

REPAIR

IN SIGHTS

FALL 2019

*Collision Repair News
from your GM Parts Dealer*



MEET THE ALL-NEW 2020 CHEVY SILVERADO HD

GMC MultiPro
Tailgate Repairs

My GM Partner
Perks Benefits

Identifying
Counterfeit Parts

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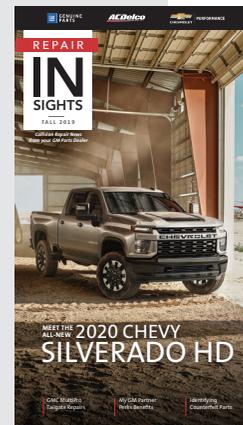
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New Insights

Welcome to the latest issue of *Repair 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 *Repair 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.



REPAIR

IN
SIGHTS

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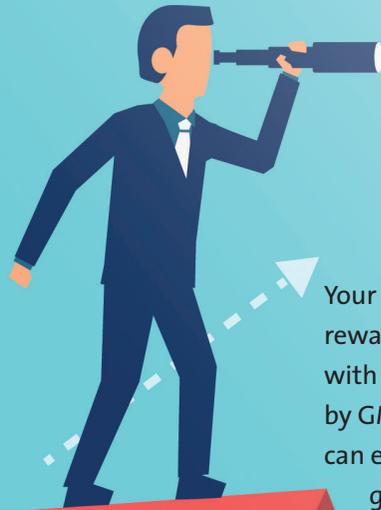
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Invest in your business with

Your customers are consistently rewarded when you provide them with quality-engineered parts backed by GM for their vehicles. Now you can earn benefits of your own to help grow your business.

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

Streamlined to replace all other GM parts rewards programs, this initiative allows independent installers to earn benefits beyond redeemable points for purchasing parts to also include marketing support, training resources and business tools to drive

my GM partnerperks

profitability and productivity — ultimately increasing your bottom line.

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

There is no minimum purchase 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.

PARTICIPATION IS EASY

Start taking advantage of my GM Partner Perks right away by enrolling today.

Additionally, my GM Partner Perks is an added benefit for GM Collision Repair Network participants. If you are part of the network, there is no cost to your shop and you receive complimentary top-level body shop eligibility to my GM Partner Perks. If you're not enrolled, consider participating for even more benefits.

To sign up for my GM Partner Perks, or to find more details about program benefits, go to mygmpartnerperks.com or call 1-800-253-3428.

EXCLUSIVE RESOURCES

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



Rewards & Incentives,

including reward redemption, national trade offers and access to national consumer offers



Marketing Support,

such as point-of-sale materials, website assistance, online advertising tools, promotional kits and website locator listing



Repair Resources,

like technical support, annual GMSi and TIS2Web subscriptions, training and equipment



Profitability & Productivity,

including Consumer Assurance, Roadside Assistance, various business discounts ... and more. ■

Boost Your Business

GM'S NEW TOTAL LOSS AVOIDANCE PROGRAM HELPS BODY SHOPS INCREASE SALES

AS A COLLISION REPAIR PROFESSIONAL, you know firsthand the missed business opportunities that can occur when a vehicle is declared a total loss based simply on the financial cost of the repair.

And while a catastrophically damaged vehicle certainly qualifies as a total loss, a significant number of “total losses” are of a more benign nature. For many of these vehicles, if they were worth just a little bit more or the repair cost



was just a little less, they wouldn't qualify as a “total loss.” Such vehicles are just over the borderline of repair versus total loss — hence the

Bundled Parts Rebate Example

The illustration below shows a hypothetical estimate-specific bundled parts rebate for a 2015 Buick Verano. (Note that this is strictly an example and that rebates will vary depending on vehicle model, year and other factors.) NovoRepair setup is easy, with your choice of a web-only interface (i.e., no software installation required) or with the optional installation of a small application that makes the submission process even easier. Either setup will work with your existing estimating system.

Request Status		NovoRepair™				
Summary		Parts <input type="checkbox"/> Show All Parts				
Case ID	RPVQ6YKR	Part Number	Part Type	Quantity	Part Price	Invoiced
Shop Ref. #	Sample	11589289	PAN	6	4.61	No
Date Submitted	3/26/2019	90087290	PAN	6	6.34	No
Manufacturer	General Motors	22874514	PAN	1	8.63	No
Make		22874515	PAN	1	8.63	No
Model	VERANO	20984571	PAN	1	77.98	No
Model Year	2015	22824481	PAN	1	37.78	No
Dealer	Test Dealer	20827154	PAN	1	16.45	No
Status	Offer tendered	23274652	PAN	1	298.00	No
Uploaded File	C:\Users\lgz4c4f\Documents\Data\001_ProdSpecialist\Total Loss\b7eed2bb.veh	22771024	PAN	1	72.99	No
		22896051	PAN	1	64.24	No
		22872263	PAN	1	40.43	No
		22839787	PAN	1	28.70	No
Rebate Part #	NVR01400					
MSRP/List Price of Rebate*	\$1,400.00					
Total Repair Cost*	\$1,400.00					

*Amount to be reflected on estimate. The repair shop's actual rebate (e.g., dealer credit) is likely to be less as determined by the shop's pricing terms with the selling dealer.

term “borderline total loss.” Estimates indicate that collision shops miss out on up to \$3 billion in revenue each year in these particular cases.

In the collision industry, the average total loss threshold is close to 70% of a vehicle's actual cash value (ACV) — which is an estimate of its pre-accident retail market value. So, if the average ACV of a late model vehicle is around \$11,000, the threshold would be \$7,700. If the estimated repair cost falls below that figure, the vehicle is repairable; if above, it is declared a total loss.

NOVOREPAIR CAN HELP

However, thanks to a new GM program — Total Loss Avoidance—powered by NovoRepair™ — your shop can recapture jobs that are often lost due to borderline cases, helping to increase your business.

How does the program work? It offsets the cost to repair through an estimate-specific bundled parts rebate that helps reduce total loss declarations so your body shop can keep the business. NovoRepair enables dealers to offer GM OE parts price support on an estimate-by-estimate basis, with the goal of providing enough support to keep the estimate below the threshold.

What's more, NovoRepair is fast, easy and of no cost to you. It utilizes routine estimate writing actions to request price support and returns an answer within seconds as to whether the requested support can be offered.

TOTAL LOSS

AVOIDANCE BENEFITS

- ✓ Free program at no cost to you
- ✓ Provides a response within seconds
- ✓ Helps grow shop profits
- ✓ Helps increase customer retention/satisfaction by reducing replacement hardship
- ✓ Offers an estimate-specific GM OE parts rebate
- ✓ Potentially increases the number of repairable vehicles
- ✓ Helps save time when using GM OE parts that best fit the vehicle

GET STARTED

If you're ready to take advantage of the new Total Loss Avoidance program, simply contact your GM Genuine Parts dealer to begin the registration process. It's that easy.

Of course, the Total Loss Avoidance program is aimed at preventing economic total losses, and should never be considered for a vehicle that is a functional total loss. ■

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 all 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).¹ That figure is expected to grow to \$1.95 trillion by 2022.²

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 *Repair 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 view²



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 pounds¹**



The world's first available MultiPro™ Tailgate



ALL-NEW 2020
SIERRA HD



Available Head-Up Display and Rear Camera Mirror³



Check out the 2020 Silverado HD and the Sierra HD at a dealership or on the divisional websites (Chevrolet.com and 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.



NEW FRONT-END REPAIR KITS SAVE TIME

FOR BODY SHOPS, PROVIDING FAST, quality repairs fosters efficiency while satisfying customers in the process.

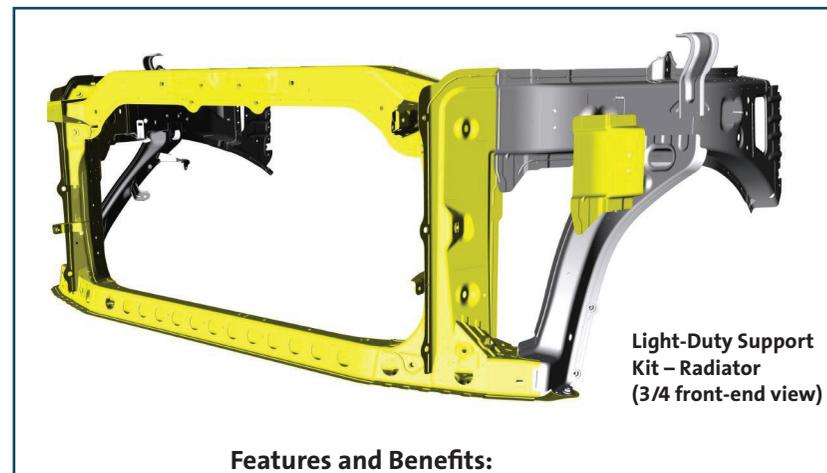
To help you accomplish that, GM offers new front-end support kits that help simplify front-end repairs. Engineered with the technician in mind, these preassembled kits not only make the job easier and reduce repair time, they help ensure dimensional accuracy for a precise fit of all exterior panels, lamps and trim. What's more, they're often the only solution for many front-end repairs.

Contact your GM Dealer for GM Genuine Parts at competitive prices. Why trust your business — or reputation — to anything less?

AVAILABLE NOW

GM offers two front-end support kits for the 2019 Chevrolet Silverado and GMC Sierra light-duty trucks. Similar to the light-duty kits, front-end support kits also are now available for the all-new 2020 Chevrolet Silverado and GMC Sierra heavy-duty models.

All four Genuine GM service assemblies are designed to simplify front-end structural repairs. For detailed service information, access GM Service Information (SI). Requires subscription. ■



Light-Duty Support Kit – Radiator (3/4 front-end view)

FRONT-END ENGINEERED KIT FOR RADIATOR SUPPORTS

2019 GM Part: 84500458 – Light Duty

2020 GM Part: 84714654 – Heavy Duty

This comprehensive kit helps with safe and proper repairs.

Features and Benefits:

- Fixture-built weld/bonded service assembly provides front-end dimensional accuracy
- Installation includes Rivet Bonding in conjunction with resistance welding
- Front-End Support Kit — Radiator can be replaced with powertrain in place

Considerations for Repairs:

- Die marks in upper rail outer panels indicate cut locations
- Bolt-on upper tie-bar for ease of replacement
- Support Kit — Radiator assembly includes end caps (rail outer sections) to complete structural repairs

FRONT-END ENGINEERED SUPPORT KIT

2019 GM Part: 84537164 – Light Duty

2020 GM Part: 84714653 – Heavy Duty

This comprehensive kit helps with safe and proper repairs.



Heavy-Duty Front-End Engineered Support Kit (3/4 front-end view)

Features and Benefits:

- Fixture-built weld/bonded service assembly provides front-end dimensional accuracy
- Pre-drilled locating holes for structural rivet placement
- Front-End Support Kit rail ends are modified for ease of loading assembly to pillars
- Rivets and adhesive replace factory welds at cowl, which means no windshield or interior component removal
- Front-End Support Kit can be replaced with powertrain in place
- Labor cost-effective Support Kit is universal until you add model-specific fender brackets
- Die marks in upper rail inner panels indicate cut locations

A front-end engineered support kit is necessary when:

- Upper rail inner panels (highlighted parts) are damaged beyond repair
- Primary or secondary damage has compromised structural adhesive

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 Waszczenko, 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 *Repair Insights* for information about coming changes and opportunities. ■





Primary Gate — Opens for easy access to the cargo box.

MEET THE MULTIPRO™ TAILGATE

WITH ITS ABILITY to flip, fold, split and even serve as a convenient step for easy cargo box access, GMC's new MultiPro Tailgate exhibits remarkable flexibility.

The tailgate, which debuted on the 2019 Sierra 1500, will be available this fall on 2020 Sierra HD models.



Easy Access — The inner gate folds down for easier reach into the box.

6 Available Positions

Composed of a primary tailgate and an inner tailgate, the MultiPro can be used in one of six positions:



Inner Gate Load Stop — With the primary gate closed, the inner gate can fold for two-tier storage or be used as a load stop to help keep longer items secure.



Inner Gate Work Surface — With the primary gate closed, the inner gate can fold for two-tier storage or for use as a standing work surface.

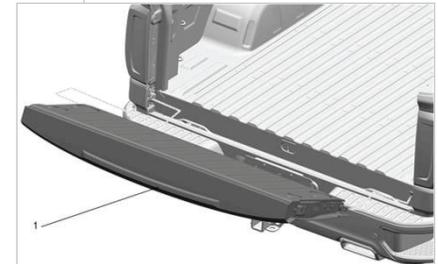


Full-width Step — With the primary gate open, the inner gate folds into a sturdy step with a convenient handle for easy cargo box entry and exit.



Primary Gate Load Stop — With the primary gate open, the load stop helps keep longer items secure in the bed.

WHEN REMOVING THE MULTIPRO TAILGATE FOR REPAIRS:



- 1 After disconnecting the tailgate cables and electrical connector, with the aid of an assistant, position the tailgate about halfway open and lift the right edge of the tailgate from the lower pivot.
- 2 Once the right side of the tailgate has been released, the gate must be lifted up to the almost closed position to release the left side.
- 3 Transfer components as necessary.

Note: For information on replacing the tailgate latch handle, see SI Doc 5042956.

Electrical Ground Repair Replacement Fasteners

ON ANY GM VEHICLE, the electrical system can only operate optimally if the electrical ground connections are secure, stable and corrosion-free.

These connections generally come from three attachment methods:

- ▶ Welded M6 stud and nut
- ▶ Welded M6 nut and bolt
- ▶ Welded M8 nut and bolt

With any of these items, use only the GM-approved replacement fasteners with a conductive finish for electrical ground repair.

In addition, use only a GM-approved residue-free solvent to clean any adhesive or grease from the surface and, with a small brush, apply Dielectric Lubricant (ACDelco Part #10-4071) to the threads of the item.

Carefully remove any corrosion or contamination that may be present on the electrical ground wire terminal before verifying proper system operation.

Also, remember to refinish the repair area using an anti-corrosion primer. Refer to Anti-Corrosion Treatment and Repair in Service Information. ■

HOW TO REPLACE FASTENERS



➔ When replacing a damaged or missing M6 weld stud, select a location adjacent to the previous stud and then drill a 10-mm (0.40-in.) diameter hole through the panel. Remove paint and primer from the area surrounding the 10-mm (0.40-in.) hole until bare metal is visible.



➔ Using a wrench on the rivet stud tool, and a socket on the M6 nut, secure the M6 conductive rivet stud. Ensure that the rivet stud is securely fastened, without any detectable movement.

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

VISIT GMPARTSREBATES.COM TO CREATE YOUR ACCOUNT AND SUBMIT YOUR REBATES ONLINE OR VISIT GMGENUINEPARTS.COM OR 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 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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