go to directly to [ccainsights.com](http://ccainsights.com) and click on Enroll to begin enrollment. You may also contact Program Headquarters at 1-800-931-7478 or [support@ccainsights.com](mailto:support@ccainsights.com)! Join now to be included in the next magazine.

### ABOUT THE COMMUNICATIONS

Regardless of which magazine you choose to better suit your business needs (*Repair Insights* or *Service Insights*), the print magazines provide an integrated approach to reaching your customers.



### GM GENUINE PARTS AND ACDELCO OFFERS

Each magazine contains special offers and incentives with your personalized business information for the shops in your mailing list.

### 4 MAGAZINES PER CALENDAR YEAR

The magazines are quarterly, so customers will receive a total of 4 new issues per year for Winter, Spring, Summer and Fall.

### HOW IS THE PROGRAM FUNDED?

The GM Insights program is an effective – and affordable – tool for you to reach your shops. For one price, you will reach your customer contacts with a quarterly magazine – \$3 per quarter for each customer – a fantastic value for your marketing dollar!



Plus, the GM Insights program is 100% reimbursable to you! The program is auto-billed against your choice of the following funding sources:

- In-Market Retail Funds (iMR)
- Wholesale Marketing Assistance Funds (WMAF)
- Advertising Promotions Fund (APF)

WE'RE HERE TO HELP!

If you have questions about the GM Insights program, or need assistance enrolling, Dealer Support is here to assist you.

Call **1-800-931-7478** to talk to a trained specialist

or email [support@ccainsights.com](mailto:support@ccainsights.com) for a quick response from our experienced staff.