

REPAIR

# IN SIGHTS

WINTER 2021

*Collision Repair News  
from your Parts Dealer*



## NEXT-GENERATION 2021 CADILLAC ESCALADE ARRIVES

New Collision Parts

my GM Partner Perks  
Marketing Benefits

Understanding New  
Parts Packaging,  
Designations

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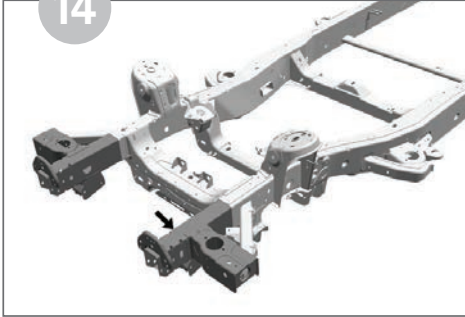
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# A NEW VISION

Updated branding strategy promotes GM-backed OE parts, revised product hierarchy and package design





As your latest parts deliveries arrive, you've probably noticed some new packaging for GM Genuine Parts and ACDelco products.



The new packaging reflects a parts-branding initiative that differentiates and elevates the parts lines you provide your customers every day. The strategy also aims to bolster all of our products and promote GM Genuine Parts and ACDelco as the true OE parts brands — and the only brands with backing from GM.

[Continued on next page >](#)





## There are three parts to the Global Parts Branding initiative:

**1**

Leveraging the well-known GM Genuine Parts and ACDelco brands as a powerful tandem while bringing more clarity to their individual roles

**2**

Elevating the OE position while adjusting ACDelco Aftermarket product designations (from Professional/Advantage to Gold/Silver)

**3**

Designing new, premium packaging with a consistent message that not only reflects a modern look of quality and prestige, but also provides multi-language translations, standard product names, internationally relevant color coding and graphics, pre-printed and retail-ready UPC codes, and Global Security Labels and Stamps that help distinguish our products from counterfeit parts

While several of the parts you currently receive reflect the updated strategy and packaging, you also may receive some parts with the previous packaging for a time until the transition is complete.

# New Designations

As the branding initiative moves forward, GM is expanding the ACDelco Original Equipment included in new GM vehicles. Now, in addition to batteries, spark plugs, air filters and oil filters, ACDelco OE offerings also will include wiper blades, cabin air filters, oil caps, coolant fill caps, radiator hoses and accessory drive belts, reinforcing them as “assembly-line-installed” GM products.

Under the initiative, all other current ACDelco-branded OE lines will now transition to GM Genuine Parts, which remains the primary OE brand. All OE parts from both GM Genuine Parts and ACDelco will be packaged in blue, representing their position atop the new parts hierarchy.

ACDelco Professional parts will transition to ACDelco Gold parts and be packaged in gold-colored packaging. The Advantage parts category will shift to ACDelco Silver parts and be designated by a silver color in its packaging.

The new designations clearly differentiate the market positioning, making it easier to communicate the differences to your customers.

The change also allows you a better understanding of how to best meet your customers’ needs and decide which parts to stock. ■

## Showing the Differences Among Parts

**Offering strong, secure parts brands will benefit you and your customers with a defined distinction among:**

- Products
- Their roles in the portfolio
- Their target customers
- Each part’s relevance to those customers



Additional information about the branding initiative is available at [acdelco.com/brand-details](https://acdelco.com/brand-details).

# THE DIGITAL CON

Looking for a positive way to start the new year with a resolution that's easy to keep?

Use the marketing benefits available through the my GM Partner Perks program to refresh your shop's website and digital presence. The updates can help you attract new customers while building loyalty with your existing base.

As a program participant, you'll receive discounted services from TCS Technologies and Repair Shop Websites, two leading companies that specialize in automotive website design and online marketing. You'll have access to modern, turnkey site design with branding that highlights your status in the program — lending added credibility.

You also can request assistance to redesign your shop website, use search engine optimization, and make the most of online advertising tools, social media and CRM. Additionally, you'll have the ability to load ACDelco consumer promotion tiles to your website to bring customers to you. ■



## TCS TECHNOLOGIES

TCS has provided digital marketing services for auto repair shops for more than 20 years, and it offers websites as the centerpiece of an online presence. Websites services can include:

- The ability to show pricing and inventory from your local wholesalers to your customers
- Automatic posting of distributor and manufacturer rebates
- Fully maintained and integrated catalog data
- Directory cleanup and optimized services
- Ongoing consultative support

TCS OFFERS THREE AVAILABLE SUPPORT LEVELS:

## REPAIR SHOP WEBSITES

With more than 13 years of experience building and managing websites for auto repair shops, Repair Shop Websites offers program participants several website features, including:

- Website hosting
- Hours of operation/contact information
- Maps and directions
- A personalized homepage
- About us/services information
- Careers and Meet the Team pages
- Powerful SEO

THERE ALSO ARE THREE REPAIR SHOP WEBSITE SUPPORT LEVELS TO BEST MEET YOUR NEEDS:



# NECTION

## Update your online presence with marketing benefits from my GM Partner Perks

With so many customers seeking business services online, it's important that your shop is at the forefront, ahead of competitors. **As one of many benefits offered through my GM Partner Perks, these marketing companies and their digital services are just a few clicks away:**

### 1

#### **SERVICE BASIC, WHICH INCLUDES:**

- Professional website build-out
- 90 days of consultations with a TCS marketing consultant
- Domain setup and email hosting
- Google My Business optimization
- Homepage banner optimization
- Service pages, car care tips and appointment scheduler
- A My Service Reminder vehicle maintenance module
- An advanced move-over package
- Responsive design for handheld devices

### 2

#### **SERVICE PREMIUM, WHICH INCLUDES SERVICE BASIC, PLUS:**

- Premium directory management and advanced analytics reporting

### 3

#### **TIRE SERVICE PREMIUM, WHICH INCLUDES SERVICE PREMIUM, PLUS:**

- Tire-fitment search options by vehicle, brand and size
- Tire wholesale integration
- Managed tire-catalog and auto-pushed manufacturer promotions



To work with TCS, call 888-449-8473 or email [info@tctire.com](mailto:info@tctire.com).

### 1

#### **PRO+MOBILE, WHICH FEATURES:**

- A mobile version of your website that includes click-to-call on smartphones
- Responsive design for tablets and other devices
- No additional charges for site updates
- Appointment-request and tire-selector online forms
- Printable coupons
- A testimonial page
- A hiring page, including job descriptions
- Videos and slideshows, including customizable banners

### 2

#### **PRO+CONNECT, WHICH INCLUDES PRO+MOBILE FEATURES, PLUS:**

- Social media services, including Facebook posting and Google My Business setup
- A hiring assessment survey
- Up to 10 professional email addresses at your domain (service@yourshop.com)
- Effortless testimonials allowing customers to post reviews to your site

### 3

#### **PRO+ENGAGE, WHICH INCLUDES PRO+CONNECT FEATURES, PLUS:**

- A service texter app to communicate with customers via text
- Call recording and analytics to track website and service-advisor performance
- Integrated reviews to encourage customer posting of positive reviews on social media sites



Contact Repair Shop Websites at 866-665-1605 or [repairshopwebsites.com](http://repairshopwebsites.com).

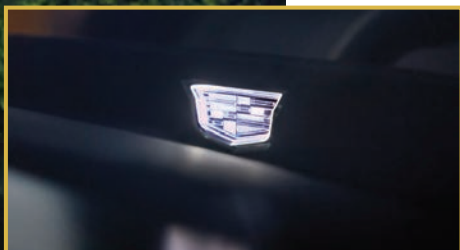
**!** Mention your participation in my GM Partner Perks to receive discounts on either company's services. For an overview of all the benefits that come with the program, visit [mygmpartnerperks.com](http://mygmpartnerperks.com).



*NEXT-GENERATION*

# 2021 Cadillac ESCALADE

Completely redesigned for 2021, the Next-Generation Cadillac Escalade combines a bold look with pioneering technologies, enhanced sophistication, nine available interior trims and more cargo space that — together — add a new dimension to the iconic luxury SUV.

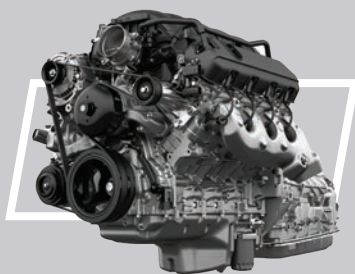


**WELCOMING LIGHTING** | When approaching the Escalade, the striking new SUV greets you with its own light show. The Daytime Running Lamps pulsate two times, the rear LED light blades illuminate twice from bottom to top and the Cadillac crest on the back of the infotainment display turns on.



**AKG AUDIO TECHNOLOGY** | AKG brings its world-famous audio technology to the auto industry for the first time with Escalade's standard AKG Studio, featuring a segment-leading 19 standard speakers. The available AKG Studio Reference system features a segment-leading 36 speakers powered by three amplifiers delivering 28 channels for a listening experience that is astonishingly crisp.

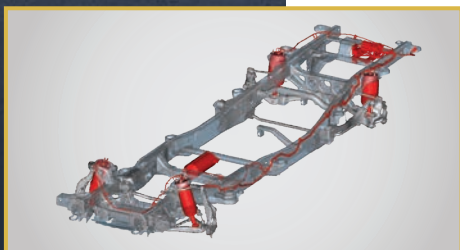
**REFINED MUSCLE** | Confidence-inspiring performance remains a hallmark of the Escalade, beginning with a standard new 6.2L V8 engine that features variable valve timing, stop/start and Dynamic Fuel Management technologies — not to mention a solid 420 horsepower — for robust, yet efficient, power. A new 3.0L turbodiesel is available as well.



**ON DISPLAY** | The Escalade's industry-first curved OLED (Organic Light-Emitting Diode) display provides more than 38 inches of total diagonal display area with twice the pixel density of a 4K television — that makes for bold imagery, perfect blacks and an exceptionally large color range.



**SUPER CRUISE** | As a full-size SUV with available Super Cruise\* driver assistance technology, the 2021 Escalade enables hands-free driving on more than 200,000 miles of compatible highways in the U.S. and Canada by using LiDAR map data, high-precision GPS, a state-of-the-art driver-attention system and a network of cameras and radar sensors.



**AIR APPARENT** | The Escalade's available Air Ride Adaptive Suspension system features automatic load-leveling and ride-height adjustments. During highway cruising, the system lowers ride height to improve aerodynamics. The suspension also can be lowered to aid passenger entry and exit. Drivers can even raise the body for added ground clearance when off-road.

\*Even while using the Super Cruise driver assistance feature, always pay attention while driving and do not use a handheld device. Visit [cadillac.com/super-cruise](https://www.cadillac.com/super-cruise) for compatible highways and more information. Requires properly equipped vehicle, active Super Cruise subscription, working electrical system, cell reception and GPS signal.

# EV CHARGING



IT'S IMPORTANT FOR  
YOUR SHOP TO HAVE  
ALL OF THE TOOLS  
AND EQUIPMENT  
NECESSARY —  
INCLUDING A RELIABLE  
EV CHARGING SYSTEM

**W**ith more electric vehicles hitting the roads these days, it's important for your shop to have all of the tools and equipment necessary — including a reliable EV charging system — to repair such models.

EV charging systems are available in three basic types: Level 1 (120 volts), Level 2 (240 volts) and Level 3 (also known as DC Fast Charging).

Here's a look at Level 1 and Level 2 chargers:

# Employing a quick, efficient charging system helps maximize repair facility productivity

## ON THE LEVEL

**How do the two systems differ?** Significantly. The following examples are based on a 2021 Chevrolet Bolt EV. Note that the charging rates and actual charge times will vary based on vehicle model, battery condition, output of the charger, vehicle settings, outside temperature and the vehicle's remaining charge.



### LEVEL 1

These chargers are typically used at an owner's home. A cord comes with the vehicle and plugs into most standard U.S. power outlets. As for speed, a Level 1 charger provides about 4 or 5 miles of range per hour of charge. It takes approximately 55 hours to fully charge a depleted battery with the 12-amp AC current setting.



### LEVEL 2

These units, on the other hand, can charge much faster than Level 1, taking approximately 10 hours to fully charge a depleted battery with a 32-amp AC setting. This allows for approximately 25 miles of range for every hour of charge.

A robust Level 2 charger can serve an independent body shop well into the future for a reasonable price.



# New Collision Parts

WITH THE ARRIVAL OF WINTER and more slippery road conditions, metallic mishaps will likely bring more customers into your facility for collision-related repairs.

Fortunately, GM Genuine Parts offers a generous inventory of parts to accommodate the need, including several new replacement components — radiators, condensers and lock actuators — that were recently introduced.

## Remember, GM OE parts are:

- OE Designed — the same type of part installed during production
- Engineered for your customer’s GM vehicle
- Tested to rigorous standards
- GM-Backed with a limited warranty<sup>1</sup> ■



To find out more about these available new GM Genuine Radiators, Condensers and Lock Actuators, contact your GM parts supplier or visit [gmgenueparts.com](http://gmgenueparts.com).

## LOCK ACTUATORS

FOR REPAIRS THAT INVOLVE the lock(s) on a vehicle’s liftgate, door and/or trunk lid, GM Genuine Parts offers an extensive inventory of lock actuators that can help restore function to OE condition.

In fact, the actuators are engineered to meet robust GM and federal safety standards. They’re also manufactured for durability and a long life cycle of reliable, safe operation.

**GM Genuine Lock Actuators are vehicle-specific direct GM vehicle replacement parts. They also are:**

- Manufactured to OE specifications while employing OE-quality electronics, motors and connectors
- Designed to meet FMVSS 206 compliance standards



- Stringently tested with complete OE vehicle and system evaluations, including extreme temperature and operation analysis as well as corrosion resistance and long-term durability testing
- Built to OE standards with competitive pricing (versus lesser aftermarket lock actuators)
- Packaged with cables in many applications, providing for a complete repair
- Covered by a 24-Month/Unlimited-Mile Limited Warranty<sup>1</sup>

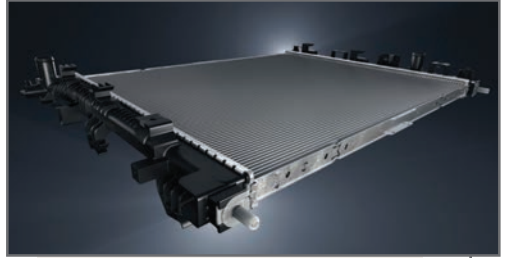
1. Effective on parts purchased April 1, 2018 and later by the original retail purchaser. Contact seller for limited warranty part details.

## RADIATORS AND CONDENSERS

BUILT TO OE SPECIFICATIONS for fit, form and function, GM Genuine Radiators and Condensers are the recommended replacement parts for a GM vehicle's original factory components. What's more, the parts provide the kind of OE quality, reliability and durability that both you and your customers have come to depend on from GM.

### Among their many benefits, the GM Genuine Radiators feature:

- All new construction — not repaired or remanufactured
- GM OE design for fit, finish, quality, safety and structural integrity, as well as the latest GM OE product updates
- Lightweight design that helps ensure a more positive heat transfer-to-weight ratio
- A corrosion-resistant aluminum core that helps optimize durability



GM Genuine Radiators offer OE fit, finish, quality and safety while including the latest GM OE product updates.

### In addition to including many of the same attributes listed above, GM Genuine Condensers feature:

- Brazed and mechanically bonded aluminum construction for durability
- Compact and lightweight design

Of course, GM Genuine Radiators and Condensers are also built to accommodate many GM vehicles on the road today and they're backed by a Lifetime Limited Warranty.<sup>1</sup>



GM Genuine Lock Actuators and Door Latch Assemblies (left) and Cables (above) are manufactured to OE specifications and feature competitive pricing.

### Pro Offers from GM Genuine Parts and ACDelco

**\$10 VISA® PREPAID CARD<sup>2</sup>**

*mail-in rebate on the purchase of any GM Genuine Parts Original Equipment (ACDelco GM OE) Radiator*

Valid: January 1, 2021 – March 31, 2021  
Postmark date: April 15, 2021

**\$5 VISA® PREPAID CARD<sup>2</sup>**

*mail-in rebate on the purchase of any GM Genuine Parts Original Equipment Lock Actuator*

Valid: January 1, 2021 – March 31, 2021  
Postmark date: April 15, 2021

2. Mail-in rebates 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. Visit your my GM Partner Perks dashboard or see [gmpartsrebates.com](http://gmpartsrebates.com) for complete details, eligible parts, and rebate form, which must be postmarked by 4/15/21. Offers end 3/31/21.

FRONT  
FULL-FRAME

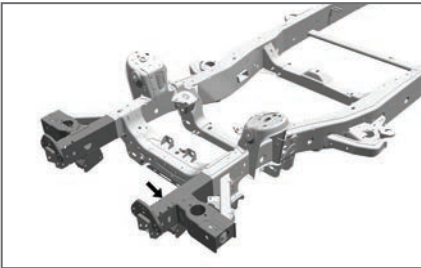
## SECTION

**WHEN A COLLISION INVOLVES**

damage to a vehicle's frame, a sectioning procedure may sometimes be required to help restore the vehicle to its pre-accident condition.

Sectioning is the process of cutting a portion of a vehicle part — such as a frame — then removing and replacing it with a new service part (many of which are available through GM Genuine Parts).

When sectioning a part on GM vehicles, it's critical to follow GM-approved repair procedures in Service Information (SI) while heeding the various notes and warnings that appear.

**FRAME SECTIONING ON SUVs**

The following is an example of some of the key steps involved in a front full-frame sectioning procedure on GM's new T1 SUVs — the 2021 Tahoe, Suburban, Yukon and Escalade. ■

**FRAME SECTION  
REMOVAL**

**1** **Disable** the SIR (Supplemental Inflatable Restraint) system.

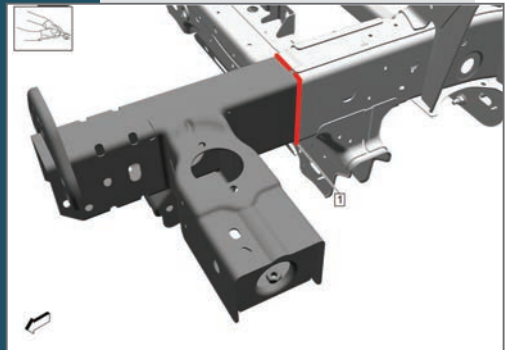
**2** **Disconnect** the battery's negative cable.

**3** **Remove** all related panels and components.

**4** **Remove** the frame rail reinforcement.

**5** **Remove** the sealers and anti-corrosion materials from the repair area as necessary.

**6** **Using** a grinding wheel or equivalent, remove the weld (1) from the front section of the frame rail.  
**Note:** Do not damage or cut attaching panels and reinforcements.



**7** **Remove** the frame rail from the vehicle.



# NING STEPS

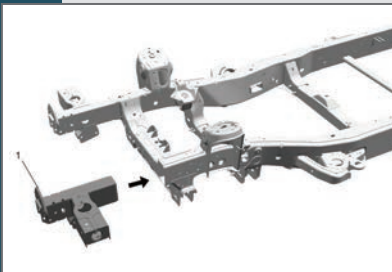
## FRAME SECTION INSTALLATION

**1** Prepare the service frame rail per installation requirements.

**2** Prepare all joining surfaces for welding, as necessary.

**3** Apply weld-thru coating or equivalent to all welding surfaces.

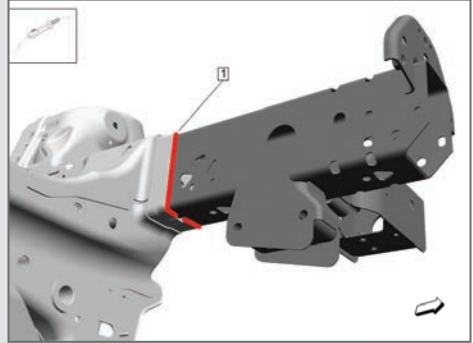
**4** Position the frame rail (1) with the vehicle using 3-dimensional measuring equipment, and then clamp into place.



**5** Verify the frame measurements 3-dimensionally to ensure proper position of the service frame.

**6** Continuous-weld the upper and outer joints through each corner.

**7** Continuous-weld the inner and lower joints (1 in right-hand image) through each corner.



**8** Install the frame rail reinforcement.

**9** Apply any sealers and anti-corrosion materials to the repair area as necessary.

**Note:** Before refinishing, refer to the Anti-Corrosion Treatment and Repair section in SI.

**10** Paint the repaired area.

**11** Install all related panels and components.

**12** Connect the battery's negative cable.

**13** Enable the SIR system.



For additional frame sectioning details, refer to Doc #5343390 in Service Information.

# AFTERMARKET DEVICE CAUSING ISSUES ON FULL-SIZE PICKUPS



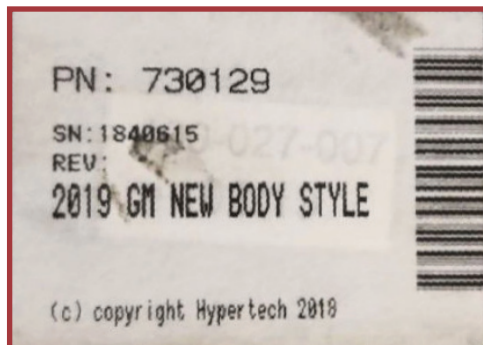
2020 Silverado 1500

Some 2019 and 2020 Chevrolet Silverado and GMC Sierra vehicles may exhibit some of the following symptoms:

- ✓ IPC warning lights or messages
- ✓ Erratic IPC gauge
- ✓ Cruise control may not set or not set at a certain speed
- ✓ Issues with SPS programming or reprogramming a module
- ✓ A lack of communication with various modules
- ✓ Any of the following DTCs: U0073, U0100, U0101, U0102, U0121, U0128, U0131, U0140, U0415, U0422, U2413 and/or P0700

The cause of these concerns may be an aftermarket device that is plugged inline with the BCM X1 connector (shown at the bottom of the page). These aftermarket devices are typically used to change the speed calibration when a different-sized wheel/tire is installed. The devices are neither supported nor recommended by GM and will void the vehicle's warranty.

Before beginning any in-depth repairs, inspect the vehicle for such a device. ■



Note that, if the vehicle is modified with a lift kit, lowering kit, different-sized wheels/tires or similar alteration, it is a good indication that one of these devices is installed.

Pro Pack

# OFFERS FOR PROFESSIONALS

on GM Genuine Parts OE Radiators and ACDelco Oil, Oil Filters, Antifreeze, and Wiper Blades



Visa® Prepaid Card\* mail-in rebate in the amount of:

**\$10**

On any GM Genuine Parts Original Equipment (ACDelco GM OE) Radiator

On any GM Genuine Parts Original Equipment Interior or Exterior Door Handle

**\$5**

On any GM Genuine Parts Original Equipment Lock Actuator

On any GM Genuine Parts Original Equipment (ACDelco GM OE) Shocks or Struts

**\$1.50**

On any ACDelco Antifreeze Gallon Container

**\$.75**

On any ACDelco Oil Filter

**\$.50**

On any ACDelco Oil Quart

On any ACDelco OE Wiper Blade

On any ACDelco Gold (Professional) Wiper Blade

On any ACDelco Silver (Advantage) Wiper Blade

my GM  
**partnerperks**

Members earn points on GM parts purchases plus additional benefits.

streamlined rebate redemptions  
exclusively with:



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.

**CERTAINTY STARTS HERE.**

\*Mail-in rebate 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. Visit your my GM Partner Perks dashboard or see [gmpartsrebates.com](http://gmpartsrebates.com) for complete details, eligible parts, and rebate form, which must be postmarked by 4/15/21. Offers end 3/31/21.

