

REPAIR

IN
SIGHTS

SUMMER 2022

*Collision Repair News
from Your Parts Dealer*

MY GM
PARTNER
PERKS
Enrollment Process
SEE
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THE ALL-ELECTRIC 2023 CADILLAC LYRIQ



CRN Dealership
Profiles

Proving Its
Metal

Rebates
Inside

Simulated vehicle shown throughout. Actual production model may vary. MY23 LYRIQ orders are full. Go to Cadillac.com and complete a pre-order for MY24 to be among the first to order a MY24 when available.

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2023 Cadillac LYRIQ

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for MY24 to be among the first to order a MY24 when available.

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David Wells

EDITOR

Bill Davis

WRITERS

Amy Lenard, David Muller,
Mark Spencer

ART DIRECTOR

Mindi Schappach

MAGAZINE DESIGNER

Joe Senneker

GRAPHIC DESIGNER

Gerald Stein

OPERATIONS

Elizabeth Bowers

CONTACT US AT

editor@ccainsights.com

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Content That Connects

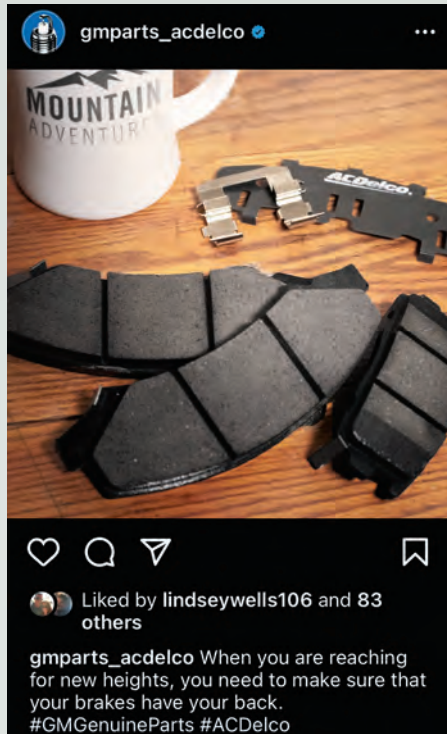
Social media helps prompt ongoing communication with customers

There's no question that having a social media presence is an essential part of staying relevant in today's business world.

Not only can social platforms help you reach a large audience, promote your products and services, and direct people to your website or physical location, but they are an excellent way to connect with customers and build trusting relationships.

While social media success isn't instantaneous — or guaranteed — giving these interactive channels the attention they deserve with valuable and evolving content and communication can go a long way with customers.

Insights spoke with the social media professionals responsible for the GM Genuine Parts and ACDelco accounts and asked them to pass along a few best practices that can help make your sites successful.



The GM Genuine Parts and ACDelco social media team offers quarterly Social Media Packages available to members on the ACDelco 1Store (acdelco1store.com). These packets include a variety of creative assets for Facebook, Instagram, Twitter and Stories (for multiple platforms).

THE BIG PICTURE

Be prepared to put thought and effort into keeping your pages updated with content that not only gives customers a resource for your shop, but also makes them feel like part of a community. Whether you handle content and engagement in-house or with the help of an outside pro, you must be dedicated to its development.

Also, understand that it may take time to grow your audience and to determine the right tone and mix of content. Here are a few things to consider:

Start small. You don't need to have a presence on every platform right away. Facebook and Instagram are often great starting points because you can include many essential details about your facility, such as hours and contact information, to get started and then add more content as you go.

Set a cadence for your responses to user posts. Decide if you will provide responses within a few hours, in the morning and in the afternoon, once a day, etc.

If you respond to a few commenters immediately and then wait a few days before responding to others, it could cause frustration, so level-set expectations.

Use a mix of **all the features** on your chosen platforms. For example, if you're using Facebook, fill out a profile, post messages and photos, create reels (short, fun videos) or stories (visual posts that automatically delete in 24 hours), and reach out via private messages. Users will gravitate toward the site features they enjoy most, so cover your bases.

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Content That Connects

(Continued)

DEVELOPING CONTENT

As the world continues to go digital, more users, especially younger people, rely on social media to gain insight about the culture and spirit of a company before deciding if they want to do business there. Be sure to make a great impression.

- ✓ Maintain a **conversational tone** using short phrases and a sense of familiarity. Relate it to a customer conversation you might have over the counter.
- ✓ **Highlight your employees** and the happenings around your shop. Show how your team performs quality work, promote events or specials, and relay success stories or how you've helped someone in need.
- ✓ Feature GM Genuine Parts and ACDelco parts in **interesting ways** that are relevant to customers' lives. Try promotional, seasonal and retail angles, or even a throwback photo or post that might stir up customer memories.
- ✓ Communicate **one-on-one** with users as much as possible to make them feel part of your online community. If they share positive news with you about your shop, thank them for the shout-out. If they have an issue, make them feel heard and be prepared to respond.
- ✓ **Review** content with your legal counsel.

ONGOING ENGAGEMENT

Social media users want to gain information quickly, accurately and with transparency. Things can change quickly in social media so you should stay in tune with your followers and what they want from your sites.

Stay current. If you had a promotion that expired, make sure to remove it from your page. Keep hours and phone numbers updated and don't let too much time pass between posts.

Prepare answers to common questions to save time later. If you typically hear, "Do you do tire rotations?" or "Will you be open over the holiday?" at the shop, you'll have ready-made answers for online queries.

Grow a database of content. Once you begin to see what users respond to, start to build a file for future content. You can determine what times of the year will be best for certain posts or upcoming event notifications.

Plan to **address customer-care issues**. Some people go to social media to air complaints or share a negative experience instead of calling. Make sure to have a strategy in place for handling this type of situation. ■

GM Genuine Parts and ACDelco Social Pages

Keep up to date with GM Genuine Parts and ACDelco through these social media platforms.

-  @GMParts.ACDelco
-  @gmparts_acdelco
-  @GMParts_ACDelco
-  youtube.com/ACDelcoOfficialPage

Quick Tips for Social Media Content

- Use visuals (photos, videos, reels, stories, illustrations, memes) with every post, if possible.
- Share user-generated content (UGC) in the form of posts, photos and videos that present your shop in a positive light. Be sure to provide credit for any content that comes from your users, and that you have a process in place to obtain permission to post.
- Include relevant hashtags highlighting your shop name (#ABCShop), parts (#Brakes) or #GMGenuineParts and #ACDelco to make it easier for users to find you or the parts you use.
- Prompt two-way engagement or ask questions on your social sites to begin a dialogue.
- Be sure to answer questions or thank users for their comments, so your site is more than an online bulletin board.
- Include your social media handles (public usernames that allow people to find you, e.g., @gmparts_acdelco) anywhere and everywhere – on your websites, emails, flyers and business cards. Better yet, provide links directly to all of your social media pages when possible.
- Stay current with regular, ongoing posts and provide timely information, whether it be for a special promotion or an announcement that you'll be closed for a certain time frame.



Comfortable IN ITS SKIN

From size to finish, GM Original Equipment (OE) sheet metal can help restore production quality

When cars and trucks come into the shop needing body repair, GM Customer Care & Aftersales offers GM Genuine Parts replacement sheet metal that is designed and engineered with proven design criteria — including part-specific metal forming, metal grades, and thickness.

of the sheet metal ties in with the proper activation and functioning of sensors that trigger key vehicle safety features. “This is where OE sheet metal reliability comes into play, as its predictability helps ensure other systems in the vehicle work properly when called upon,” he says.



Engineers design parts for reliable, predictable performance to help manage crush. One key exterior part is a vehicle’s hood. A GM Genuine replacement hood, for example, boasts specific design features to crumple the part in the event of a crash to help prevent it from hitting the windshield.

Bob Gollehur, GM’s Product Manager – Collision Lines, adds that the crumpling

“The thickness of the various sheet metal parts is crucial as well,” says David Rigg, GM’s

Global Service Lead. “Our OE parts have different strengths, depending on the need.

SKIN DEEP
GM OE sheet metal parts are made to production specs and rigorously tested for real-world application.

Sometimes, a component may be designed to be thinner, but we compensate with higher-strength material.”

The way the sheet metal parts are produced plays a factor in their structural integrity. For example, GM OE parts are strengthened in a bake-oven process that is designed to prevent parts from being susceptible to “oil canning” — where the metal pops in and out, like a tin can, when pressing on it.

In addition to the sheet metal being designed to specific dimensions

There is an extensive GM Genuine Parts distribution network of 22 U.S.-based GM facilities that ship sheet metal to shops.

Unlike aftermarket imitation parts suppliers, GM Genuine Parts sheet metal follows the same ELPO coating process as GM vehicles from the factory. If you have ordered GM OE sheet metal in the last couple years and you’re seeing green, don’t be alarmed. For more than two decades, dealers and independent body shops have associated General Motors sheet metal

with the color black. But, as of May 2020, GM Genuine Parts OE sheet metal is ELPO-coated in green or black, depending on the processing location, with similar durability performances.

While the metal prep and coating process yields a powerful deterrent against the perils posed by the elements, it’s not complete by itself. It is complemented by a certified automotive aftermarket primer professionally applied in the body shop prior to the final application of the color and/or clear topcoats. (See GMW15406 for more information.)

Sourcing GM OE sheet metal is made to be convenient. There is an extensive GM

Genuine Parts distribution network of 22 U.S.-based GM facilities that ship truckloads of parts daily. GM OE sheet metal replacement parts are also carefully packaged and shipped in part-specific boxes, which are designed to help protect and preserve primed surfaces. And, GM OE sheet metal parts come with a Lifetime Limited Warranty* that includes new part purchase, refinish and install labor for the original customer. ■



and strengths, nearly all GM Genuine Parts metal undergoes pretreatment and electro-static deposition process, also known as ELPO primer. The pretreatment system involves eight stages to clean and apply a conversion coating to promote paint adhesion. ELPO coating applies electro-deposition onto the metal, which creates a barrier that resists water, salt or other corrosive materials that can penetrate and begin the oxidation process.

*Effective on parts purchased April 1, 2018, and later to the original retail purchaser. Contact seller for limited-warranty part details, qualifications and possible labor coverage.

LEADING *the Charge*

LYRIQ steers Cadillac
into the future of electric vehicles



Cadillac has always been known as a forerunner that sets itself apart in the market with distinct styling, impressive luxury and innovative technologies. The arrival of the all-electric Cadillac LYRIQ this summer underscores all these elements as it leads the division into this new world of electric vehicles.

Learn more about this exciting new vehicle in the following sections that highlight key features and capabilities.

Simulated vehicle shown throughout. Actual production model may vary. MY23 LYRIQ orders are full. Go to Cadillac.com and complete a pre-order for MY24 to be among the first to order a MY24 when available.



WHAT A WELCOME! | When one approaches a LYRIQ vehicle, they are greeted with a choreographed display of LED lighting. The LYRIQ's unique Black Crystal Shield and signature crest illuminate first, followed by a trail of lights along the amber turn indicators before waterfaling down the distinctive narrow headlamps. And, when walking away from the vehicle, a similar lighting experience sends you off in style.



GOING THE DISTANCE | Powering the LYRIQ is the Ultium Drive System, with a new 100 kWh Ultium battery that helps enable a 50/50 weight distribution and lower center of gravity for a more responsive drive. For model year 2023, the RWD LYRIQ offers an EPA-estimated 312 miles of driving range with a full charge.¹ The RWD LYRIQ also features 340 hp and 325 lb.-ft. of near-instantaneous torque for a dynamic driving experience. Model year 2023 LYRIQ will also come with an AWD version and 500 hp. All LYRIQ models will feature on-demand drive modes to adapt to a variety of road conditions and driving preferences.



ON DISPLAY | A LYRIQ driver can access a range of information projecting from a 33-inch curved LED display that covers most of the vehicle's dashboard. The display divides into three sections, covering (left to right) trip information, instrument gauges and the infotainment system.

Continued on next page >

1. Actual range will vary based on several factors, including temperature, terrain, battery age, loading, use and maintenance.

CADILLAC LYRIQ: Leading the Charge

(Continued)

LUXURY TOUCHES | Slide inside the LYRIQ and you will experience the many features that make Cadillac a distinctive brand. These include ambient LED lighting with 26 colors to choose from, a Cadillac-exclusive, 19-speaker audio system with Adaptive Volume and Surround Technology, and driver and front-passenger seating that incorporates heating, ventilation and lumbar massage and support.



TECH TIME | With available Super Cruise, the LYRIQ can offer hands-free driver assistance technology on more than 200,000 miles of compatible roads in the U.S. and Canada.¹ It also offers an additional feature for its owners – Automatic Lane Change, in which, under certain conditions, Super Cruise activates a turn signal and automatically performs this maneuver. Super Cruise is one example of impressive technology that the LYRIQ boasts: Other advances include Google built-in² and its associated features, giving LYRIQ drivers access to live traffic updates as well as their favorite apps.



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1. Super Cruise requires late available software update. Always pay attention while driving and when using Super Cruise. Do not use a handheld device. Requires active Super Cruise plan or trial. Terms apply. Visit cadillac.com/supercruise for compatible roads and full details.

2. Google built-in services are subject to limitations and availability may vary by vehicle, infotainment system and location. Select service plan required. Certain Google actions and functionality may require account linking. User terms and privacy statements apply. Google, Google Play and Google Maps are trademarks of Google LLC.

STAND APART

CRN shops can make a distinct statement

In a sea of competing businesses, it becomes crucial not only to stay above water, but to ride the crest of the wave.

Participants in the GM Collision Repair Network (CRN) can do just that with OE-backed initiatives, helping body shops meet the GM-recognized standard for promoting the proper, safe repair of GM vehicles.

CRN facilities receive comprehensive training on the vehicles they service, feature our latest and most sophisticated in-shop equipment, and benefit from program enhancements, such as marketing support and workflow solutions. They are also part of a network of shops to which GM directs its owners for their collision-repair needs.

Who better to speak of the advantages of being a CRN member than those shops who've signed up with the network? We talked to representatives of two collision facilities about what makes CRN stand out.

Continued on next page >



GOOD REFERENCES

A CRN facility is part of a network of body shops to which GM directs owners for repair needs.



STAND APART

(Continued)

Frank's Accurate Body Shop, Slidell, La.

Direct communication with the manufacturer is a highly appealing aspect of being a CRN participant, says Frank Rinaudo, owner of Frank's Accurate Body Shop in Slidell, La., which has been in the program since its inception.

"We had some questions about steering-wheel column measurements, and were able to have an exchange of feedback — those of us on the front line with the manufacturer — that led to a solution," he says. "You can't underestimate the importance of having that kind of access to people and data."

Rinaudo also likes that CRN requires its shops to stay up to date with our latest training and equipment, particularly as the industry continues to evolve. CRN



"You definitely stand out by being a CRN facility."

— Frank Rinaudo

shops also benefit from the latest in telecommunications: With the OnStar Guardian app, customers who are in a collision will be directed to a CRN shop in their area.

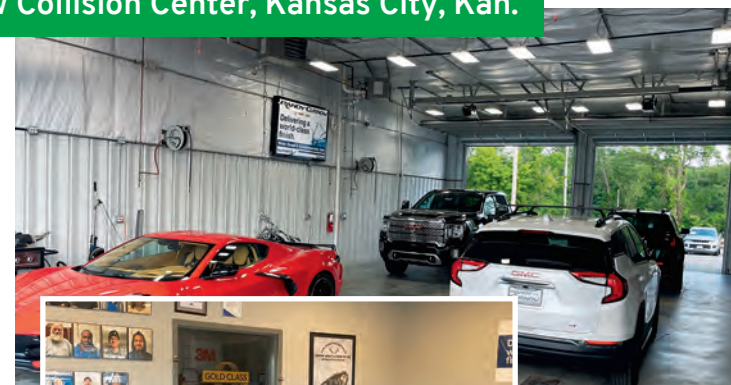
"You definitely stand out by being a CRN facility; having that designation is a competitive advantage, and I believe it makes potential customers more receptive to us," Rinaudo says.

Randy Curnow Collision Center, Kansas City, Kan.

With the complexity of today's vehicles, Brody Simpson says having access to our latest manufacturing training and tools is essential for providing the optimal service.

"The calibrations that are involved, the reprogramming of cameras ... there are no simple procedures anymore, so it's important to have GM OE courses and resources to call upon to address these specific situations," says Simpson, director of Randy Curnow Collision Center in Kansas City, Kan., as well as Max Curnow Collision Center in Chillicothe, Mo. — both CRN facilities.

For example, Simpson points out that the Kansas City location recently earned certification on the Cadillac CT6, making it the only shop within a 300-mile radius to have that designation. He adds that training has exposed his shops to hybrid



CERTIFIED FOR SUCCESS

Randy Curnow Collision Center has benefited from the training received in the CRN program.

vehicles, which will help down the line with the shift in alternative-fuel transportation.

Although there is a certain investment in equipment and time involved to become a CRN shop, customers will see the benefit of doing business in a GM-certified shop when it's properly explained to them.

"With the resources from the manufacturer available to them, our personnel are dedicated to promoting the proper, safe repair of GM vehicles," Simpson says. ■



gm COLLISION REPAIR NETWORK

Scan the QR code to learn more about the Collision Repair Network, including how to enroll in the program.

PROGRAM ELEMENTS ENHANCE my GM PARTNER PERKS



Business success is often a culmination of hard work, quality products and services, and sound decision-making. Those who have decided to enroll in the my GM Partner Perks loyalty program have seen how participation can pay off in the way it helps their facilities grow.

From access to marketing benefits and specialty resources to the ability to earn

rewards and offer customers valuable programs, my GM Partner Perks brings a wealth of advantages to your business.

Now, the program has introduced some new components to further assist my GM Partner Perks members throughout the year.

Here's an overview
of the added perks:



Double the Trade Rebates

Trade rebates undoubtedly make an impact on any bottom line, but my GM Partner Perks members now can earn twice as much as non-members on Q3 Pro Pack offers.

These exclusive mail-in rebates on select GM Genuine Parts and ACDelco products were recently made available to members as yet another benefit of the program. These rebate offers (Q3/Summer Pro Pack offers pictured at right) are found on the inside back cover of *Insights*.

The first offer listed is for any GM Genuine Parts Original Equipment (ACDelco GM OE) Fuel Pump, in which my GM Partner Perks members* can earn a

SUMMER PRO PACK OFFERS

Become a my GM Partner Perks member, and you can receive double the rebate* when you purchase select parts.

\$15	On any GM Genuine Parts Original Equipment (ACDelco GM OE) Fuel Pump for my GM Partner Perks members* or a \$7.50 rebate for nonmembers
\$12	On any ACDelco GM OE or Gold (Professional) Starter for my GM Partner Perks members* or a \$6 rebate for nonmembers
\$1.50	On any ACDelco GM OE or Gold (Professional) Alternator for my GM Partner Perks members* or a \$6 rebate for nonmembers
\$0.80	On any GM Genuine Parts GM OE (ACDelco GM OE) or ACDelco Gold (Professional) Transmission Filter for my GM Partner Perks members* or a \$0.75 rebate for nonmembers
\$0.50	On any ACDelco OE Wiper Blade for my GM Partner Perks members* or a \$0.25 rebate for nonmembers
\$0.40	On any ACDelco Gold (Professional) Wiper Blade for my GM Partner Perks members* or a \$0.25 rebate for nonmembers
\$0.20	On any ACDelco Oil Quart or Gallon for my GM Partner Perks members* or a \$0.25 rebate for nonmembers
\$0.40	On any ACDelco Transmission Fluid Quart or Gallon for my GM Partner Perks members* or a \$0.25 rebate for nonmembers
\$0.20	On any ACDelco Oil Filter for my GM Partner Perks members* or a \$0.20 rebate for nonmembers
\$0.20	On any ACDelco Silver (Advantage) Wiper Blade for my GM Partner Perks members* or a \$0.10 rebate for nonmembers

Visit gmpartsrebates.com to submit your rebates online or mygmpartnerperks.com to sign up for seamless rebate redemptions.



*Must be actively enrolled in my GM Partner Perks by 9/30/22. **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 issued in the business name. Visit mygmpartnerperks.com or gmpartsrebates.com for complete details, eligible parts, and rebate form, which must be submitted by 10/15/22. Offers end 9/30/22.



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\$15 rebate per part, while non-members only earn a \$7.50 rebate per part.

That's double the rebate for the same part purchase! Pro Pack rebates change on a quarterly basis, with varying products and monetary amounts based on seasonal offers and opportunities to grow and help drive additional parts sales.

Rebate redemptions are paid in the form of a Visa® Prepaid Card issued in the business name. Newly enrolled participants can start earning the full rebate amounts that same quarter.

*Must be actively enrolled in my GM Partner Perks by 9/30/22.

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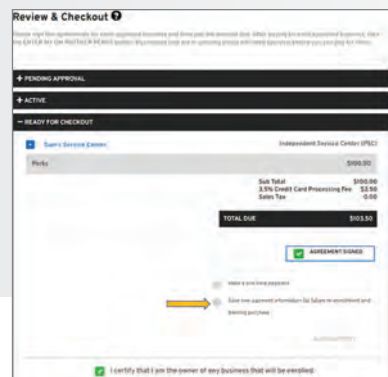
Simplified Reenrollment Process

Each year, my GM Partner Perks members need to reenroll in the program during the same month as their original enrollment to maintain membership status.

Now, you can save your credit-card information during the annual process for reenrollment. This means that going forward, you won't need to enter the payment information every year, but

instead will simply go into your my GM Partner Perks portal to sign the program agreement.

Not only does this new process save



Set up Automatic Reenrollment with the press of a button.

you time each year, but it reduces the possibility of your account expiring. And, you're less likely to lose an award month because there won't be an interruption in your membership.

When it's time to reenroll, you'll see an orange flag notifying you on your my GM Partner Perks dashboard home screen. You'll also receive an email reminder.

SUMMER PRO PACK OFFERS



(Continued)

Automatic Trade Rebate Redemption

Although it's not a new feature for my GM Partner Perks, the automated trade rebate redemption process is always worth mentioning – especially if you're considering the program.

Members enjoy automated tracking of their quarterly qualifying trade rebates through the program dashboard, and they don't need to submit any paperwork through the mail or even electronically.

Once members enroll in the Terms and Conditions for Trade Rebates, all purchases are automatically recorded online, and members simply need to acknowledge and approve what was loaded into the program dashboard to confirm accuracy. Members have up to 15 days after a promotion has ended to provide their approval.

To use the automated process, click the "Trade Rebates" tile from the program dashboard and follow the directions. ■

my GM
partnerperks



To enroll in the program and take advantage of these valuable benefits, scan the QR code, visit mygmpartnerperks.com or call 1-800-253-3428.

Become a my GM Partner Perks member,* and you can receive double the rebate** when you purchase select parts.

\$15

On any GM Genuine Parts Original Equipment (ACDelco GM OE) Fuel Pump for my GM Partner Perks members* or a **\$7.50 rebate** for nonmembers

\$12

On any ACDelco GM OE or Gold (Professional) Starter for my GM Partner Perks members* or a **\$6 rebate** for nonmembers

On any ACDelco GM OE or Gold (Professional) Alternator for my GM Partner Perks members* or a **\$6 rebate** for nonmembers

\$1.50

On any GM Genuine Parts GM OE (ACDelco GM OE) or ACDelco Gold (Professional) Transmission Filter for my GM Partner Perks members* or a **\$0.75 rebate** for nonmembers

\$0.80

On any ACDelco Ultraguard Oil Filter for my GM Partner Perks members* or a **\$0.40 rebate** for nonmembers

On any ACDelco OE Wiper Blade for my GM Partner Perks members* or a **\$0.25 rebate** for nonmembers

\$0.50

On any ACDelco Gold (Professional) Wiper Blade for my GM Partner Perks members* or a **\$0.25 rebate** for nonmembers

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On any ACDelco Transmission Fluid Quart or Gallon for my GM Partner Perks members* or a **\$0.25 rebate** for nonmembers

\$0.40

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my GM
partnerperks

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