



ACDelco Automotive Care Experts (ACE) Program Guidelines

ACDelco Automotive Care Experts (ACE) is a member loyalty program, through which qualified Independent Service Centres (ISC) accounts can register and participate. The ACDelco ACE Program complements the existing ACDelco Professional Service Centre (PSC) Program.

Program Structure and Benefits*

The following are included with approved membership, ensure to review all applicable benefit details and guidelines:

- Online Training - Access to unlimited Online Training
- ACDelco ACE Rewards Program - Earn ACDelco ACE Rewards Points on an ACDelco ACE Reloadable Visa Card or through a Distributor Rebate based on a minimum purchase of \$1,650/month (non-cumulative), with a monthly award of 2% on all reported ACDelco purchases
- Moneris - Access to preferred rates
- Roadside Assistance support available for customers
- Digital Menu Board – Access & Discounts
- Info-Line Support Centre to help with program enquiries
- Monthly Member Promotion - Exclusive monthly member promotions providing the chance to earn Bonus Program Rewards, gift cards or ACDelco merchandise
- Special recognition anniversary mailings once one, five and ten years of membership milestones have been reached

Log into www.TechConnectCanada.com for all benefit details and eligibility.

ACDelco ACE Program Member Eligibility

- Open only to Canadian Independent Service Centres (ISC). An Independent Service Centre is defined as an *Independent* Canadian repair facility whose primary business is the service and repair of vehicles for their direct customers and is independently owned and operated.
- Each ACDelco ACE member must be a Canadian ISC who currently buys from an authorized Canadian ACDelco Distributor. Active GM and other OE Dealers, Fleet accounts, Active ACDelco PSC, PSC RSSP, RSSP or KFLT accounts, Specialty Chains, Big Box Retailers as well as Distributors and Jobbers (all outside of the qualifying ISC group) are excluded from participating in this program.
- Each ACDelco ACE member must be sponsored by an ACDelco authorized Canadian Distributor in their area (Sponsor).
- Enrolment and member approval is required to participate
- Be approved by an ACDelco Distributor and ACDelco. Approval is required by the indicated sponsoring ACDelco Distributor as well as the applicable ACDelco District Manager.



- Individuals must provide their complete business details as part of their enrollment. This includes an owner/main contact, their business name, business email address, business phone number, and business mailing address.
- Enrol and opt-in to the ACDelco ACE Rewards Program (to qualify for the ACDelco ACE Rewards, enrolment and opt-in is required to participate). Enrollment and opt-in to be completed on the ACDelco ACE Program Registration Form.
- During the term of its enrolment in the ACDelco ACE Program, members must:
 - Make ACDelco parts the ACDelco ACE program members' first choice for quality automotive products and aim to purchase a minimum of \$1,650 per month of ACDelco product.
 - Represent the ACDelco value proposition by providing high quality service, fair value and convenience, and develop trust by being dedicated to customer satisfaction.
 - Employ trained technicians in all areas of work performed.
 - Maintain a facility that is comfortable and professional in appearance.
 - Prominently display current ACDelco signage, including an ACDelco ACE member plaque

Registration

- Each ISC business needs to officially register by completing the online registration form provided by their sponsoring Distributor OR ACDelco Representative and approve the ACDelco ACE agreement. To enroll and opt-in to the ACDelco ACE Rewards Program, the ISC must select "YES Enrol in the ACDelco ACE Rewards Program" on the online registration form.
- The ACDelco ACE program member's official registration date will be based on the initial date the registration form was submitted. This date determines the month when the ACDelco ACE member will be billed their first monthly membership fee, earn ACDelco ACE Rewards (if enrolled in the ACDelco ACE Rewards Program) and get access to other program benefits.
- The ACDelco ACE member will be given a 6-digit proprietary ACDelco member account code starting with a '5'.
- The ACDelco ACE member must be sponsored by an authorized ACDelco Full Line Distributor who is required to confirm and approve their sponsorship and customer membership.
- Each individual shop is required to pay the regular monthly fee which will be billed through the sponsoring ACDelco Distributor.
- Active ACDelco ACE members may elect to change their sponsoring ACDelco Distributor. This requires the member account to complete, sign and authorize this via a Sponsor change form, and for this to be approved by the local ACDelco District Manager and new Sponsoring Distributor.
- ACDelco ACE member owners who own multiple businesses are required to register each shop individually, attain a membership for each business and pay the full membership fee for each individually addressed shop if they would like to have each



business participate, including earning rewards for each business' purchases, and participating in promotions. A shop that has not registered but is affiliated through ownership will not gain access to the program benefits and will not earn rewards for the monthly purchases for that non-registered shop. Only officially registered shops who have gained membership through the Sponsoring Distributor and ACDelco approvals will qualify for program benefits and rewards regardless of if the businesses are under the same corporation or owned by the same individual. This includes participation in program promotions.

- Mobile repair facilities demonstrating their qualification as an ISC, and complete repairs at customer locations must have a physical business address to participate in the ACDelco ACE Program and like above would need one membership per business/location.
- An ISC can be a member of only one ACDelco membership program.
- Active ACDelco PSC, RSSP and Key Fleet members cannot also register for this program. They can however cancel one membership and register for another if approved by ACDelco and the Sponsoring Distributor.
- If an ACDelco ACE program member registers after the monthly membership billing has been processed, their first charge is processed the following month, however they gain access to all program benefits and logins as soon as they are fully approved. Rewards earnings and membership billing start the month of registration.
- All registrations submitted will be reviewed by the Program Administrators and must be approved by both ACDelco (Program Administrators) and the selected Sponsoring ACDelco Parts Distributor. Program Administrators reserve the right to reject and cancel any submitted registration that does is considered a non-qualifying business at any point in the registration and membership process and without notice, including after any original approval.

Cancellation

- Each ACDelco ACE member may cancel at any time for any reason, and is preferred to give notice by the 15th of the month, by completing in full and signing a cancellation form.
- If the ACDelco ACE member account cancels, they will not be billed or earn rewards for that cancellation month. If membership billing is already processed before the cancellation is submitted, the membership fee will be credited in the next month's billing.
- The official cancellation date is used to reconcile any benefit usage near the time of the cancellation, including rewards, which will not be earned during the cancellation month.
- If membership is cancelled and the repair facility is taken over by a new owner at a later date, they will be given a new ACDelco account code. If the new owner decides to maintain the ACDelco ACE membership without a cancellation, ACDelco will review the account and register the business with the existing ACDelco account code.
- Program Administrators can remove accounts from the program where a change in their business structure no longer qualifies them for the program. All accounts must meet ACDelco program guidelines throughout their entire membership. Each business should



review the full program guidelines to ensure eligibility before registering. ACDelco reserves the right to cancel a registration and membership at any time.

Membership Cost and Administration

- Monthly Fee: \$38.00 per month, per individual shop. All fees include applicable taxes.
- Optional one-time ACDelco ACE Registration Kit – Includes marketing materials valued at over \$250 - \$99.00 (if selected to purchase on the online registration form).
- Members will be shipped an ACDelco ACE Marketing Kit 3-4 weeks after their membership is approved (if selected).
- All fees are billed via ACDelco to the sponsoring ACDelco Distributor on a monthly basis, to be re-billed by the sponsoring ACDelco Distributor to the ISC (at the ACDelco Distributor's discretion).

Reported Purchases

- Monthly reporting of all ACDelco ACE member net purchases will be the responsibility of the participating ACDelco Warehouse Distributor (includes sponsoring and any secondary and reporting) and will be made directly to ACDelco. Consistent timing to be agreed upon between ACDelco and the Warehouse Distributor.
- Only purchases from an authorized Canadian ACDelco Distributor reported via eSmart will qualify for the rewards programs. Manual reporting will not be available.
- Data for net sales from authorized ACDelco Distributors to ACDelco ACE members will automatically be extracted from the eSmart data warehouse by Tie-in Location for all properly Tagged customers and transmitted to the Program Headquarters for processing monthly ACDelco ACE earnings to each account.
- It is the responsibility of each participating Tie-in Warehouse Distributor to properly identify and tag each customer in their eSmart warehouse system as an ACDelco ACE member by the 10th of each month to be eligible for processing data for each previous month.
- Monthly reporting of all points accumulation will be the responsibility of ACDelco ACE Rewards Program Headquarters.
- Distributor charges for Training or miscellaneous administrative fees do not qualify as contributing to the ISC total purchases – purchases must be of ACDelco parts only. Returns will be deducted. Any backorders where the ISC was not charged do not qualify.
- ACDelco ACE program members may purchase from more than one qualifying ACDelco Distributor. Each ACDelco Distributor must tag all ACDelco ACE program members in order for purchases to be reported in eSmart.
- Authorized ACDelco Distributor reported eSmart purchase data will be reviewed for data integrity. Only purchase data from the qualifying unique business and active member will be accepted. Any incorrectly labelled purchases for non-active member accounts ie. those accounts who in analyzing the data are clearly at different addressed locations will be automatically excluded from monthly ACDelco rewards and promotions without notice.
- ACDelco reserves the right to audit any reported purchases it deems to vary or be in question.



ACDelco ACE Rewards Program

- All Independent Service Centres who are active in ACDelco Automotive Care Experts (ACE) Program are eligible to participate in the ACDelco Rewards program.
- Enrollment and opt-in are required to participate.
- Reloadable ACDelco ACE Rewards Visa Card - All points must be issued to an individual. "Corporate Cards" (Business name on card) are prohibited due to Canadian financial regulations. Each card will therefore have the cardholder's name printed on the card, and promotion administrators will use the name provided during enrollment. As participants earn monthly Rewards Points, these points will be automatically loaded to their personal ACDelco ACE Visa Rewards card. Rewards points can only be accessed after ACDelco ACE Visa Rewards Program Headquarters loads these points to the Card monthly.
- ACDelco ACE Rewards Program contacts are assigned a unique four digit number by the Rewards Administrators upon enrollment.
- For owners with more than one business with multiple memberships within the ACDelco ACE Program who select the reloadable Visa card payment method, and request to have only one reloadable card, they will be assigned one unique rewards number and their qualifying deposits if requested will be placed on one reloadable card (if requested).
- The ACDelco ACE Rewards Program contact will receive email confirmations if rewards are earned and access to a rewards web site (for each eligible member business).
- Independent Service Centre are eligible to enroll one rewards contact on file per membership for the reloadable visa card and the distributor rebate.
- ACDelco ACE Rewards can be paid by via a Reloadable ACDelco ACE Visa card or as a rebate through the program member's reporting ACDelco distributor(s). New ACDelco ACE Members will select the rewards payment method when they register, and this will be in effect for the calendar year.
- An optional annual rewards payment method opt-in will be available every December allowing the ACDelco ACE members to switch their rewards type for the new year if they choose.
- If an ACDelco ACE member decides to switch their rewards payment method, it is effective for purchases made as of January 1 of the new year.
- No exceptions or changes will be made to the type of reward payment selected for the remainder of the calendar year. Once a program member selects their rewards payment option, it is maintained throughout the calendar year for all rewards applied to that year.
- It is the owner for the ACDelco ACE account who decides the rewards payment method for their shop. Only one payment type is available per member account.
- If an account is switching from the ACDelco Professional Service Centre (PSC) Program or ACDelco PSC member in the Retail Service Support Program (PSC RSSP) to the ACDelco ACE program, they can switch their reward type outside of the yearly update as part of their new program registration. If they were earning their ACDelco PSC rewards on a reloadable Visa card and would like to continue for their new ACDelco



ACE membership, a new ACE reloadable Visa card will be issued. Note – switching programs will trigger a new card. Only one cardholder can be on file and earn rewards. If on these other programs there was more than one cardholder, only one can be used/selected for the new ACDelco ACE membership.

- ACDelco ACE member purchases may only be made from a participating authorized Canadian ACDelco Full Line Distributor.

Log into www.TechConnectCanada.com for full ACDelco ACE Rewards Guidelines.

ACDelco ACE Rewards Monthly Qualifications

- A minimum monthly total of \$1,650 in ACDelco parts purchases is required to qualify. Only ACDelco parts within the ACDelco catalogue, sold to an authorized ACDelco Distributor and as reconciled and passed via the reporting distributor's eSmart application will qualify (non ACDelco parts purchase including the monthly program fee do not qualify).
- All purchases must be made from a qualifying full line ACDelco Canada distributor.
- When the ACDelco ACE account purchases ACDelco parts, they can earn 2% of their purchases on an ACDelco ACE Visa Rewards card, or as a rebate administered via their ACDelco reporting distributor(s), with a minimum purchase of \$1,650 during that specific month
- Rewards are earned and paid out monthly. Rewards can be earned each month and are paid out within approximately 4 weeks from the end of the month of purchase
- Accounts that purchase less than \$1,650 in ACDelco parts in a calendar month will not earn ACDelco ACE Rewards for that month.

**ACDelco reserves the right to modify or cancel the program at any time in whole or in part for any reason. Late or falsely reported purchases will not be accepted. Active GM and other OE Dealers, Fleet accounts, Active ACDelco PSC, RSSP or KFLT accounts, Specialty Chains, Big Box Retailers as well as Distributors and Jobbers (all outside of the qualifying ISC group) are excluded from participating in this program.*