



ACDelco Automotive Care Experts (ACE) Program Guidelines

The ACDelco Automotive Care Experts (ACE) program is a loyalty program offered to all Independent Service Centres (ISC) across Canada to complement the existing ACDelco Professional Service Centre Program.

Program Structure and Benefits

- Access to unlimited Online Training
- Access to ACDelco's Roadside Assistance Program available for customers
- ACDelco ACE Rewards Points via an ACDelco ACE Visa Rewards Card or Distributor Rebate based on minimum purchase of \$1,325/month (non-cumulative), with an award of 2% on all ACDelco purchases
- Preferred Lower Moneris Rates
- ACDelco Uniform Program – Available for purchase or rent
- Marketing Materials (included in specific ACDelco ACE marketing mailings)
- Info-Line support for all training and program enquiries
- Digital Menu Board – Access & Discounts

Program Costs

- \$30.00 per month, billed via the member's approved Sponsoring authorized ACDelco Distributor.
- \$99.00 one-time Marketing Kit. (The account may decide to opt out of the kit by selecting "No – do not send me the kit" on their ACDelco ACE registration form)
- All fees billed in Canadian dollars.

ACDelco ACE Program Eligibility

- Open to all Canadian Independent Service Centres (ISC).
- Each member must be a Canadian ISC who currently buys from an authorized Canadian ACDelco Distributor. Active GM Dealers, Fleet accounts, Specialty Chains, Big Box Retailers as well as Distributors and Jobbers are excluded from participating in this program.
- 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.
- Enrolment is required to participate.
- Approval is required by the indicated sponsoring ACDelco Distributor, as well as the applicable ACDelco District Manager.
- Enrolments must be in the individual and repair facility's name; individuals are required to submit their complete business details.
- To qualify for the ACDelco ACE Rewards, enrolment is required to participate. See www.TechConnectCanada.com for complete ACDelco ACE Rewards Program Guidelines.



Registration

- Each ISC business needs to officially register by completing the online registration form provided by their sponsoring Distributor OR ACDelco Representative. As part of the form and the opt-in, this will automatically register the account for the Reward Program.
- The ACDelco ACE member's official registration date will be based on the initial date the registration form was submitted.
- Each ISC will be given a 6-digit proprietary ACDelco account code starting with a 5, as well as a unique PID ID for their rewards.
- Each member must be sponsored by an authorized ACDelco Distributor who is required to confirm and approve their sponsorship.
- Each individual shop that registers has the option to opt-out of the one-time Marketing Kit fee by indicating "NO KIT" in the drop down field of the online registration form. If a shop requests a sign-up kit, they can be purchased for \$99.00.
- Each shop is charged the regular monthly fee of \$30 which will be billed through the Sponsoring ACDelco Distributor.
- Multiple shops with the same owner are required to register each shop and attain a membership for each shop and pay the full membership fee for each individually addressed shop if they would like to earn rewards for each business' purchases. A shop that has not registered and becomes a member with an ACE member-owner of another addressed shop will not gain access to the program benefits and will not earn rewards for the monthly purchases for that non-registered shop. Only shops officially registered who have gained membership and been approved for the program will qualify for program benefits and rewards regardless of if the shops are under the same corporation or owned by the same individual. This includes participation in program promotions.
- Active ACDelco Professional Service Centre (PSC) members cannot register for this program.
- An ISC can be a member of only one ACDelco program.
- If an ACDelco ACE member registers part way through the month, their first charge is processed the following month, however their online registration access may be granted earlier if data is processed in time. Rewards and billing will start the month of registration.

Cancellation

- Each member may cancel at any time for any reason and is preferred to give notice by the 15th of the month, by completing a cancellation form.
- If the account cancels, they will not be billed or earn points for that month.
- If a repair facility is taken over by a new owner, they will be given the same account code.
- If an ACDelco ACE member cancels their membership to join the ACDelco Professional Service Centre Program (as long as they were not a PSC member during the previous 12 months), the account will be placed in a PSC Tier based on their year-to-date ACDelco ACE purchases.
- **Exception:** If an ACDelco ACE member cancels from the ACDelco ACE program to register to the ACDelco PSC program, they will be billed the month of their cancellation for the ACDelco PSC program membership fee, and in such will receive PSC rewards points for the purchases made in that month, and not receive the ACDelco ACE rewards
 - Please note that in order to receive ACDelco PSC rewards points, the purchase minimum of \$1,325 in ACDelco parts within that specific month must be reached. Both



the ACDelco PSC registration and ACDelco ACE cancellation forms **MUST** be received in the same month to qualify.

- If an ACDelco ACE member elects to join the ACDelco PSC program after a minimum of 6 months on the ACDelco ACE program, ACDelco will review their monthly average purchases and place that ISC business into the appropriate PSC Tier level for the remainder of the year, prior to the traditional re-tiering and potentially above the standard Tier 1 assignment for new members. The newly signed ACDelco PSC account will then qualify for all benefits within that Tier level.
- If an ACDelco ACE member cancels their membership to rejoin the ACDelco PSC Program after having been a PSC member within the last 12 months, they will automatically be placed in Tier 1 and treated like a new PSC member as it relates to the qualifying PSC benefits, particularly instructor-led training.

Membership Cost and Administration

- A One-time shop sign-up fee: \$99.00 (if selected)
 - Members will be shipped an ACDelco ACE Marketing Kit
- Monthly Fee: \$30.00 per month, per individual shop.
- All fees include applicable taxes.
- 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).
- Any additional fees incurred for Instructor-led Training* will follow the standard ACDelco billing guidelines
- All training usage that requires payment will be billed via ACE program headquarters directly to the individual ACE program member business, to be paid by credit card or cheque. Charges will be made by and payable to General Motors of Canada.
- ACDelco ACE Program Administrators will use GM approved financial templates to provide the data for finance credits/debits.

**ACE accounts are eligible for the discounted rate of \$240.00 per full day training course and \$120.00 for half day training courses. Prices are subject to change at any time. Cancellation fees apply.*

Reported Purchases

- Only purchases from an authorized Canadian ACDelco Distributor reported via eSmart will qualify for the rewards programs. Manual reporting will not be available.
 - In order to qualify for the rewards program, it is mandatory for each ACDelco Distributor to have completed eSmart tagging and authorized the registration for the shop.
 - ACDelco ACE members may purchase from more than one ACDelco Distributor. Each ACDelco Distributor must tag all ACDelco ACE members in order for purchases to be reported in eSmart.

ACDelco ACE Reward Program

- All Independent Service Centers who are active ACDelco Automotive Care Experts (ACDelco ACE) Program members are eligible to participate in the ACDelco ACE Rewards program.



- Enrollment is required to participate.
- ACDelco ACE Rewards can be received as money placed onto a reloadable ACDelco ACE Visa card or as a rebate through the program member's reporting ACDelco distributor(s)
- Rewards type option is effective for purchases made as of January 1, 2022.
- No exceptions or changes will be made to the type of rewards selected, for the remainder of the 2022 calendar year. Once a program member selects their reward option, it is maintained throughout the calendar year for all rewards applied to that year.
- An annual opt-in option will be available. ACDelco ACE members will be able to switch their rewards type annually. The next update will take place between December 1-31, 2022, effective for January 1, 2023 rewards qualifications.
- If an account is switching from the ACDelco Professional Service Centre (ACDelco PSC) Program to the ACDelco ACE program, they are able to switch their reward type outside of the yearly update (ie. Switch the reward type they had selected for PSC).
- Enrollments must be in an individual's name; individuals are required to submit their complete business address, this ensures that the enrolled cardholder receives all eligible deposits to one card.
- Only 1 principal owner/manager per Independent Service Centre is eligible to enroll. Each individual shop will have to enroll in the ACDelco ACE program to qualify for ACDelco ACE Rewards
- GM Dealers, Jobbers and ACDelco Distributors do not qualify to earn ACDelco ACE reward points.
- ACDelco ACE member purchases may only be made from a participating authorized Canadian ACDelco Full Line Distributor.
- See www.TechConnectCanada.com for full ACDelco ACE Rewards Guidelines

Registration Payment

- All registration fees will be billed through ACDelco to the sponsoring ACDelco Distributor who will re-bill to the ACDelco ACE Member.
- ACDelco ACE Administrators will use GM approved financial templates to provide the data for finance credits/debits.
- All shop accounts will be registered with an applicable secondary account database code enabling all ACDelco stakeholders to accurately track ACDelco ACE Member purchase activity.

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. PSC members do not qualify for this promotion. Active GM and other new car Dealers, as well as distributors and jobbers are excluded from participating in this program.