



**TRAINING  
REWARDS  
MARKETING**

## New **ACDelco** Program A Good fit for your business

### **INTRODUCING ACDelco Automotive Care Experts**

ACDelco ACE is our new complement to our already successful Professional Service Centre (PSC) program. If you are looking for access to training, a rewards program where you can earn valuable points as well as marketing support from a National brand – ALL at a low monthly cost, this is the program for you!

#### **ACDelco ACE BENEFITS include:**

- ✓ Association with one of the highest quality Automotive Brands in the world
- ✓ Unlimited access to online video, diagnostic and other web based training courses
- ✓ ACDelco ACE Reward Points for your purchases
- ✓ ACDelco Roadside Assistance Program for your valued customers
- ✓ Moneris Discounts
- ✓ ACDelco Marketing Kit and point of sale material
- ✓ Discount on the ACDelco TAC line to only \$14.99 per call
- ✓ Discounted Instructor-Led Training
- ✓ All for only \$25/month

#### **FOUR EASY requirements for membership:**

- 1** Be sponsored by an ACDelco Distributor in your area
- 2** Purchase access to the program for a low monthly fee of only \$25.00 and a **one-time** \$250.00 Marketing Kit fee (new members receive a comprehensive Marketing Kit on initial sign up)
- 3** Purchase ACDelco products to get access to ACDelco ACE rewards
- 4** Leverage the ACDelco brand with ACDelco merchandising

**AUTO PARTS**



**PIÈCES D'AUTO**

# ACDelco ACE comprehensive benefits are listed below.

## TRAINING

Your membership will provide you access to a huge library of online courses which include:

- Technical and Customer Service Management courses available in over 20 modules including:
  - Air Conditioning Specialist
  - Brake Specialist
  - Body Electrical Specialist
  - Business Management
  - Operations Management
- TechAssists – 20 minute training courses focusing on a specific repair challenge, getting you online and updated fast
- Diagnostic training where a technician can work through a variety of diagnostic scenarios

**NEW!**

### Video on Demand (VOD) Training

- Pre-recorded video training sessions on a variety of automotive repair topics to view at any time from the comfort of your computer chair - even on your mobile device!

Our sophisticated training websites let technicians

- Create unique profiles for every technician in your shop
- Create their own training path
- Print course materials and additional training materials
- Complete course tests
- Access course certificates once a course is completed
- Train at their own pace

## ACDelco ACE REWARDS

**Earn 2% every month on your ACDelco parts purchases, with a minimum purchase of \$1,000 during that month** (as reported by your ACDelco Distributors)



## Additional BENEFITS

- **ACDelco Roadside Assistance** – ACDelco ACE members can offer this program at no charge to customers who buy more than \$25.00 in ACDelco parts at one service appointment. There is no charge to your customer.
- **Moneris Discounts** – as an ACDelco ACE member you will have access to the negotiated discounts for credit and debit card rates.
- **ACDelco Marketing Kit** and point of sale material – ACDelco ACE members will receive a first time member sign-up kit that includes a series of marketing materials to help you leverage the ACDelco brand name. The sign-up kit includes a no charge Instructor-led Training course, no charge TAC minutes, decals, an ACDelco poster, banners, battery material, hats, pens and more.
- Discount on **ACDelco's Technical Assistance Centre** – Leverage the experts at ACDelco's TAC line. You will earn a discounted rate of only \$14.99 per call, down from the standard rate of \$19.99 per call.
- **Discounted Instructor-Led Training** – ACDelco's class room training is renown for its comprehensive instruction, taking technicians through a variety of learnings. Class sizes are kept small and each instructor leverages a vehicle on site to enhance the learning. ACDelco ACE members receive a discount on all instructor-led training as well as priority notice on courses.

**Call your ACDelco Distributor or the ACDelco Info-Line today to find out how to register or go to [www.TechconnectCanada.com](http://www.TechconnectCanada.com) to register today!**

**ACDelco**

[www.techconnectcanada.com](http://www.techconnectcanada.com)  
Info-Line 1-800-263-3526

**ACE**  
ACDelco. AUTOMOTIVE CARE EXPERTS

AC103239

**AUTO PARTS**

**Benson**

**PIÈCES D'AUTO**