



## ACDelco Professional Service Centre (PSC) Program Guidelines

The ACDelco Professional Service Centre (PSC) is a member loyalty program through which qualified Independent Service Centres (ISC) accounts can register and participate. The ACDelco PSC Program is designed to provide additional benefits that help support ISCs grow their business, increase profitability and improve overall operating efficiency.

### 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, as well as other forms of training as defined by the specific ACDelco PSC Tiers' training allocation
- ACDelco PSC Rewards Program - Earn ACDelco PSC Rewards Points on an ACDelco PSC Reloadable Visa Card or through a Distributor Rebate based on a minimum purchase of \$1,650/month (non-cumulative), with a monthly award of 1-5% on all ACDelco purchases, based on monthly purchase amount
- Marketing Materials - included in specific ACDelco PSC marketing mailings
- Identifix - Access to discounted rates
- Moneris - Access to preferred rates
- Labour Reimbursement via the ACDelco program – on qualifying ACDelco products that fail due to manufacture's defect
- Roadside Assistance support available for customers
- Nationwide Warranty Coverage for customers over 40kms from original ACDelco PSC repair facility.
- Signage Program – reimbursement for qualifying branded business signage
- Digital Menu Board – Access & Discounts
- Info-Line Support Centre to help with program enquiries
- Technical Delivery Systems (TDS) subscription - Access to a discounted rate on Service Programming System (SPS2) and GM Service Information (GMSi)
- Year-End Bonus Promotion - Opportunity to earn a Year-End Bonus by purchasing 10% more than the previous year
- ACDelco PSC Winner's Circle Promotion - Top 10 ACDelco PSC supporters will have the chance to win an ACDelco clothing pack
- 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
- Benefits can range by Tier Level - ACDelco assesses an ACDelco PSC program member's tier level each year based on their previous year's average monthly purchases, and adjusts the tier if necessary. Member tiers are re-evaluated in July



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looking at the first six months and if qualified, members can increase their tier level (members' tier levels will not be decreased)

**Log into [www.TechConnectCanada.com](http://www.TechConnectCanada.com) for all benefit details and eligibility and see below for restrictions on qualifications based on tier level.**

## ACDelco PSC 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 PSC 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 ACE, 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 PSC member must be sponsored by an ACDelco authorized Canadian Distributor in their area (Sponsor).
- Enrolment and member approval are 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 PSC Rewards Program (to qualify for the ACDelco PSC Rewards, enrolment and opt-in are required to participate). Enrollment and opt-in are to be completed on the ACDelco PSC Program Registration Form.
- During the term of their enrolment in the ACDelco PSC Program, members must:
  - Make ACDelco parts the ACDelco PSC 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 PSC 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 approving the

ACDelco PSC agreement. To enroll and opt-in to the ACDelco PSC Rewards Program, the ISC must select “YES Enroll in the ACDelco Professional Service Centre Rewards Program” on the online registration form.

- The ACDelco PSC program member’s official registration date will be based on the initial date the registration form was submitted.
- The ACDelco PSC member will be given a 6-digit proprietary ACDelco member account code starting with a 5.
- The ACDelco PSC member must be sponsored by an authorized ACDelco Distributor who is required to confirm and approve their sponsorship and membership.
- Each individual shop is required to pay the regular monthly fee, which will be billed through the sponsoring ACDelco Distributor.
- Active ACDelco PSC 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 PSC 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 that have gained membership through the Sponsoring Distributor and ACDelco approvals will qualify for program benefits and rewards regardless of whether the businesses are under the same corporation or owned by the same individual. This includes participation in program promotions. Contact your ACDelco representative to confirm if you are eligible for a multiple-shop owner discount.
- 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 PSC 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 ACE, RSSP and Key Fleet members cannot 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 PSC 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.
- If an ACDelco ACE or ACDelco RSSP member elects to join the ACDelco PSC program after a minimum of 6 months on the ACDelco ACE or RSSP, ACDelco will review their monthly average purchases and place that ISC business into the appropriate ACDelco PSC Tier level for the remainder of the year, prior to the traditional year-end re-tiering and potentially above the standard Tier 1 assignment for new members. ACDelco PSC RSSP members who join the ACDelco PSC program will remain in the same tier level as



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their ACDelco PSC RSSP membership at the time of the transition. The newly signed ACDelco PSC account will then qualify for all benefits within that Tier level.

## Cancellation

- Each ACDelco PSC member may cancel at any time for any reason, and it is preferred to give notice by the 15<sup>th</sup> of the month, by completing in full and signing a cancellation form.
- If the ACDelco PSC 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 PSC membership without a cancellation, ACDelco will review the account and register the business at the same Tier level for that calendar year and they will keep the existing ACDelco account code. The new owner's ACDelco PSC Tier level will be re-evaluated along with all other ACDelco PSC program members each calendar year.
- **Exception:** If an ACDelco PSC member cancels from the ACDelco PSC program to register for the ACDelco ACE or PSC RSSP, they will be billed the month of their cancellation for the new program's membership fee, and in such will receive ACDelco ACE or PSC RSSP rewards points for the purchases made in that month. They would not earn rewards or be billed for the ACDelco PSC Program.
- Please note that in order to receive ACDelco ACE or PSC RSSP rewards points, the purchase minimum of \$1,650 in ACDelco parts within that specific month must be reached.

## Membership Cost and Administration

- Monthly Fee: \$130.00 per month, per individual shop.
- All fees plus 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).

## 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 to have authorized the registration for the shop.



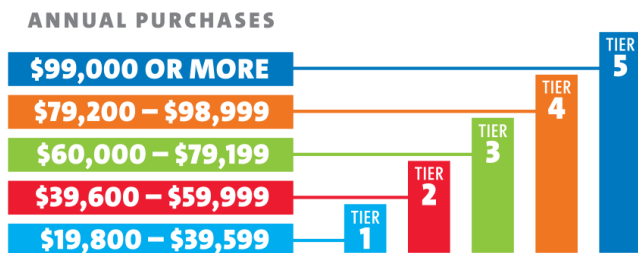
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- ACDelco PSC program members may purchase from more than one qualifying ACDelco Distributor. Each ACDelco Distributor must tag all ACDelco PSC program members in order for purchases to be reported in eSmart.

## ACDelco Professional Service Centre (PSC) Program Tiers

The program has five tiers that a member can be placed in. All new ACDelco PSC members start in tier level 1 if they did not transfer from another program. Each tier earns the ACDelco PSC member even more benefits. Each ACDelco PSC member is placed in a tier based on their annual purchase support of ACDelco parts. Accounts will be re-tiered twice during a calendar year, once in January and once in July.

During the annual January re-tier, all accounts will be evaluated and placed in a new Tier, if applicable, based on purchases from the previous year. During the mid-year re-tier an account's tier level will be adjusted based on their monthly average of purchases based on the previous six months (January to June). Only accounts that move up a tier will be adjusted, any accounts who would have dropped a Tier will not be adjusted and they will remain in their current annual Tier.



## Tier Benefit Highlights

### Tier 1

- ACDelco Web Based Online Training – unlimited access to hundreds of online courses including Video, Diagnostic, Technical, and TechTube
- Access to ACDelco Seminars and/or Half Day Training (subject to availability)
  - Eligible to enroll one student for each available in person training session for a preferred rate
- ACDelco PSC Rewards Program
  - Two monthly reward payment methods – reloadable Visa card or rebate via reporting Distributors
  - Earn up to 5% in PSC Rewards on all ACDelco parts purchases from their authorized ACDelco Distributors (minimum monthly purchase required)
  - Opportunity for an Annual Year-End Bonus
- TechConnect Canada Website
  - Secure website with program and marketing support
- ACDelco PSC eNewsletter

- Access to weekly emails with product and program information
- ACDelco Roadside Assistance Support – available to offer customers
- Labour Reimbursement – on qualifying products that fail due to manufacturer's defect
- Nationwide Warranty Coverage for customers over 40kms from original ACDelco PSC repair facility.
- Preferred Moneris Rates – Low/discounted Moneris card processing rates
- Gem-Car Shop Management – discount on monthly subscription
- Identifix Discount
- Digital Menu Board – Access & Discounts
- Customized Message/On Hold – discounted packages
- GM eSI – CONNECTION Promotion

## Tier 2

### All Tier 1 Benefits PLUS

- ACDelcoCanada.com Shop locator listing
- Access to ACDelco Seminars and/or Half Day Training (subject to availability)
  - Eligible to enroll two students for each available in person training session for a preferred rate

## Tier 3

### All Tier 2 benefits PLUS

- GM New Vehicle Purchase Program – discounts on purchase or lease of a new GM vehicle
- Sign Program – reimbursement up to \$1,000 for ACDelco shop signage (see Sign program guidelines)
- Technical Delivery Systems (TDS) Subscription Package Discounts
- Access to ACDelco Seminars and/or Half Day Training (subject to availability)
  - Eligible to enroll unlimited students for each available in person training session for no charge

## Tier 4

### All Tier 3 benefits PLUS

- Scheduled MyShop in shop Training
- Art Supply – Customized artwork upon request
- Sign Program – reimbursement up to \$1,000 for ACDelco shop signage (see program guidelines)
- Digital Menu Board – Additional Discounts
- Epicor Service CRM – Additional Discounts

## Tier 5

### All benefits of Tier 1-4 PLUS

- Access to Priority Seating for ACDelco Seminars and/or Half Day Training (subject to availability)

- Eligible to enroll unlimited students for each available in person training session for no charge
- Sign Program – reimbursement up to \$2,000 for ACDelco shop signage (see program guidelines)

## ACDelco PSC Rewards Program

- All Independent Service Centres who are active in the ACDelco Professional Service Centre (PSC) Program are eligible to participate in the ACDelco Rewards program.
- Enrollment and opt-in are required to participate.
- All enrollments in the ACDelco PSC Rewards Program must be in an individual's name for the reloadable Visa card and the Distributor rebate.
- ACDelco PSC Rewards Program contacts are assigned a unique four digit number by the Rewards Administrators upon enrollment. For owners who select the reloadable Visa card payment method, this will ensure their qualifying deposits are placed on one reloadable card (if requested).
- The ACDelco PSC Rewards Program contact will receive email confirmations if rewards are earned and access to a rewards website (for eligible business member).
- Independent Service Centres are eligible to enroll two cardholders per membership for the reloadable Visa card. If rebate is selected, there can be only one user / contact on file.
- ACDelco PSC Rewards can be paid by a Reloadable PSC Visa card or as a rebate through the program member's reporting ACDelco distributor(s). New ACDelco PSC 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 PSC members to switch their rewards type for the new year if they choose.
- If they decide 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 of the ACDelco PSC account who decides the rewards payment method for their shop. If an account has more than one cardholder and the owner decides to switch to a distributor rebate, this changes the rewards payment method for the entire account. Only one payment type is available per member account (Cannot have one cardholder and the rebate option).
- If an account is switching from the ACDelco Automotive Care Experts (ACE) Program or ACDelco PSC member in the Retail Service Support Program (PSC RSSP) to the ACDelco PSC 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 ACE rewards on a reloadable Visa card and would like to continue for their new ACDelco

# PSC

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PSC membership, a new PSC reloadable Visa card will be issued. They will keep the same reloadable Visa card if they are switching between ACDelco PSC and PSC RSSP. Points will be loaded on an existing card (unless cardholders are changed with a new registration).

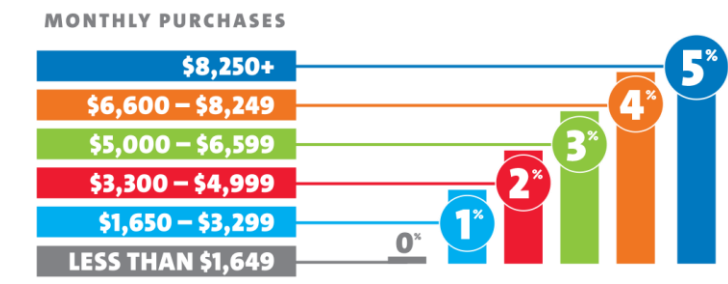
- ACDelco PSC member purchases may only be made from a participating authorized Canadian ACDelco Full Line Distributor.

Log into [www.TechConnectCanada.com](http://www.TechConnectCanada.com) for full ACDelco PSC Rewards Guidelines.

## ACDelco PSC 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 PSC account purchases ACDelco parts, they can earn up to 5% of their purchases on an ACDelco PSC 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 6 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 PSC Rewards for that month.
- Monthly rewards percentages applied for the rebate for the specific month are based on the total of the member's monthly purchases. See the chart below for the monthly minimums and percentage earnback.

## ACDelco PSC Monthly Rewards Earnback



*\*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 ACE, 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.*