

SERVICE

# IN SIGHTS

FALL 2019

*Service Repair News  
from your GM Parts Dealer*



## MEET THE ALL-NEW 2020 GMC SIERRA HD

My GM Partner  
Perks Benefits

Identifying  
Counterfeit Parts

SERVICE  
TIPS  
TO ADDRESS  
BRAKE PULSATION  
INSIDE

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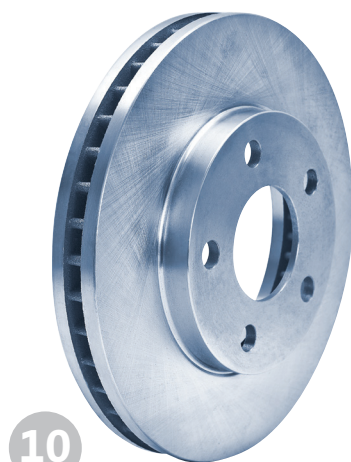
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## New Insights

Welcome to the latest issue of *Service Insights* magazine. As you can see, we've updated the look of the magazine to make it more valuable to you. We hope you enjoy the new look and find that *Service Insights* delivers important information on GM Genuine Parts/ACDelco, industry news, repair procedures, GM vehicles, and the latest offers to help you grow your business. Let us know what you think at [editor@ccainsights.com](mailto:editor@ccainsights.com).



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2020 Silverado 2500 HD



## Reinvest in your business with

There's no better way to redeem loyalty rewards earned by your shop than to reinvest them back into your business.

The **my GM Partner Perks** parts loyalty program was designed to help you build business and profit with every purchase you make — for any GM part and any GM brand — beginning day one.

The initiative effectively replaces all other GM parts rewards programs, and allows independent installers to earn benefits beyond redeemable points for purchasing parts to also include marketing support, training, resources and business tools to drive profitability and productivity — ultimately boosting your bottom line.

# my GM partnerperks

With this program, you will earn rewards on the purchase of all parts from the full GM portfolio, including GM Genuine Parts, ACDelco and Chevrolet Performance, as well as Chevrolet, Buick, GMC and Cadillac Accessories.

There is no minimum purchase requirement to begin realizing the rewards, so you'll notice the benefits right away.

As a member of my GM Partner Perks, you also can access additional help in building your business profitability and competitiveness while receiving exclusive discounted resources.

### ENROLL TODAY

Begin reaping the rewards of my GM Partner Perks now by enrolling in the program today.

To sign up, or to find out more about specific program benefits, go to [mygmpartnerperks.com](http://mygmpartnerperks.com) or call 1-800-253-3428.

### EXCLUSIVE RESOURCES

The my GM Partner Perks program offers expert assistance for a range of business needs. The program features four categories of resources to help you reinvest in your business:



#### REWARDS & INCENTIVES

- Purchase Program Rewards
- National Trade Promotions
- National Consumer Offers



#### MARKETING SUPPORT

- Point-of-Sale Materials and Merchandise
- Website Assistance



#### REPAIR RESOURCES

- Online advertising tools for social media and Google AdWords
- National Website Locator Listing
- Promotional Kits
- GMSi Annual Subscription
- TIS2Web Annual Subscription
- Technical Assistance
- Training



#### PROFITABILITY & PRODUCTIVITY

- Consumer Assurance
- Roadside Assistance
- Business Discounts

You'll enjoy all of the above benefits and more through my GM Partner Perks. ■

# Independent aftermarket continues to grow

**AS THE INDEPENDENT AFTERMARKET (IAM) continues to trend upward, your shop has a tremendous opportunity to grow alongside General Motors with increased sales volume and market share.**

GM recognizes this growth potential and has been taking steps to strengthen its brands and improve its market strategy. For shops, this ongoing effort means benefits such as improved parts availability, additional business support and a better customer experience.

“While we’ve seen significant business growth, there’s more we can do to build our brands, grow our share of the aftermarket and, ultimately, provide more value to our customers,” says Heather Waszchenko, Global Brand

Manager for GM Genuine Parts and ACDelco. “Based on the forecasted size and growth of the independent aftermarket, we see an important path of advancement for GM and our partners.”

## FUTURE GROWTH EXPECTED

According to the Automotive Aftermarket Supplier Association (AASA), total sales in the light vehicle aftermarket are forecast to be \$305 billion in 2019. This number includes all non-warranty retail sales of parts, accessories, and services/labor for light vehicles. AASA expects that to grow to \$338 billion in 2022.

Considering this trend, even small increases in market share could mean significant growth in revenue. Certainly, that opportunity for revenue growth is apparent to GM, and we’re actively pursuing it.

## PLANTING THE SEEDS FOR GROWTH

And in that pursuit, we’re keeping you in mind as well. Whether meeting demand by improving parts availability, or providing tools to help you grow your business, we know that your success means our success. And we are committed to both. In fact, several recent GM initiatives have set the stage to help us all capture a larger share of the available business.

The my GM Partner Perks parts loyalty

program — which was designed to offer traditional rewards and business assistance through marketing support, training resources and other tools — has already enrolled 5,800 shops and issued more than \$1.5 million in rewards points to participants.

GM also launched the Collision Repair Network in an effort to deliver a positive experience for vehicle owners in need of collision work.

And, to better meet business needs, GM recently opened the new Davison Road Parts Processing Center — a \$65 million, state-of-the-art, 1.1-million-square-foot facility. This important investment in the future will more efficiently deliver service and repair parts for GM (and many non-GM) vehicles on the road.

To that same end, our ACDelco Parts Distribution Center added 50 percent more space and brought in more than 4,000 parts to increase availability.

Although these initiatives are pretty recent, combined with others already in place, improvement in key measurements shows that the strategy and tactics are working. For example, our growth in aftermarket sales is consistently outpacing the industry average.

And it’s not over. We have more

## FAVORABLE FACTORS

### Several indicators

point to a healthy environment for future IAM growth. Consider the following:



- There are 278 million vehicles in operation today in the U.S. and it’s estimated that 290 million vehicles will be on the road by 2022.
- 65 million vehicles on U.S. roads today are GM vehicles.
- Gas prices have remained relatively low.
- Road travel is expected to continue growing to an estimated 3.3 trillion miles per year by 2022.
- The average age of vehicles in use today is approximately 11.8 years and is expected to increase to 12.1 years by 2022.
- The number of vehicles in the “sweet spot” of 6–11 years old may increase from 71 million this year to 86 million by 2022.

enhancements coming soon, designed to further strengthen the GM parts brands you install and that reflect on your shop’s reputation. Check future issues of *Service Insights* for information about coming changes and opportunities. ■



# Keeping it REAL

## THE NEED TO IDENTIFY — AND ELIMINATE — COUNTERFEIT PARTS

*This is the first in a series of articles on the perils of counterfeit parts and the negative impact they can have on the GM Genuine Parts or ACDelco brands.*

Think counterfeiting is something that only happens in the movies or on your favorite TV cop show? Or only applies to paper currency or luxury consumer items? Think again. Even in the relatively unglamorous world of auto parts, counterfeiting is a growing trend.

Suffice it to say that, where there's a trusted brand, there's likely to be a counterfeiter close at hand. GM Genuine Parts and ACDelco brands are no different. However, the key difference between fake luxury handbags and fake ACDelco brakes is

safety. That's where this trend takes a dangerous turn.

### DEFINING THE PROBLEM

A counterfeit product is one that closely resembles a genuine item — often so closely that it cannot be distinguished without complex analysis.

Imitation goods are manufactured, packaged and represented to intentionally mislead the public. Imitators often duplicate a trademark exactly or alter it just enough so that the average customer won't notice the difference. They also use other recognizable characteristics, such as similar packaging, to market their counterfeits.

Beneath the surface, though, it's often an entirely different story. These products are usually inferior in quality and performance.

Unfortunately, consumers sometimes know they're buying a knockoff, but choose to do so anyway. But, whether knowingly or unknowingly, purchasing fake merchandise causes serious damage to a reputable brand, the economy, and efforts to discourage more counterfeiting.

And now, due to the all-too-effective combination of technological advances and criminal perseverance, counterfeiters are churning out fakes at record levels.

### JUST HOW BIG?

In general, counterfeiting consumer goods is one of the largest underground industries in the world, and is growing rapidly.

It's difficult to pinpoint just how much money and goodwill counterfeiters steal from legitimate brands, distributors, retailers and shops because they don't provide earnings guidance to Wall Street or file paperwork with the Securities & Exchange Commission (SEC).

However, numerous government agencies and industry sources estimate the entire global counterfeit problem at around \$1.2 trillion in 2017 (with \$323 billion lost to online counterfeit sales specifically that year).<sup>1</sup> That figure is expected to grow to \$1.95 trillion by 2022.<sup>2</sup>

According to the U.S. Customs and Border Protection (CBP) Office of Trade's Fiscal Year (FY) 2017 Seizure Statistics, Intellectual Property Rights (IPR)-related seizures increased 8 percent year-over-year compared to FY 2016. To counteract this, MEMA — the Motor and Equipment Manufacturers Association — created a special Intellectual Property Council to address counterfeiting, intellectual property violations and other “gray market” activity.

It has determined that the majority of counterfeit auto parts in North America are imported. A large number come from China, accounting for more than 80 percent of the goods seized at U.S. borders. However, other countries, such as Taiwan, Russia, India, Pakistan and Uruguay, also have been reported as major producers and exporters of counterfeit goods.

In the next issue of *Service Insights* magazine, we'll look at the damage and danger that counterfeit parts can impose on both companies and consumers. ■

1. Research and Markets, 2018  
2. Frontier Economics, 2016



# DRIVEN TO GET THE JOB DONE

**THE STRONGEST**, most capable GM Heavy-Duty pickups ever built deliver impressive power, advanced technologies and outstanding trailering capabilities.



ALL-NEW 2020  
**SILVERADO HD**

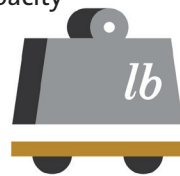


Available 15 camera views — including an industry-first transparent trailer view<sup>2</sup>



Available Allison® 10-Speed Automatic Transmission paired with the proven 6.6L Duramax® Turbo Diesel engine

Best-in-class available maximum towing capacity — up to **35,500 pounds<sup>1</sup>**



The world's first available MultiPro™ Tailgate



ALL-NEW 2020  
**SIERRA HD**



Available Head-Up Display and Rear Camera Mirror<sup>3</sup>



Check out the 2020 Silverado HD and the Sierra HD at a dealership or on the divisional websites ([Chevrolet.com](http://Chevrolet.com) and [GMC.com](http://GMC.com)). ■

1. Requires 3500HD Regular Cab Long Box 2WD DRW with available Duramax 6.6L Turbo-Diesel V8 and Gooseneck hitch. Regular Cab Late Availability. Before you buy a vehicle or use it for trailering, carefully review the Trailering section of the Owner's Manual. The weight of passengers, cargo and options or accessories may reduce the amount you can tow. 2. Excludes other GM vehicles. Read the vehicle Owner's Manual for important feature limitations and information. Some camera views require available accessory camera and installation. Not compatible with all trailers. See your dealer for details. 3. Read the vehicle Owner's Manual for important feature limitations and information.



# Brake Pulsation

**SOME CUSTOMERS MAY** comment on a pulsation feeling in their vehicle's brake pedal when coming to a stop, which may be accompanied by a vibration in the steering wheel.

And while a warped brake rotor may be suspected as the cause (rotors rarely, if ever, warp), the pulsation problem is most likely due to a variation in the rotor's thickness. This is often the result of excessive lateral runout (LRO), whereby the rotor wobbles side to side as it rotates, creating a variation in its thickness due to the uneven application of brake pad material. Pedal pulsation can also be caused by rotor corrosion — another form of thickness variation.

The problem can be corrected by either replacing the rotors or refinishing them. Note that even after refinishing the rotors, LRO should be measured and corrected; otherwise, the problem will likely return.

## ROTOR REFINISHING

When it's determined that a rotor must be refinished, use a brake

micrometer to measure the rotor. Multiple measure points should be taken and the lowest measurement recorded. (See the Minimum Thickness specification on the backside of the rotor and the Discard spec in Service Information before refinishing the rotor.)

Cleaning all of the mating surfaces between the hub, rotor and wheel is critical and must be performed whether using an on-car or a bench lathe refinishing procedure.



Before making the cut when refinishing, install the recommended clip-on style disc silencer supplied with the lathe to prevent "chatter" during the process. Sand both sides of the rotor for approximately one minute per side using 130–150 grit sandpaper.

Wash the rotor with mild soap and water after resurfacing so the detergent can help pull metal shavings out of the casting.

## PREVENTING PULSATION

Anytime a rotor is refinished, it is important to measure LRO to prevent brake pulsation and customer comebacks. If not corrected,



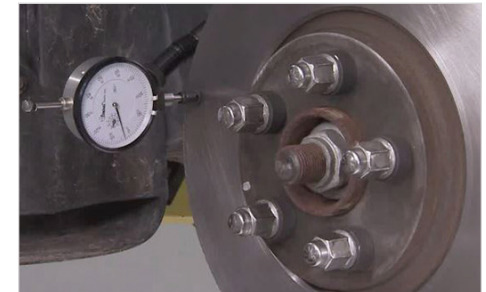
pulsation will likely return within 3,000–7,000 miles. In fact, LRO should be documented and corrected during every brake job.

The GM specification for excessive LRO is more than 0.050 mm (0.002 inch).

When measuring LRO:

- Rotate and locate the point on the rotor where the lowest dial indicator reading is indicated.
- Set the dial indicator to zero.
- Rotate the rotor from the low point and locate the point with the highest dial indicator reading — the high spot.

In addition, index-mark the rotor and a wheel stud so that it is in the same position as it was prior to service. If LRO is excessive, use Brake Align correction plates or refer to the appropriate Service Information to correct the problem. The Brake Align kit includes an ample supply of plates that should be installed between the rotors and the hubs. The plates come in various sizes that will cover most current GM passenger-car applications. Brake Align also includes a tool kit with



As part of brake repair, use a dial indicator to measure lateral runout (LRO).

a dial indicator, retaining washers and other useful items.

## USING NEW ROTORS

If replacing the rotors, even new rotors need LRO documented since corrosion and hub/rotor imperfections can cause excessive runout. Although the vehicle may be OK initially, it will exhibit brake pulsation 3,000–7,000 miles later, leading to a shop comeback. Note that, if using ACDelco brake rotors, a gray coating may be found on them. This is a zinc organic protective spray that helps prevent rust from forming before the rotors go into service. The coating does not hinder brake performance and should not be removed. It will wear off with normal brake usage. ■



# ACDELCO BRAKES PROVIDE Peace of Mind

**WITH ACDELCO**, your customers can have peace of mind knowing that their brakes are expertly engineered and manufactured to stringent tolerances and are thoroughly tested and backed by the ACDelco name.

ACDelco Professional Severe-Duty Brake Kits, for example, include rotors, pads, calipers and hardware that are designed to provide outstanding stopping power

and confident braking, even with the stress, weight and high temperatures that can occur with heavy-duty towing. In addition, the calipers help resist corrosion, thanks to a black zinc-coated body and silver zinc brackets. They're also ASTM B-117 salt spray-tested for added protection.

ACDelco Advantage Coated Disc Brake Rotors provide reliable braking power while their robotic-applied, baked-on coating helps prevent brake pulsation and helps keep the rotors from seizing to the hubs. It also aims to ensure excellent rust prevention against harsh environmental elements such as rain and snow. Additionally, the rotors feature a non-directional ground finish that helps with brake pad life and minimizes thickness variation. The rotors are ready to be installed right out of the box, with no machining required.



ACDelco brakes undergo rigorous testing.

## RIGOROUS TESTING

GM OE brakes are specifically engineered and tested by GM for GM vehicles and meet Federal Motor Vehicle Safety Standards (FMVSS) and rigorous OE platform testing. ACDelco Professional brake pads, while also meeting ACDelco standards, undergo independent testing as part of AMP3™ — an Analysis Measuring Power, Performance and Precision. This rigorous protocol goes beyond the basics of measuring coefficient of friction by utilizing SAE J2784 and simulates FMVSS 135 protocols to help ensure confident, balanced braking. ■

## WARRANTY

Most ACDelco OE and Professional lines are backed by a

**24**-MONTH/UNLIMITED-MILE WARRANTY,\*

while our **Advantage line warranties** have expanded to

**12** MONTHS/ UNLIMITED MILES.\*

\*Remanufactured parts meet GM-approved service part requirements and are made from previously used components in a process that involves disassembly, inspection, cleaning, update of software and replacement of parts as appropriate, testing, and reassembly. Refurbished parts meet GM-approved service part requirements and are previously used parts that are inspected, cleaned, tested, and repackaged.





# ACDelco Motor Oil and Oil Filters

## CHOOSE THE RIGHT PRODUCTS TO SUPPORT ENGINE HEALTH

**ACDELCO OIL PRODUCTS** are vigorously tested to meet the exact specifications of your customers' vehicles, so you can feel confident in using those products. These two motor oil lines can help keep things running smoothly for customers:



### SN PLUS MOTOR OIL

Synthetic Blend SN Plus motor oils replace conventional oils where applicable, and **are designed specifically to help prevent Low Speed Pre-Ignition (LSPI) in turbocharged gasoline direct-injection (TGDI) engines.** TGDI engines are typically smaller, more efficient and powerful than other engines, but they also can create extreme operating conditions that lead to LSPI.

LSPI, or "super knock," is an abnormal combustion that begins when particles or drops of fuel and oil ignite in the combustion chamber before the spark plug fires. This can result in excessive pressure in the engine's cylinders and permanent damage to pistons, piston rings, connecting rods, cylinder walls and spark plugs. Even worse, it can cause catastrophic engine failure.

Keep in mind that LSPI typically happens when an engine is under high load at low rpm, or when a vehicle is moving slowly before rapidly accelerating.

### SECOND GENERATION DEXOS1™ MOTOR OIL

Made for high-performance engines, the ACDelco Second Generation dexos1™ motor oil is a full synthetic oil that offers leading specifications for passenger-car gasoline vehicles verified by three new engine tests: a GM oxidation and deposit test; a stochastic pre-ignition test; and a turbocharger deposit test.

#### Benefits include:

- A high resistance to oxidation
- A prolonged engine life through fighting wear and reducing friction
- Protection in extreme weather and heavy towing conditions
- A cleaner engine by resisting varnish and sludge
- Easier starts in cold weather

Viscosity recommendations vary by temperature and engine manufacturer, so refer to the Owner's Manual for direction. ■

## Professional Oil Filters

ACDelco offers a full line of professional, premium aftermarket oil filter products that are designed for exceptional performance and efficiency.

Following proper specifications for filters is critical, as engine damage resulting from an incorrect or improperly installed oil filter is not a warrantable claim. Abnormal engine noise or internal damage often results from the misapplication of filters, **so using the ACDelco line is the best way to avoid quality concerns.**

All ACDelco filters provide excellent capacity and consistent flow management with high durability at both extreme hot and cold temperatures. This line includes a premium gasket material for improved sealing performance up to 175°C/347°F, along with the following high performance features.

**ACDELCO STANDARD FILTERS** incorporate a plastic center tube rather than the classic straight-locked perforated steel core design, providing more than 50 percent higher collapse strength; more than 10 times additional open core area for improved flow; and improved cleanliness.

**ACDELCO ULTRAGUARD™ FILTERS** feature a higher strength construction for demanding applications. Their technology helps provide **tight seals, reduced engine wear and excellent protection for demanding uses.** Among its features:

- The spiral-wound steel core is 30 percent stronger than straight locked core designs.
- A heavy threaded plate helps protect against pressure spikes eight times above normal operating pressure.
- An ethylene acrylate rubber premium anti-drain valve and a heavy-duty steel cover provide extra protection during extreme cold, corrosive environments and high engine speed conditions.

**CARTRIDGE FILTERS** for select vehicles contain only filter media so the filter element alone needs to be replaced during service in those vehicles.

All ACDelco filters come equipped with **Duraguard®** blended media, a mix of cellulose, polyester and microglass, for efficiency and dirt-holding capacity.

# TIME TO Upgrade?

**NOW THAT MICROSOFT** has announced it will no longer support the Windows 7 Professional Operating System after Jan. 14, 2020, GM support for Windows 7 ends even earlier (Jan. 1). By those deadlines, you must have alternate software in place to receive the support and security necessary to keep things running smoothly.

## WHAT DOES THIS MEAN TO YOU?

If you are still running any PCs on Windows 7, you should update now. Once Windows 7 reaches the end of its life cycle, Microsoft will not provide any new software updates, including security patches or bug fixes.

Users should note that any applications developed for GM will not be tested and validated for Windows 7 in 2020. And the Techline Customer Support Center won't be able to support applications running on Windows 7. Without Microsoft or GM support, there is a much higher risk for viruses or malware.

## WHAT ARE YOUR UPDATE OPTIONS?

Most Windows 7 users will find that moving to a new device with Windows 10 Professional (64-bit) offers the best transition and is GM-recommended. In fact, Windows 10 Pro will be the only operating system supported by GM. One alternative is to update compatible Windows 7 PCs by installing a full version of the Windows 10 Pro



software. But be careful; although it's possible to install Windows 10 on an older device, it's not recommended. If you choose this route, the computer operating system should have a 6th-generation or better Intel processor. (Frequently used applications perform best using Intel 7th-gen or better.)

GM also recommends upgrading to new devices if your PCs are more than three years old, for best functionality.

## WHAT CAN YOU DO TO PREPARE?

Visit [GMDESolutions.com](http://GMDESolutions.com), click on the Dealer Services tab, enter your my GM Partner Perks code, and review the GM Dealer Infrastructure Guidelines (DIG). Take inventory of all your PC equipment, noting hardware specifications and age.

You'll find guidelines for Good, Better and Best equipment categories in the DIG document. See the "Best" column for recommended computer specs and the Hardware section for notes on what is and isn't supported. ■

GM GENUINE PARTS

ACDelco

## TAKE ADVANTAGE OF NEW PRO OFFERS



### MAIL-IN REBATES\* ON THE PURCHASES OF:

\$15

ACDelco GM OE Fuel Pump

\$10

GM Genuine Parts OE Valve Body  
ACDelco GM OE Fuel Injector  
GM Genuine Parts OE Cam Phaser

\$9

ACDelco GM OE or Professional Ignition Coil

\$5

ACDelco GM OE or Professional Tire Pressure Monitoring System Sensor  
ACDelco GM OE O2 Sensor

\$3

ACDelco Professional Battery  
GM Genuine Parts OE Variable Valve Timing (VVT) Solenoid

\$1.50

ACDelco Professional Wiper Blade

\$.50

ACDelco Professional Oil Filter

Up to 15 rebates per part

+ additional rewards with

my GM  
**partnerperks** Members earn points on GM parts purchases plus additional benefits.

VISIT [GMPARTSREBATES.COM](http://GMPARTSREBATES.COM) TO CREATE YOUR ACCOUNT AND SUBMIT YOUR REBATES ONLINE OR VISIT [GMGENUINEPARTS.COM](http://GMGENUINEPARTS.COM) OR [ACDELCO.COM](http://ACDELCO.COM) FOR MORE INFORMATION.

\*Available only to Independent Service Centers, Body Shops, or Commercial Fleets with a U.S. mailing address. Limit 15 rebates per part per business. Not available with some other offers. Government and municipal fleets are excluded. Allow 6 to 8 weeks from promotion end date for delivery of Visa® Prepaid Card. Visa Prepaid Card will be issued in the business name. See [gmpartsrebates.com](http://gmpartsrebates.com) for complete details, eligible parts, and rebate form, which must be postmarked by 1/15/20. Offers end 12/31/19.

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