



PROFESSIONAL SERVICE CENTRE PROGRAM MEMBERSHIP

IT ALL ADDS UP

Professional Service Centre Program Membership Tiers

The program has five tiers that a member can be placed in. Each tier earns you even more benefits. Each member is placed in a tier based on their annual purchase support of ACDelco parts.

- Tier 1 = \$12,000+**
- Tier 2 = \$24,000+**
- Tier 3 = \$36,000+**
- Tier 4 = \$48,000+**
- Tier 5 = \$60,000+**

The PSC program can help you grow your business into a stronger, more profitable one. The simple tiered system gives you a long list of benefits for your membership. As a program member, you get access to training that helps keep you and your technicians on the cutting edge of automotive service. Plus - with the newly enhanced PSC Visa Rewards points program, any member, regardless of Tier level, **can earn 5% back** on their ACDelco purchases which for many PSC program members equals thousands of reward dollars a year.

Make it to the highest Tier level and you can get it all!

This exclusive program and ACDelco's continuously expanding product line-up gives you even more reasons for choosing ACDelco.



ACDelco

PSC

professional service centre

NEW!

Mid-year re-tier based on Year to Date average monthly ACDelco purchases. If your ACDelco monthly purchases have increased since the PSC tier launch at the beginning of the year, your tier can increase through the Mid-year re-tier. You can qualify for even more benefits as an ACDelco program member!

There are four easy requirements for program membership:

1. Be sponsored by an ACDelco Distributor in your area.
2. Purchase access to the program for a low monthly fee of \$109.95.
3. Purchase ACDelco products while gaining access to a complete network of support.
4. Leverage the ACDelco brand with ACDelco merchandising (take advantage of our professionally produced merchandising where it fits in your shop).

For more details regarding the PSC Program, go to TechConnectCanada.com or call the ACDelco Info-Line at 800.263.3526, Prompt 3.

AUTO PARTS



PIÈCES D'AUTO

PSC program comprehensive benefits are listed below

TIER 1

NEW! KNOWLEDGE IS POWER SEMINAR KIT

· Access to everything you need to run a successful Knowledge is Power car care clinic to educate your customers on vehicle maintenance and routine car care, while marketing your business.

TRAINING

· Access to ACDelco Instructor-Led classroom training - Enroll one student for free. Each additional technician will be charged \$100 for a half day course
· Web-Based training including technical, business and simulation training as well as Video on Demand Training
· Unlimited Recorded Virtual Classroom Training and Video on Demand Training

REWARDS

· PSC Visa Reward Points Earn up to 5% Rewards on everything you buy

ADDITIONAL BENEFITS

NEW! DIGITAL MENU BOARDS

ACCESS AND DISCOUNTS

· Identifix membership discount
· Gem-Car Shop Management System – Discount
· Customized Message on Hold package discounts
· Cintas Uniform Program with custom designed ACDelco work shirts
· ACDelco Customer Retention System powered by MechanicNet
· ACDelco Technical Assistance Centre
· Exclusive Moneris rates (credit/debit card fees)
· Kelly Williams Car Care Clinics

MARKETING

· Merchandising and Marketing Support
· TechConnect Website & PSC e-Newsletter

TIER 2

· All benefits of Tier 1 PLUS

· InTune consumer newsletter mailings and access to electronic files
· ACDelcoCanada.com Locator listing
· Enroll 2 technicians for Instructor-Led classroom training for free. Additional technicians will be charged \$100/half day course

TIER 3

· All benefits of Tier 2 PLUS

· Access to ACDelco Instructor-Led training – Enroll an unlimited number of students for free Instructor-Led course
· Discounts on New GM vehicles for owner and staff
· GM Service Information (eSI) Discount (Minimum \$3,000 / month, through WIP only)
· Qualify for the ACDelco Sign Program offering funding for ACDelco shop signage

TIER 4

NEW! Art Supply Customized artwork

· Scheduled MyShop in Shop Training Clinics
· Additional Technical Assistance Centre Discount – earn an additional 40% off the already discounted PSC rate
· Additional discounted pricing for the Digital Menu Board program

TIER 5

· All benefits of Tier 1-4 PLUS

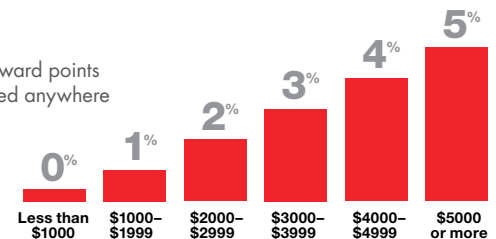
· FREE use of ACDelco Technical Assistance Centre 1-800 line
· Priority Scheduling for Training

| PSC Training Distribution | Tier 1 | Tier 2 | Tier 3 | Tier 4 | Tier 5 |
|---|-----------------------|-----------------------|-----------------------|---------------------|------------------|
| Instructor-led Classroom Training – Half day Technical and hands-on application | | | | | |
| Instructor-Led Course | 1 Tech | 2 Techs | Unlimited | Unlimited | Priority Seating |
| Online Course Registration <i>(Fast registration helps to secure a technician's spot)</i> | 1 Tech | 2 Techs | Unlimited | Unlimited | Unlimited |
| Course Completion Certificates <i>(Access online and print anytime, as many print outs as needed) Note: Certificates are located in your training records.</i> | Online Access | Online Access | Online Access | Online Access | Online Access |
| Technical and Product Focused Instructor-led Training Seminars | | | | | |
| Technical Seminar | 1 Tech | 2 Techs | Unlimited | Unlimited | Priority Seating |
| Product Clinic Seminar <i>(When hosted by an ACDelco Distributor)</i> | Unlimited | Unlimited | Unlimited | Unlimited | Priority Seating |
| MyShop – In Shop Training – 1 hour of Technical and Face to Face training, right in your shop | | | | | |
| MyShop In Shop Training Course | Based on Availability | Based on Availability | Based on Availability | Requires Scheduling | Priority Seating |
| Online Training – Hundreds of technical, business and diagnostic courses available 24/7 | | | | | |
| NEW! Video on Demand (VOD) | Unlimited | Unlimited | Unlimited | Unlimited | Unlimited |
| Product Knowledge | Unlimited | Unlimited | Unlimited | Unlimited | Unlimited |
| TECHAssist | Unlimited | Unlimited | Unlimited | Unlimited | Unlimited |
| WBT Course | Unlimited | Unlimited | Unlimited | Unlimited | Unlimited |
| Simulations | Unlimited | Unlimited | Unlimited | Unlimited | Unlimited |

ACDelco PSC Visa Rewards

The PSC Program Member Rewards program is an exclusive credit card gift card that lets you earn reward points (1 point = \$1) on everything you buy based on your reported monthly purchases. The card can be used anywhere a standard Visa card is accepted, giving you almost unlimited options to use your points!*

With the PSC Visa Rewards program, as a PSC, you can receive up to 5 percent back on all of your reported monthly purchases of ACDelco parts to spend on yourself or your business. For many PSC this amounts to thousands of dollars a year. Call 800.263.3526, Prompt 3, to learn more about the PSC Visa Rewards program.



1-800-263-3526
TechConnectCanada.com

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*Unqualified PSC program members, those who have not reached the minimum purchase level for Tier 1, qualify for unlimited online, recorded VCT and VOD training. Instructor-led and technical seminars will be charged at the PSC discounted rate. There is no, no charge instructor-led or technical seminars. ACDelco reserves the right to modify, change or cancel this program at any time for any reason. See complete PSC Program Guidelines online at TechConnectCanada.com. **Visa Rewards card introduced in 2013. Points are valid for the duration of the card renewal of 2 years. New reward points for 2013 purchases were placed on the new Visa Rewards card and will no longer be applied to the Visa EY Card. The Blue EY card expired December 31, 2014.

AUTO PARTS



PIÈCES D'AUTO

2015 Professional Service Centre Program Tiered Structure

Take full advantage of all the benefits of the ACDelco PSC program.

Below is a benefits chart for ACDelco PSC program members outlining the various tier levels that are attained based on annual ACDelco parts purchases.

| BENEFITS | | QUALIFIED | | | | VALUE PROPOSITION |
|---------------------------|--|---|------------------------------|--|------------------------------|---|
| CONSUMER ASSURANCE | ACDelco Roadside Assistance | Qualify to offer this program at no charge to your customers who buy more than \$25.00 in ACDelco parts at one service appointment | | | | Priceless |
| | NEW Labour Reimbursement | **PSC members can offer their customers labour reimbursement terms for qualifying ACDelco products that fail due to a manufacturers' defect | | | | \$255/claim submission, adding up to thousands a year |
| NEW | Knowledge is Power Seminar Kit | Free access to PSC program members to all items needed to host a successful car care clinic for PSC's customers | | | | Only program members receive this access |
| NEW | Art Supply | PSC program members tiers 4 & 5 qualify for access to customized artwork | | | | Only program members receive this access |
| NEW | Digital Menu Board | Receive access and discount | | | | Only program members discounted rate. Tier 4 and 5 receive additional discounts. |
| NEW | ACDelco Technical Seminars | Tier 1, One student / course · Tier 2, Two students / course Tiers 3-4-5 unrestricted registrations, subject to availability | | | | Value \$120 per person, per course |
| | ACDelco Instructor-Led Training | Tier 1, One student / course · Tier 2, Two students / course Tiers 3-4-5 unrestricted registrations, subject to availability | | | | \$137 value per half day course |
| NEW | ACDelco Recorded Virtual Classroom Training | Unlimited access to live Instructor-led technical courses | | | | Unlimited |
| NEW | ACDelco Product Clinics | Free access to PSC program members as provided by sponsoring WD | | | | Priceless |
| | ACDelco MyShop Training Clinics | Scheduled for Tier 4 and 5* | | | | Value \$120 per person, per course |
| | ACDelco Professional Service Centre Visa Rewards Cash Rebate Program | 2015 MONTHLY REPORTED PURCHASES | MONTHLY EARNING LEVEL | 2015 MONTHLY REPORTED PURCHASES | MONTHLY EARNING LEVEL | \$3,600.00 value annually (@ \$72,000 @ 5%) |
| | | \$1,000 - \$1,999 | 1% | \$4,000 - \$4,999 | 4% | |
| | | \$2,000 - \$2,999 | 2% | \$5,000 + | 5% | |
| | | \$3,000 - \$3,999 | 3% | | | |
| | ACDelco Technical Assistance Centre | \$11.99 per call** (40% Additional Discount Tier 4, FREE Unlimited for Tier 5) | | | | \$720.00 value annually (3 calls per month @ \$19.99 a call) |
| | ACDelco Web Based Training <i>Including: Video · Diagnostic Technical · TechAssist TechTube</i> | Unlimited access to ACDelco PSC program members | | | | Annual Savings \$600-\$1200 <i>Only available to ACDelco program members. (based on average competitive fees from \$50-100)</i> |

NOTES: The ACDelco PSC Program Fee is \$109.95/month. Minimum Purchase Requirement of \$12,000 annually for Tier One status. *Continued on reverse side*
 *Additional MyShop Training Sessions can be scheduled based on request and availability.
 **Labour reimbursement terms effective on repairs made on or after March 15, 2015. See TechConnect for full published program details.

| BENEFITS | QUALIFIED | VALUE PROPOSITION |
|--|---|---|
| NEW Identifix Discount | Discounted rate of only \$162 per month | Save \$216 per year |
| Gem-Car Shop Management | Discounted rates available exclusively to ACDelco PSC program members | Save up to \$540 annually |
| GM New Vehicle Purchase Program | Discounts available to Tier 3-4-5 When you buy or lease a new GM Vehicle | Pay no more than 2% over GM Dealer Cost |
| WIP · GM ESI Promotion (Electronic Service Information) | FREE access to GM ESI Minimum \$3,000 / month, through WIP only | \$1,200.00 U.S. |
| WIP - Tis2Web Promotion | ISCs will have the opportunity to earn up to \$1,000 back on their Option 1 (TIS-ALL) subscription fee, based on their annual WIP processed purchases | Up to \$1,000 in program discounts |
| GM ESI Discount | Receive \$300 off annual subscription | Save \$300 per year |
| Illuminated Sign Program | ACDelco will pay for half the cost of your ACDelco branded illuminated sign. Tier 3 and 4 = up to \$500 · Tier 5 = up to \$700 | Up to \$700 per year |
| ACDelcoCanada.com Locator listing | Tiers 2 - 5 posted on ACDelcoCanada.com | Priceless (Only available to PSC program members) |
| InTune Consumer Newsletter Mailings | Tiers 2 - 5 receive copies of newsletter | Priceless (Only available to PSC program members) |
| Moneris (credit/debit card fees) | Receive electronic and standard Merchant Discount Rates with Visa and Mastercard. Includes Consumer, corporate and premium cards. Plus low Interac Debit Card transaction rates | Applicable Retail rates |
| ACDelco CRS (powered by MechanicNet) | Discounted monthly rates | Save up to \$300 annually (based on minimum 12 month discounts) |
| Tool Inventory Appraisal System Inc. | DISCOUNTS APPLY FOR EACH TIER (% off of quoted price of appraisal) Tier 5: 12 % Tier 3-4: 8 % Tier 2: 5 % Tier 1: 3 % | Up to \$400 savings on your Appraisal |
| Customized Message on Hold discounted packages | Discounted package rates offered to ACDelco PSC program members. 1 of 3 discounted packages to choose from! | Savings up to \$1,865 annually! |



Get online training and information on these PSC benefits by visiting TechConnect at www.TechConnectCanada.com



Questions on the PSC program? Call us at the ACDelco Info-Line 1-800-26-DELCO (33526) or email support@ACDelcoInfoLine.com



In effect April 2015

AUTO PARTS



PIÈCES D'AUTO