



my GM
partnerperks

DARE TO VENTURE

Independent Service Center 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. Your Independent Service Center is primed to take advantage of rewards and benefits that extend beyond redeemable points to 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 rewards from your first GM parts purchase. How simple is that?

Let's dare to venture together. Learn more at mygmpartnerperks.com.

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



Rewards &
Incentives



Marketing
Support



Repair
Resources



Profitability &
Productivity



BENEFIT PACKAGE		Single Shop			Multi-Shop	
		PERKS	PERKS+	PRO PERKS++	PRO PERKS++	
PROGRAM PILLARS				PROFESSIONAL SERVICE CENTER	REGIONAL SERVICE CENTER	
REWARDS & INCENTIVES	Annual Fee	\$100	\$400	\$700	\$0	
	Average Monthly Purchases Required During Program Period	\$0	\$3,000	\$6,000	\$2,000 Avg. per Location	
	Rewards	Maint. & Repair	<\$3K	1%	1%	3%**
			\$3K-\$4K	1%	2%	3%**
			\$4K-\$5K	1%	3%	3%**
			>\$5K	1%	4%	3%**
			Collision	0.25%	0.5%	1%
		Powertrain/Propulsion	15 Points/Assembly 5 Points/Transfer Case	30 Points/Assembly 15 Points/Transfer Case	30 Points/Assembly 15 Points/Transfer Case	30 Points/Assembly** 15 Points/Transfer Case
		Growth Bonus*	Y	Y	Y	Y
		Trade Offers	Y	Y	Y	Y
	Access to Consumer Offers	N	Y	Y	Y	

*20% additional rewards for 10% year-over-year growth in purchasing.
**Reward in the form of a rebate.

BENEFIT PACKAGE		Single Shop			Multi-Shop
		PERKS	PERKS+	PRO PERKS++	PRO PERKS++
PROGRAM PILLARS				PROFESSIONAL SERVICE CENTER	REGIONAL SERVICE CENTER
MARKETING SUPPORT	Promotional Kit	N	Y	Y	Y
	Point-of-Sale Materials and Merchandise	Y	Y	Y	Y
	Digital Support	Y-Discount	Y-Discount	Y-Premium Discount	Y-Premium Discount
	National Website Locator Listing	N	Y	Y	Y
	ACDelco Co-Branded Signage	N	N	Y	Y

BENEFIT PACKAGE		Single Shop			Multi-Shop
		PERKS	PERKS+	PRO PERKS++	PRO PERKS++
PROGRAM PILLARS				PROFESSIONAL SERVICE CENTER	REGIONAL SERVICE CENTER
REPAIR RESOURCES	GMSi Annual Subscription†	\$1,200 Annual Subscription	\$900 Annual Subscription	\$900 Annual Subscription	\$900 Annual Subscription
	TIS2Web Annual Subscription	N	\$995 Annual Subscription	\$995 Annual Subscription	\$995 Annual Subscription
	Annual Training Fee	\$700	\$500	\$0	\$400 for All Locations
	Technical Assistance	Y-Discount	Y-Discount	Y-Premium Discount	Y-Discount
	Service Info Subsidy Credit	N	\$300 per Year \$25 per Month	\$600 per Year \$50 per Month	N

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

BENEFIT PACKAGE		Single Shop			Multi-Shop
		PERKS	PERKS+	PRO PERKS++	PRO PERKS++
PROGRAM PILLARS				PROFESSIONAL SERVICE CENTER	REGIONAL SERVICE CENTER
PROFITABILITY & PRODUCTIVITY	Consumer Assurance	\$50/Hr., 2-Hour Cap. Other Labor Hours = None.	\$50/Hr., 3-Hour Cap. Other Labor Hours = 3 Hours Max.	Door Rate Capped at \$100/Hr. Other Labor Hours = Based on MAPS Evaluation.	Door Rate Capped at \$100/Hr. Other Labor Hours = 3 Hours Max.
	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). For example, to enroll in the Pro Perks++ Professional Service Center benefit package, you will need to be on track to have purchased the amount required by the program (i.e., \$72,000 annually or \$6,000 monthly).



REWARDS & INCENTIVES

As an Independent Service Center, the more GM parts you purchase, the more rewards and perks you'll receive. Earn on all GM Genuine Parts, ACDelco and Chevrolet Performance parts and Chevrolet, Buick, GMC and Cadillac Accessories purchases. For easy access and maximum spending power, your my GM Partner Perk points will accumulate in your online portal wallet.



BENEFIT PACKAGE		Single Shop			Multi-Shop	
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PROGRAM PILLARS				PROFESSIONAL SERVICE CENTER	REGIONAL SERVICE CENTER	
REWARDS & INCENTIVES	Annual Fee	\$100	\$400	\$700	\$0	
	Average Monthly Purchases Required During Program Period	\$0	\$3,000	\$6,000	\$2,000 Avg. per Location	
	Rewards	Maint. & Repair < \$3K	1%	1%	1%	3%**
		\$3K-\$4K	1%	2%	2%	3%**
		\$4K-\$5K	1%	3%	3%	3%**
		> \$5K	1%	4%	4%	3%**
		Collision	0.25%	0.5%	1%	0.5%**
	Powertrain/Propulsion	15 Points/Assembly 5 Points/Transfer Case	30 Points/Assembly 15 Points/Transfer Case	30 Points/Assembly 15 Points/Transfer Case	30 Points/Assembly** 15 Points/Transfer Case	
	Growth Bonus*	Y	Y	Y	Y	
	Trade Offers	Y	Y	Y	Y	
Access to Consumer Offers	N	Y	Y	Y		

*20% additional rewards for 10% year-over-year growth in purchasing.
**Reward in the form of a rebate.

Exclusively Yours® Rewards Card

Earn points on the purchase of any GM part from any GM brand. Redeem points for thousands of items, such as vehicle purchases, event tickets, personal travel or rewards at retailers.

Consumer Rebates

Perks+ and Pro Perks++ Partners can offer nationally funded consumer rebates to their customers, with related marketing and point-of-sale materials.

Trade Rebate Program

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





MARKETING SUPPORT

On top of earning rewards, gain access to promotional kits, point-of-sale materials, merchandise and digital support, including website, search and social media. In addition, you will have access to national site locator listings and ACDelco co-branded signage designed to help get your shop in front of more customers and maximize your bottom line.

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.

Customer Retention

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



ACDelco Co-Branded Signage

Help your business stand out from the competition with materials and sign elements from the ACDelco Image Program.



National Website Shop Locator Listing

Have your shop listed on the acdelco.com parts and service locator.



MTexting

Reduce the time spent trying to reach customers whose vehicles are in for service with MTexting capabilities with MechanicNet.



REPAIR RESOURCES

Partners receive 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.

Service Seminars

ACDelco's training seminars are designed to help keep technicians up to date on the rapidly changing technology built into today's vehicles.



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.



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.

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

\$ 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

Roadside Assistance* can be provided to all customers of a my GM Partner Perks Program member, regardless of the brand of part installed or service performed.

ACDelco | PROTECTION PLAN

ACDelco Protection Plan

Offer your customers an attractive coverage term including available \$250 or \$100 deductibles for 24 months or 24,000 miles (whichever comes first) with wear-and-use coverage included and more.

ACDelco | PRE-PAID MAINTENANCE

ACDelco Pre-Paid Maintenance Plan

The simple, easy and convenient option for your customers' maintenance needs and an ideal program to better serve your business.



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.



Blue Seal Program Discount

Get all the attention you deserve for your commitment to excellence through the ASE Blue Seal of Excellence® Recognition Program.



Document Services

Reynolds & Reynolds® Business Form Discount

Reynolds & Reynolds offers a complete line of printed products created especially for my GM Partner Perks Partners.



E-Inspect – Digital Multi-Point Vehicle Inspection

E-Inspect has been creating custom tools and software for the automotive industry out of Southern California since 2000.



AutoVitals – Digital Multi-Point Vehicle Inspection

AutoVitals focuses on providing high-value management and engagement services for the independent automotive aftermarket.

*Roadside Assistance provided by Allstate.

Explore many more discounts and perks available in your account at mygmpartnerperks.com.



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