

REPAIR

IN SIGHTS

SUMMER 2023

*Collision Repair News
From Your Parts Supplier*



Buick Envista Avenir

THE FIRST-EVER BUICK ENVISTA

Gold and Silver
Brake Rotors

ACDelco Achieves
Reaccreditation

Software Gives
Shops Clear View

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REPAIR

IN
SIGHTS

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FAMILY Loyalty

*Multigenerational collision business
dedicated to quality parts*



Owner Johnny Simpson,
shown with daughter Olivia

 **MEMBER SPOTLIGHT**

OWNERS:

Johnny Simpson and his
brothers, Mark and Danny

LOCATION:

Florence, Alabama, with
additional shops in nearby
Killen and Sheffield

64 EMPLOYEES

PRO TIP:

Apply for membership in the Collision Repair Network (CRN), a GM-backed program promoting safe, proper repairs and that offers you recognition as a GM-certified shop along with tools and information to help your business. When you become part of the CRN, you also receive complimentary enrollment in the my GM Partner Perks Program at the Pro Perks ++ level, the highest offering of program benefits.

FAVORITE BENEFIT:

Rewards points earned on purchases of GM Genuine Parts and ACDelco products and redeemable on thousands of popular name-brand products, travel needs and gift cards from more than 80 companies ... even toward the purchase of a new GM vehicle



CONTEMPORARY LOOK

Simpson's new building exterior
(top); modern customer waiting
area (bottom)

With three successful body shops and a wrecker service all based in northern Alabama, Simpson's Collision Repair Center and co-owner Johnny Simpson have had a lot to be proud of over the years.

The family business began in the early 1950s, when Johnny's grandfather opened a small mechanical shop. Johnny's father turned it into a one-stall facility in the 1970s and eventually expanded. For the past

have the next generation working here."

Next-Level Success

Much of the success experienced by the business hasn't been instantaneous – it's taken a lot of hard work, planning and investment, and a willingness to constantly adapt and move forward.

Building that new facility, for instance, has made a huge difference to the business – after selecting a high-traffic location and having experts

“It's really nice to have the
next
generation working here.”

— Johnny Simpson,
Co-owner of Simpson's Collision Repair Center

several decades, Johnny and his brothers, Mark and Danny, have also grown the business, each currently overseeing a body shop in the Muscle Shoals area.

Now, Johnny's daughter, Olivia, is carrying on the legacy, working alongside her dad. “We're a family business, and it's amazing how it's grown,” Johnny says, noting that Simpson's Florence location recently relocated to a brand-new building planned by a celebrated body shop designer. “It's really nice to

create a space to help flow and production.

“We've been in the body shop business for years, but never focused on a layout design,” Johnny says, adding that tape marking certain areas on the floor helps direct workflow. “The new layout helps us run smoothly and cars go through the process efficiently.”

Simpson's Collision also collaborates with other shops at 20 Group meetings to stay current on what's happening in the industry.

Continued on next page >



FAMILY Loyalty

(continued)

Body shops from various regions of the country share best practices and discuss everything from advertising budgets and employee issues to financials to see how they can positively impact their business.

Another way Simpson's Collision Repair has sought out its own success is by joining the my GM Partner Perks program, the loyalty program that rewards

members through the purchase of GM Genuine Parts and ACDelco products.

Long-Lasting Perks

Along with points that can be redeemed for a long list of rewards, including popular name-brand products, travel items, gift cards, new GM purchases and more, the my GM Partner Perks Program also provides members GM-approved marketing

support, repair resources, and customer programs that promote profitability and productivity.

When Simpson's Collision Repair joined the Collision Repair Network, the business also became eligible to enroll in my GM Partner Perks at the Pro Perks ++ level, the highest offering in the program, at no additional cost.

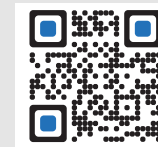


It's a win all around, Johnny says, because becoming a Certified Collision Center through CRN lends extra credence to the shops.

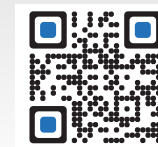
"When people walk into our lobby area, they like to see our GM [CRN] certification plaque," he says, underscoring the peace of mind it gives

Scan the QR Codes below

to learn more about these programs:



my GM Partner Perks



Collision Repair Network

customers. "It's a great sales tool, so when somebody pulls up in their Silverado, they know we're a certified shop."

Meanwhile, being a member of the my GM Partner Perks Program can bring a lot of valuable new tools into the business. Johnny is currently

banking his program points while he decides the best use for redeeming them. He's also considering using other benefits, such as promotional materials for GM Genuine Parts and ACDelco parts, to increase his presence at the store and on social media.

Johnny also says that my GM Partner Perks has been simple to manage, especially with the portal dashboard on the program website, which he checks to compare GM sales to overall business, as well as monthly emails giving him a points balance.

"I don't know of another OE certification that has anything like this program," he says. "They take care of most everything, so it's a really good thing for us." ■

my GM
partnerperks

ALL THE DETAILS

New my GM Partner Perks Program Guide available

Whether you're considering enrollment in my GM Partner Perks, or looking for specific information regarding program benefits and processes, an updated guide is now available for your reference on mygmpartnerperks.com, the ACDelco 1Store and gmparts.com.



THE 2023 GUIDE OFFERS ...

a comprehensive overview of the program, with helpful information about the my GM Partner Perks portal and how to navigate it. In the portal, you'll find:

- ▶ The ability to track reporting of purchases, reward earnings and goals
- ▶ Access to Business Management Tools
- ▶ Instructions for finding promotions or marketing specifics
- ▶ A breakdown of your purchases by category, and much more

The loyalty program's four pillars – Rewards & Incentives, Marketing Support, Repair Resources and Profitability & Productivity – also are detailed, providing valuable information on how the program can benefit your business.

As you look through the guide, you'll learn about discounted services, complimentary marketing pieces, access to product and service/repair resources, and programs to give your customers peace of mind.

You'll also find what each level of the program offers as well as how to earn and redeem rewards points, reenroll and more. ■

Earn Rebates on Your Parts Purchases



The GM Genuine Parts and ACDelco purchases you make at your facility not only ensure your customers a quality experience – they can also earn the shop valuable rebates.

This quarter, keep ACDelco Gold and Silver batteries top of mind as your customers come in needing a replacement. Your shop can earn a rebate of \$2 for every ACDelco Gold battery sold and \$1 for every ACDelco Silver battery sold.

See all the Q3 trade rebates available on the inside back cover of this issue to take advantage of the latest offerings. Remember, my GM Partner Perks members* earn up to 4% bonus rewards on all purchases.

*Not available to Fleet members. Rebate amount depends on membership level and average monthly purchases during program period.

ACDelco instructor-led courses, procedures recognized with ASE Reaccreditation

Trained to SUCCEED

ACDelco provides a training curriculum designed to improve employees' knowledge and skills. This prepares personnel to strengthen their performance on the shop floor as well as for any industrywide certifications they might want to pursue.

The development of this coursework involves detailed processes starting with the establishment of the subject matter itself through the writing of the content and the presentation of the material by an experienced and well-versed instructor.

It's a comprehensive and successful undertaking recognized by others in the industry. In fact, the National Institute of Automotive Service Excellence (ASE), the independent, nonprofit organization dedicated

to improving the quality of vehicle repair, recently examined ACDelco's instructor-led courses and training procedures as part of its Accredited Training Provider program.

ACDelco completed its reaccreditation, which was facilitated by ASE's Training Managers Council (ATMC) for a five-year period. Among the areas that the ATMC looked at was how ACDelco develops subjects for training, how it puts together courses (from conception to release) and the entire scope of the curriculum. An application was then filled out that outlined all practices and educational resources as well as pertinent documentation.

Special Guest

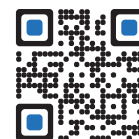
Once an application is submitted with ASE for accreditation or reaccreditation, an on-site

visit is generally scheduled with an Evaluation Team Leader, in which the training group will go through the accreditation application in great detail. There may also be a focused agenda based on content from advanced questions and requested information forwarded by the leader.

The final evaluation will take into consideration both the application and information gleaned from the on-site visit, and will be based on criteria in each of the six standards established by the ATMC. (See related sidebar below.) A scale from 0-4 will be employed for each of the standard's criterion – with "0" representing "does not meet standard" to "4" meaning "exceeds substantial compliance."

For ACDelco, the reaccreditation process took several months to complete, but earning the recognition of being an ASE-Accredited Training Provider will help it be accepted as a leader in producing a high-quality education for personnel across the country. ■

Scan the QR Code to view the course catalog online.



Did you know?

ACDelco helps prepare personnel not only with a carefully crafted and thoroughly vetted curriculum, but through mock tests that simulate the type of questions they will encounter during the ASE Certification process. Those with an LMS profile can connect to ASE Test Prep through the ACDelco Training Course Catalog on the LMS and begin gauging their knowledge on a variety of subjects.



STANDARDS IN PLACE

These are the six standards that form the basis of the ASE Accredited Training Provider program:

- 1** The provider shall have a written statement of its continuing automotive service education mission, formally approved by an appropriate authority.
- 2** The provider shall define and use specific procedures for identifying and analyzing the continuing automotive service education needs and interests of prospective participants.
- 3** The provider shall have explicit objectives for each accredited activity.
- 4** The provider shall design, when appropriate, and implement educational activities consistent in content and method with the stated objectives.
- 5** The provider shall evaluate the effectiveness of its overall continuing automotive service education program and of its component activities, and use this information in its planning.
- 6** The provider shall show evidence that management procedures and other necessary resources are available and used effectively to fulfill its continuing automotive service education mission.



Preproduction model shown. Actual product may vary. Arriving summer 2023.

REDEFINING THE SMALL SUV

BUICK ENVISTA

A Premium Crossover in an Approachable Package

Following the popularity of the Encore and Encore GX, Buick recently announced its latest entry into the small-SUV segment with the unveiling of the all-new Envista. Ideal for small families, young professionals or anyone looking for a stylish vehicle with intuitive technology, the Envista serves as a premium crossover that blends the riding dynamics of a sedan with the functionality of an SUV.

Groundbreaking Design

The Envista is the first all-new nameplate in North America to fully incorporate the modern design language first seen on the Buick Wildcat EV concept.¹ It revolutionizes Buick's conventional SUV design by merging unique proportions with a tall stance, low roof and sleek profile. Besides sculpted side body surfaces, powerful corners and aerodynamic lines that give the perception of fluid motion, the vehicle's headlamps and



STANDING OUT

(Clockwise from opposite page): Envista presents Buick's new modern design; 19 inches of LCD screens; thin, wing-shaped lighting; and up to 42 cubic feet³ of storage (with rear seats down).

taillamps offer a thinner, crisper take on Buick's signature wing-shaped lighting.

Seeing Is Believing

Both innovative and intuitive, the Envista's ultrawide infotainment system features 19 inches (diagonal) of combined LCD screens that work together in harmony. Standard across all trims, the system's largest-in-class 11-inch diagonal screen² is the same screen that first appeared on the new Buick Encore GX. By offering easier access to vehicle controls at the driver's fingertips, the system inspires confidence with its ergonomic design.

Making Room

Besides plenty of rear-seat legroom, the Envista also provides easy-to-access cargo space for large items such as a stroller or hockey gear without needing to fold the rear seats. The vehicle provides 20.7 cubic feet³ of room behind the rear seat and, when the situation calls for even more space by folding down the rear seats, the storage area grows to 42 cubic feet.³ With its 40/60-split folding second row, the Envista can carry items up to 7.5 feet long diagonally, such as mountain bikes or skis.

Continued on next page >

1. Concept vehicle. Not available for sale. 2. Based on latest competitive data available. 3. Cargo and load capacity limited by weight and distribution.



REDEFINING THE SMALL SUV

(continued)

Inspiring Confidence

Thanks to the Buick Driver Confidence package⁴ (which is standard), Envista features six active safety and driver-assistance technologies: Forward Collision Alert;⁴ Automatic Emergency Braking;⁴ Front Pedestrian Braking;⁴ Lane Keep Assist with Lane Departure Warning;⁴ Following Distance Indicator;⁴ and IntelliBeam auto high beams.⁴ The vehicle also includes a standard HD Rear Vision Camera. Its available safety⁴ and driver-assistance technologies include Lane Change Alert with Side Blind Zone Alert, Adaptive Cruise Control, Rear Park Assist and Rear Cross Traffic Alert.

Spirited Performance

Envista's 1.2L ECOTEC Turbo engine teams with a 6-speed automatic transmission to generate 136 horsepower and 162 lb-ft of torque. With a turbocharger that enables the engine to reach peak torque quickly and maintain torque for a longer RPM band, the powertrain delivers robust responsiveness. The Envista is expected to offer a GM-estimated 28 mpg city/32 mpg highway.⁵

Trim Level Trifecta

Besides rounding out Buick's North American vehicle lineup, the Envista redefines what an entry-level vehicle should look and feel like. It comes in three trim levels, each with its own personality: the tightly packaged Preferred; the bold Sport Touring; and the all-encompassing Avenir – the highest expression of Buick luxury. Offering the Envista in the popular Sport Touring and Avenir trim levels means that those lines are now available across the entire Buick portfolio. ■

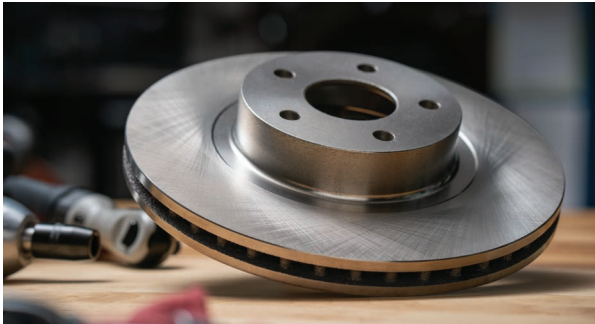


MAKING A NAME

(Clockwise from steering wheel): Envista owners take the wheel powered by a 1.2L turbo engine; the Sport Touring (above) and Avenir (left) models are two of the three trim levels that exemplify the Buick brand and profile.



4. Safety or driver-assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. Read the vehicle Owner's Manual for important feature limitations and information. 5. EPA estimates not yet available.



“Each rotor delivers long-term benefits, including **RELIABILITY, CONSISTENCY** and **HIGH QUALITY** for every application.”

— Zach Hirsch
Product Manager for Brakes for
Customer Care and Aftersales

These tests include the ASTM B117 Salt Spray Test, the Brinell Hardness Test and the SAE J2928 and J3080, also known as the Thermal Crack Tests for both hydraulic and air disc brakes. They are conducted by the manufacturer to measure performance, durability, longevity, material composition, and quality compared to OE and the competition.

This testing will help ACDelco rotors with their long-term durability, reduced susceptibility to corrosion and pulsation, and high-quality wear characteristics.

Hirsch says the GM standards are over and above most other testing and validation performed in the aftermarket. “There aren’t any federal requirements to meet SAE specs for brake rotors in the brake-rotor aftermarket,” Hirsch says. “We perform this testing and analysis to help ensure the reliability and consistency that our customers count on in our products.”

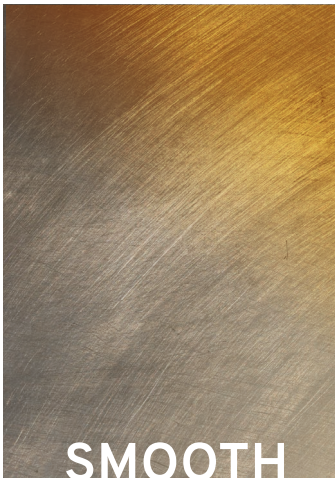
Of course, that quality is backed by GM with a 24-month/unlimited-mile limited warranty on Gold brake rotors, and a 12-month/unlimited-mile limited warranty on Silver brake rotors.* ■

SHIELD™ coating technology, which covers the entire rotor surface, including edges and vanes, with a baked-on zinc coating to help protect the rotor underneath.

The coating is tested in extreme conditions — exposed to a salt spray for more than 300 hours — to help ensure it will protect the rotors from the tough environments on the road. It also helps keep the rotor looking good behind today’s popular open-wheel designs.

Fully Validated

ACDelco Gold and Silver brake rotors are put through extensive development validation testing as well to help improve dependability and long-term performance.



ACDelco Gold and Silver Brake Rotors
Quietly Deliver Powerful Performance

SMOOTH OPERATOR

Think about the extremes brake rotors must endure day to day, operating in all types of driving environments — from freezing cold and wet to brutally hot — while delivering precise braking power regardless of the different habits of drivers. It’s a level of performance that’s counted on mile after mile.

ACDelco Gold and Silver brake rotors, manufactured to meet the fit, form and function of Original Equipment (OE) parts, are designed, constructed and tested to deliver outstanding performance, and to be an excellent alternative to aftermarket competitors for GM vehicles as well as most other makes and models.

They are built to meet tight tolerances for lateral run-out, thickness variation and parallelism in order to deliver consistent performance and long-lasting durability.

Gold and Silver rotors also use specific metallurgy and unique finishes for superb heat dissipation, which helps reduce vibration and brake fade while providing a smooth stop.

“There are a variety of materials used in the different Gold and Silver lines,” says Zach Hirsch, Product Manager for Brakes for Customer Care and Aftersales. “But each rotor offers long-term benefits, including reliability, consistency and high quality for every application.”

Coated in Protection

Brake rotors are regularly exposed to water, salt and other corrosive elements, so resilient and well-made parts are a must for helping extend longevity while maintaining performance.

ACDelco Gold brake rotors feature COOL

ACDelco Towing Virtual Kit

In the growing full-size truck and SUV market, many customers are counting on their vehicles to do more, whether it’s towing or loading up for weekend road trips.

The ACDelco Towing Virtual Kit, currently available online for a number of Chevrolet, GMC and Cadillac models, includes severe-duty brake components designed to take on the tough operating demands of towing and hauling heavy equipment.

The brake rotors in the kit are dual-coated, which includes a zinc-coated rotor with a special Black coating on the hat for enhanced corrosion resistance. The rotors also feature specific metallurgy and a patented S-groove finish for enhanced performance.

The calipers boast a zinc plating with a Black finish coating and high-temperature silicone piston boot. And, the pads are designed to help reduce brake fade and noise, with coated hardware for durability and multi-constrained layered noise-suppressing shims.



*Warranty 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.

Driven by DATA

Daily reports help Collision Repair Network members boost performance

All the data in the world doesn't add up to much unless you're able to interpret it and use it to make a positive impact on your business.

That's why the Collision Repair Network (CRN) has made it a priority to help its member facilities by offering a valuable new benefit — a software platform designed to provide actionable insights from a shop's data.

The generis software platform by AutoHouse Technologies helps body shops identify opportunities, reduce cycle times and increase profits by unlocking the power of their operational data.

The software offers a comprehensive suite of key performance measurements, including cycle time, work-in-progress value, business

source analysis, touch time, severity and sales analysis. A robust reporting framework, generis provides performance measurement and insights to a shop's own business and facilitates a fair comparison with regional peers.

Information is provided in easily digestible formats, such as dashboard charts and measurements, that illustrate where shops stand and where they can improve. Members can build their own reports, too, using templates with configurations of data that will benefit them most.

This service is included in the annual fee for CRN membership and ultimately helps shape the program through the power of data.

Collected data allows CRN and shop

management to better identify potential areas of improvement and devise effective solutions collaboratively. Active shop participation is crucial in refining and enhancing program standards and strategic direction.

Influencing Positive Change

"The dashboards are really helpful for shops, understanding their workflow and how long a vehicle has been in process," says Megan Sullivan, GM Collision Program Manager.

"Right now, we're seeing facilities with a backlog of work; sometimes two-plus months. This software is really able to show them where the inefficiencies are and how they can streamline their workflow in the shop."

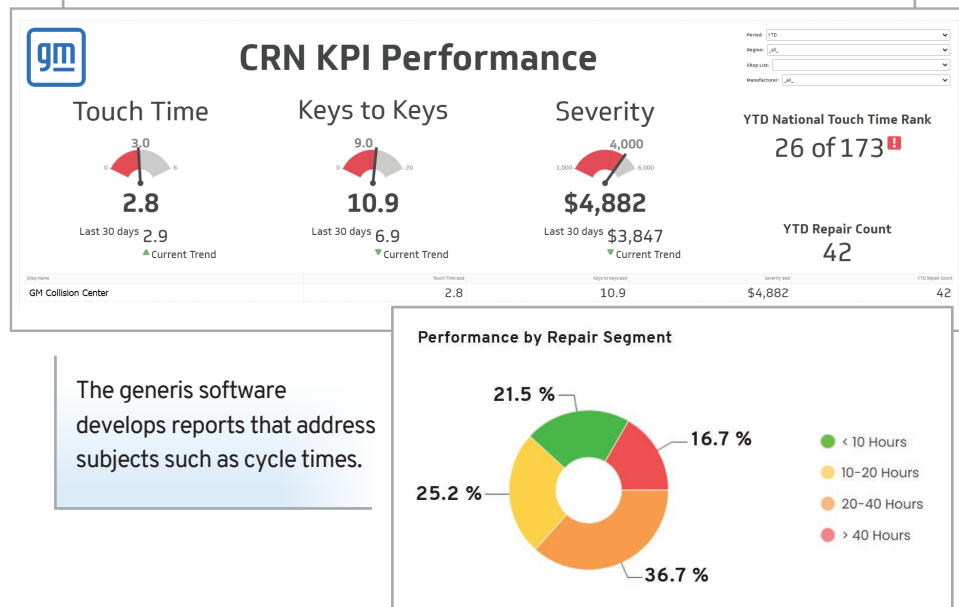
Additional data subscription services are also available through AutoHouse Technologies, which also offers technical support to CRN members, so they get the most from the software.

"Large amounts of information can be overwhelming for people," says Mike Gilliland of AutoHouse Technologies. "We simplify things by highlighting important indicators like touch time, cycle time and average repair-order sale, and allow the users to drill down into underlying detail, if they wish. Our approach aligns shop data with operational targets and keeps the team engaged by sharing progress toward goals."

While just about everyone at the shop will benefit from having the data reports, managers will especially appreciate how they allow for targeted conversations and the creation of action plans.

Participation helps improve the way CRN advocates for safe, high-quality repairs and ensures that the GM-backed program continues to thrive, adapt and lead in a rapidly changing industry. ■

DATA DASHBOARDS



gm COLLISION REPAIR NETWORK



The Collision Repair Network offers the latest tools and information body shops need to do the best possible job. For details, visit gmparts.com and go to the program link under the Offers & Programs tab.

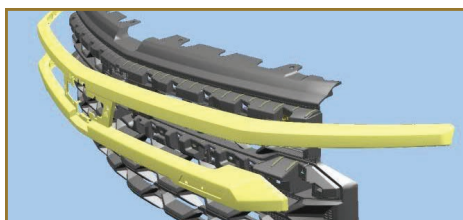




UP-FRONT SOLUTION

Grille kit works with new Silverado models

A new primed paint-to-match front-grille kit (Part # 85622831) enables body shop technicians to service the different-colored grilles for 2023-25 Chevrolet Silverado 1500 ZR2 Bison/AEV (American Expedition Vehicle) off-road trucks. With the kit, technicians can paint the grille surround and then transfer components to complete the part's assembly before installation.



STEP 4 VISUALIZED

Follow these steps to carry out the installation process:

- 1 Prep and finish the grille surround.
- 2 Working on one side of the grille bezel at a time, install the four U-nuts (two on each side).
- 3 Working on one side at a time, install the four bolts (two on each side) through the grille assembly and into the grille surround. Tighten.
- 4 Install the grille bezel by aligning it with the grille assembly and pressing it firmly into place to engage the tabs along the top, side and bottom.
- 5 Fasten the Chevy bowtie by aligning it with the grille bezel and pressing it firmly into place along the top to engage the tabs along the top, side and bottom.
- 6 Install the ZR2 plate, which has a locating pin, by removing the tape from the emblem and pressing the plate firmly against the grille bezel.
- 7 Lay the grille assembly face down to install adaptors on each side. On one side, push the adaptor's two tabs through and snap them into position on the grille bezel. Repeat the process for the other side.
- 8 Install the two bolts on each adaptor, securing the adaptor to the grille bezel. Repeat the process for the other side.
- 9 Install the two push-type fasteners on each adaptor by sliding them into position from the side. Repeat the process for the other side.
- 10 Transfer components that are sold separately and not included with the service grille kit. Refer to the vehicle service manual regarding the removal and replacement of the front-grille lamps, front-grille camera and wiring harness.
- 11 Mount the completed grille assembly and grille bezel to the vehicle. Refer to the vehicle service manual. ■

SUMMER PRO PACK OFFERS

for Professionals on select batteries, oil filters, oil quarts or gallons, and wipers, plus offers on other select parts.



Stock up and benefit from our rebates* in the amount of:

\$12

On the purchase of any GM Genuine Parts OE or ACDelco Gold Starter

On the purchase of any GM Genuine Parts GM OE or ACDelco Gold Alternator

\$10

On the purchase of any GM Genuine Parts GM OE or ACDelco Gold Fuel Pump

\$2

On the purchase of any ACDelco Gold Battery

\$1.50

On the purchase of any ACDelco Transmission Filter

\$1

On the purchase of any ACDelco Silver Battery

\$.80

On the purchase of any ACDelco Ultraguard Oil Filter

\$.50

On the purchase of any ACDelco Gold Wiper Blade

On the purchase of any ACDelco Silver Wiper Blade

On the purchase of any ACDelco Oil Quart or Gallon

\$.40

On the purchase of any ACDelco Oil Filter

Visit gmpartsrebates.com to create your account and submit your rebates online, or visit gmparts.com/professional-rebates for more information.

CERTAINTY STARTS HERE.

*Online or 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 category 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 your my GM Partner Perks dashboard or see gmpartsrebates.com for complete details, eligible parts, and rebate form, which must be submitted by 10/15/23. Offers end 9/30/23. **Not available to Fleet members. Rebate amount depends on membership level and average monthly purchases during program period.

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my GM Partner Perks members** earn up to 4% bonus rewards on all purchases



GENUINE
PARTS

ACDelco