

ED RINKE  
WHOLESALE PARTS



my GM  
partnerperks

DARE TO VENTURE

Fleet Guide

 GENUINE PARTS



  
CHEVROLET

PERFORMANCE

  
ACCESSORIES

# WE PUT STOCK IN YOUR TRADE

Start Earning Immediately.  
Any GM Part. Any GM Brand.

---

Introducing my GM Partner Perks, the convenient, streamlined parts loyalty program specifically designed with your business in mind. You're primed to take advantage of benefits that include national marketing support, training resources and business tools that can help drive profitability, productivity and, most importantly, your bottom line.

Plus, you'll start earning perks from your first GM parts purchase. How simple is that?

Let's dare to venture together. Learn more at [mygmpartnerperks.com](http://mygmpartnerperks.com).

GM reserves the right to audit, modify or cancel the program at any time.



Incentives



Marketing  
Support



Repair  
Resources





Profitability &  
Productivity




# my GM partnerperks

BENEFIT PACKAGE		Single Shop		Multi-Shop Minimum of 5 Shops	
		PERKS+	PRO PERKS++	PERKS+	PRO PERKS++
PROGRAM PILLARS					
INCENTIVES 	Annual Fee	\$0	\$0	\$0	\$0
	Average Monthly Purchases Required During Program Period	\$2,500	\$5,000	\$2,500 Avg. per Location	\$5,000 Avg. per Location
	Trade Offers	Y	Y	Y	Y

BENEFIT PACKAGE		Single Shop		Multi-Shop Minimum of 5 Shops	
		PERKS+	PRO PERKS++	PERKS+	PRO PERKS++
PROGRAM PILLARS					
MARKETING SUPPORT 	Point-of-Sale Materials and Merchandise	Y	Y	Y	Y
	Digital Support	Y-Discount	Y-Premium Discount	Y-Discount	Y-Premium Discount
	ACDelco Uniform and Apparel	Y	Y	Y	Y

BENEFIT PACKAGE		Single Shop		Multi-Shop Minimum of 5 Shops	
		PERKS+	PRO PERKS++	PERKS+	PRO PERKS++
PROGRAM PILLARS					
REPAIR RESOURCES 	GMSi Annual Subscription*	\$900 Annual Subscription	\$900 Annual Subscription	\$900 Annual Subscription	\$900 Annual Subscription
	TIS2Web Annual Subscription	\$995 Annual Subscription	\$995 Annual Subscription	\$995 Annual Subscription	\$995 Annual Subscription
	Annual Training Fee	\$0	\$0	\$0 Annual Fee for All Shops	\$0 Annual Fee for All Shops
	Technical Assistance	Y-Discount	Y-Premium Discount	Y-Discount	Y-Premium Discount
	Service Info Subsidy Credit	N	\$600 per Year \$50 per Month	N	\$600 per Year \$50 per Month

\*GMSi discounts and promotions are not available to subscribers in Massachusetts.

BENEFIT PACKAGE		Single Shop		Multi-Shop Minimum of 5 Shops	
		PERKS+	PRO PERKS++	PERKS+	PRO PERKS++
PROGRAM PILLARS					
PROFITABILITY & PRODUCTIVITY 	Consumer Assurance	\$50/Hr., up to 3 Hours. Other Labor Hours = 3 Hours Max.	Door Rate Capped at \$100/Hr. Other Labor Hours Based on MAPS Evaluation.	\$50/Hr., up to 3 Hours. Other Labor Hours = 3 Hours Max.	Door Rate Capped at \$100/Hr. Other Labor Hours Based on MAPS Evaluation.
	Roadside Assistance**	Y	Y	Y	Y
	Business Discounts	Y	Y	Y	Y

\*\*Roadside Assistance provided by Allstate.

## Program Period

My GM Partner Perks is a 12-month program that always begins the month after enrollment is submitted and runs through the end of the 12th month (e.g., April 1 through March 31 of the following year, where April is month one of the program period and March is month 12 of the program period).

## Annual Review Process

At the time of re-enrollment, your purchase levels will be used as a qualifier in the re-enrollment process (i.e., available options will be based on your program-to-date purchase levels).



# INCENTIVES

As a Fleet Partner, you may be eligible for discounts on the parts that you purchase every day, along with additional trade offers on select parts each quarter.

BENEFIT PACKAGE		Single Shop		Multi-Shop Minimum of 5 Shops	
PROGRAM PILLARS		PERKS+	PRO PERKS++	PERKS+	PRO PERKS++
INCENTIVES 	Annual Fee	\$0	\$0	\$0	\$0
	Average Monthly Purchases Required During Program Period	\$2,500	\$5,000	\$2,500 Avg. per Location	\$5,000 Avg. per Location
	Trade Offers	Y	Y	Y	Y

## Trade Rebate Program

The Professional Trade Rebate Program pays you back on GM Genuine Parts and ACDelco parts. As our Partner, you can earn rebates, with new parts and rebate amounts every quarter. It's that simple.



# MARKETING SUPPORT

There are many perks for you to take advantage of when servicing your fleet. Get access to digital signage and branded merchandise, as well as uniforms and apparel, all of which have been designed to increase your fleet's visibility. In addition, you'll receive digital support that includes website, search and social media made to keep your business at the forefront and reduce related operating expenses.

## Promotional Kits

You have the opportunity to offer your customers national rebates. In support of each promotional kit, we will offer you the tools to succeed, including retail point-of-sale materials that will be updated with the latest deals throughout the year. These high-impact tools will be delivered straight to your doorstep.

## **ACDelco** | 1Store

### ACDelco 1Store

Enjoy one-stop shopping for all of your point-of-sale and merchandising needs with the ACDelco 1Store. The 1Store is full of point-of-sale materials to help keep you and your customers informed.



## Digital Turnkey Solutions

Ramp up your digital presence with access to expert website services and online advertising tools, including Facebook ads, Google AdWords, social media and CRM.

The importance of equipping your business with digital support is more crucial than ever, and as a my GM Partner Perks Partner you can take advantage of untapped potential. We'll provide your business with support that will drive traffic from the digital space and into your service center. With website assistance, search engine optimization, social media support and much more, you'll bring your business to the forefront.



*In your shop, at your side*

### Mitchell 1 – SocialCRM™

Mitchell 1's SocialCRM marketing service, now with LocalSearch, helps you bring your existing customers back sooner and more often, while also attracting new customers who are searching the web for auto repair services.



### MechanicNet Customer Retention

Sell more while solidifying customer relationships. Our automated marketing solution targets existing customers and keeps them coming back.





# REPAIR RESOURCES

Partners receive training with no annual fees on emerging technologies as well as access to Techline Information Systems, diagnostic support and GM Service information to keep your shop and employees up to date, as well as to receive subscription discounts to help lower your labor costs.



## GM Service Information (GMSi)\*

A comprehensive collection of vehicle diagnostic and service repair manuals for GM vehicles, the web-based GMSi subscription service helps efficiency, productivity and growth.



## ACDelco's Techline Information System (TIS2Web)

This web-based subscription service for GM vehicle calibrations, Global Diagnostic System software and scan tool hardware updates provides pivotal insight in a fast-changing industry.



## Learning Management System (LMS)

ACDelco's traditional instructor-led and online trainings offer maximum learning potential for service professionals at their own pace and on their own schedule.

**Web-Based Training** courses are typically less than an hour and are available 24/7.

**Instructor-Led Training** courses are typically 4- to 8-hour courses presented by an ACDelco instructor.

**Seminar** courses are 1- to 3-hour fast-paced sessions presented by your local ACDelco representative.

**Video on Demand** allows technicians to review previously recorded content on the Learning Management System at any time.

**In-Shop Training** sessions are shorter, informal seminars lasting about an hour and are designed for an audience of typically fewer than five technicians.



## Diagnostic Hotline

Your technicians have live access to the latest factory information for difficult repairs and master technician specialists for every make and model, foreign and domestic.

\*GMSi discounts and promotions are not available to subscribers in Massachusetts.



## Mitchell 1 – Software

Since 1918, Mitchell 1 has provided shop management information and solutions that help make automotive professionals' jobs easier.



## Identifix/Direct-Hit

Direct-Hit by Identifix is an online repair information service currently used by almost 60,000 shops across the U.S. and Canada.



## GM Dealer Equipment

GM Dealer Equipment offers you the opportunity to purchase quality equipment and a wide variety of shop tools at a discounted rate equivalent to dealer pricing.



## Drew Technologies

For more than 20 years, Drew Technologies has set its products apart from any other J2534 diagnostic and reprogramming devices available on the market. As a Partner, you'll receive a program discount.



## GM Automotive Service Educational Program (GM ASEP)

While many other colleges provide a generic auto technician program, GM ASEP provides the in-depth training needed in today's high-tech automotive world.



Education Foundation

## ASE Education Foundation

Formerly known as National Automotive Technicians Education Foundation (NATEF), this program works to improve the quality of auto tech training nationwide at secondary, postsecondary, public and proprietary schools.

# PROFITABILITY & PRODUCTIVITY

Help drive your business' profitability potential with programs such as Consumer Assurance and Roadside Assistance.\* Giving your customers peace of mind will help strengthen your own bottom line, as you receive program discounts, which can assist in lowering your business costs so that you can stand to make more.



## Consumer Assurance

The Consumer Assurance Program offers customers a 24-month limited warranty for labor on GM Genuine Parts and ACDelco parts installed by my GM Partner Perks Program members.



## Roadside Assistance

Fleets receive discounted Roadside Assistance\* as a my GM Partner Perks Partner. Roadside Fleet Assistance is available for light-, medium- and heavy-duty vehicles.



## BuyPower Card®

Help your customers finance their vehicle maintenance while earning toward a new GM vehicle with the BuyPower Card. As a business owner, you too can earn toward a new GM vehicle with the BuyPower Business Card.™



## GM Vehicle Supplier Discount

Eligible my GM Partner Perks Program member employees qualify for the GM Supplier Discount Program, which allows you to take advantage of savings on a wide range of eligible new GM vehicles.

\*Roadside Assistance provided by Allstate.



my GM  
partnerperks

**FOR MORE INFORMATION**

Visit [mygmpartnerperks.com](http://mygmpartnerperks.com), contact your representative or call 800.ACDelco (800.223.3526), prompt 3.

©2019 General Motors. All rights reserved. The marks appearing in this ad are the trademarks or service marks of GM, its subsidiaries, affiliates or licensors.

PP-BR-0089-19E