



Independent Mufflershop Dealer Association

**WHERE MEMBERSHIP  
REALLY MATTERS**

# THE TOOLS THAT SET YOU APART FROM THE CROWD



Hands on Training



Web Based Training



Trade Shows



Roadside Assistance



Exclusively Yours Rewards



Quality Assurance

**2022 Program**

*Select* the program that is right for  
you from your distribution partners.



# Marketing Support Tools

## for the Professional Service Provider



Stock Car racing is in our blood and the competitive nature of the sport is embedded in our corporate culture to provide the means for our customers to win in their home towns. The IMDA Select Program offers our customers global

OEM brands, well recognized training programs - both web based and hands-on, customer retention programs, as well as competitive labour/warranty and loyalty programs. The IMDA Select Program is a winning formula for your business!

### Quality Assurance Warranty Program

IMDA Select members are protected for 365 days from the date of purchase on any premium product sold. Members also receive reimbursement of labour costs at higher rates, for a period of 90 days from the date of purchase of the defective product. This no hassle warranty provides timely processing of credits for a repair failure.

### E-marketplace (WIP)

IMDA Select offers an e-market platform that lets you place orders online and connect real time with your APC store for live access to product availability and pricing. Our software is compatible with many garage management solutions allowing for downloading of parts into work orders. Non-application specific cataloguing allows for searches of shop supplies, lubricants and other specialty items.

### Online Service Data Packages

An enhancement to the e-marketplace WIP platform, this software provides 4 additional helpful tools that will enable you to access up-to-date repair information at your finger tips! The tools include an Integrated Labour Guide, Technical Service Bulletins, Lube Capacity, Tire Fitment, vehicle specs and wiring diagrams.



### Cintas Uniform Program

This program offers custom designed ACDelco work shirts. You have a choice of work uniform staples to keep your team appearance both professional and functional.

\* Available for TSS customers only

### ACDelco Rewards

IMDA Select offers up to 5% of your ACDelco purchases on a loaded VISA card, depending on your level of ACDelco purchases. The credit can be used for upgrades to your business or purchases to support the operation of your shop.



### Roadside Assistance Program

The IMDA Roadside Assistance Program is available to all TSS and ACE members. This program is provided to your customers as a complimentary service when they purchase \$25 or more of ACDelco parts. The benefit begins on the date of the original invoice and continues for a period of 12 months. This service is available in both Canada and the United States.



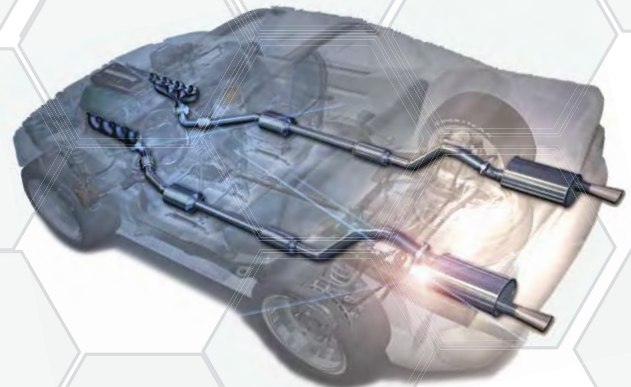
### Mechanic Net

IMDA Select offers the services of Mechanic Net as a cost effective customer retention program. The professional service provider's customer can receive timely service reminders, shop recommendations, thank you notes and effective marketing programs including e-promotions, newsletters, coupons, and electronic surveys for customer feedback.



### ACDelco Image Materials

Help your business stand out from the competition with support for signage of the ACDelco brand. Align your business with one of the most well recognized and respected parts brands in the industry today!



\* Some programs may be subject to additional fees as determined by third party suppliers.

# All The Tools You Need To Become Successful

IMDA Select has never been more valuable for you and your customers than in today's highly competitive environment. Marketing your business as the place that customers can trust for quality repair and maintenance is an investment in the future. IMDA Select offers a wide variety of programs to enhance your business. Each one is designed to work for you and your shop.



## TSS

Total Service and Support (TSS), is a comprehensive program to help the professional installer make their business stronger and more profitable. The TSS program offers comprehensive instructor led training and web based training, as well as in-shop lunch and learns on the most relevant topics that technicians are looking for to maintain the cutting edge of automotive services. Earn up to 5% of your ACDelco purchases in reward dollars to upgrade your shop or use towards purchases. There is a technical assistance hotline manned by real car guys to offer solutions for challenging diagnostic problems. Get access to the Roadside Assistance Program with the purchase of ACDelco parts. The TSS program also offers discounts on customer retention solutions, shop management solutions powered by Carrus and competitive credit card rates.

## ACE

Automotive Care Experts (ACE), is a "light version" of TSS that provides comprehensive program coverage but at less cost. The core training programs of instructor lead hands-on training and web based training are available. Earn up to 2% on all qualifying ACDelco purchases for your shop. Get access to the ACDelco Roadside Assistance Program. Discounts are offered toward the Technical Assistance Centre as well as credit card discounts and the availability of a cost effective "Marketing Kit."

## Manufacturer Technical Training Clinics

Thanks to the support of our Manufacturer-Partners, we offer the best training programs on the most relevant topics that challenge our businesses today. AP Exhaust, Robert Bosch and Blue Streak have given top notch technical seminars each year to our automotive service provider partners.

## Manufacturer Technical Assistance Support

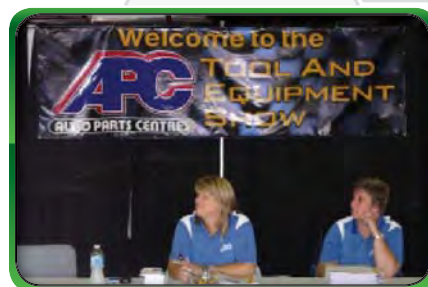
Many of our larger suppliers offer technical assistance support in which the automotive service supplier can speak directly with a qualified technician. The contact numbers can be accessed from our website where supplier links are listed.

## Manufacturer E-learning

Several of our premier vendors such as Blue Streak, Fram and SKF offer online training programs for the professional installer. Shop owners also receive periodic newsletters, technical bulletins, and other industry information helpful to their business.

## Annual Trade Show

Each year APC presents a trade show supporting tools, equipment, shop supplies and other products held either in London or in Toronto. On hand at the show, are many suppliers demonstrating the latest in shop equipment. Product seminars, and supplier product displays, show the shop owner the newest in product availability. Special show promotions give the shop owner the best possible pricing on equipment and parts to increase productivity and improve shop profitability.



## Web Based Training

Web based training is available to both TSS and ACE members. The courses allow for self paced training and are specific, job focused and practical for the technician, service writer and shop owner. Students can log in and start and stop the course at their convenience. Courses include 28 training modules, 14 self study courses, 2 simulation programs and an additional 81 tech assist programs.

## Virtual Classroom Training (VCT)

Our vendor partner ACDelco offers VCT as part of their e-learning programs. Participants engage directly with the instructor, other participants and subject matter experts over the internet. New repair and diagnostic techniques can be quickly launched with direct instructor interaction.



## Hands-on Training

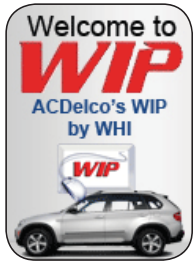
We offer comprehensive instruction taking technicians through a variety of relevant topics in a classroom setting. Instruction includes lectures, on-vehicle or mock-up board simulations with real world concerns and hands-on activities. Class sizes are kept small and each instructor uses a vehicle on site to enhance the learning. Relevant courses are introduced in the spring and fall based on technician input for topics of interest. Specialized training and improved diagnostic skills allow technicians to diagnose and repair late model vehicles.

## Add up the Benefits

The IMDA Select Program is the smart choice for your business. Technical training, labour/warranty, loyalty rewards, marketing and travel incentive programs, combined with quality and service provide you with great value to grow your business.

# ACDelco WIP

## WISE Internet Parts



### Online Parts Catalog

WIP links you directly to your store for simple and fast online parts ordering 24/7

### WIP Features and Benefits

- Search Parts and Labour at the same time
- Use the vehicle application catalogue or enter multiple parts in a stock order
- Search and order from multiple branches at the same time
- Ability to locate specific part types faster and easier
- Additional information available on all selected parts
  - *Related Part*
  - *Graphics, technical info, warranty info, etc*
  - *Supersession history (when applicable)*
  - *Recommended parts (e.g. easily and quickly add hoses to a radiator)*
- Parts Interchange and Buyers Guide
- Multilingual (English, Spanish or French)
- Promotions Dashboard to help you participate in ACDelco national ePromotions or supplier local promotions — track your progress toward your reward
- Link accounts at multiple suppliers so all of your ACDelco purchases count toward ePromotion awards
- Direct links to valuable pages such as ACDelco TechConnect and Wiring Pigtaills

### Purchase Rewards

GM SI — purchase \$3,000 in one month, gain access to GM Service Information at no additional charge for the next month. This ongoing promotion gives you access to the same GM Service Information that was in printed service manuals available only at GM dealerships — the same technical information that the GM dealer technicians rely on!

TIS2Web — your purchases earn you valuable discounts toward subscriptions to GM TIS2Web, utilized for quickly and correctly flash-updating vehicle computers



### ACDelco "Visit the Community"

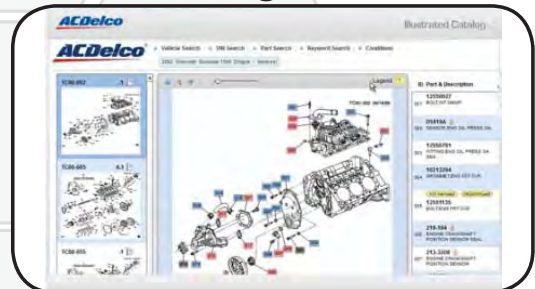
WIP Community is a forum and social community that offers ACDelco WIP users the opportunity to share their insights on repairs, ask questions and spread the word on just about any topic. This is a great information tool for users to provide peer to peer feedback on new parts, tough repairs and best business practices.

### Collision WIP



Hard Parts look-up associated with collision parts.

### Illustrated Catalogue for GM Vehicles



Exploded Parts Diagram category

### A/C Components Catalogue



Lists all A/C Parts for GM vehicles

### Chemical Catalog



Search by GM or ACDelco part number as well as by Chemical type

## We Put the Fun Back into Business!



## IMDA Select Associate Insurance Plans

Federated Insurance Company of Canada has developed many coverage and service products through working with business owners in the aftermarket parts industry to create a comprehensive *group program* that would be suitable for IMDA Select Members.

Federated is prepared to provide the expertise, coverage and risk management in all areas of personal line insurance, business insurance including: property, liability, automobile, group health, retirement programming, life insurance, estate & business succession planning and other financial services.

The IMDA Select Program includes any of these options:

1. Property and Casualty Program
2. Personal Lines Homeowner Program
3. Group Benefit Program
  - a. Life/Dependent Life
  - b. Weekly income
  - c. Long-Term Disability
  - d. Extended Health
  - e. Dental
  - f. Vision Care
  - g. Out of Country Emergency

This program is an exclusive offer to IMDA Select Members in conjunction with Federated Insurance and Canusa Automotive Warehousing Inc. Underwriting rules will be reviewed with the insured business.



**BOSCH**



**MAHLE**

**TENNECO**



**VDO**

**SYLVANIA**





# Quality Assurance Warranty Program

## Premium Lines

\$45.00 Hourly Rate (IMDA Select only)  
\$65.00 Hourly Rate (IMDA Select + TSS)  
90 Days Protection Parts and Labour

365 Days Protection Parts only  
Simple Claim Procedure  
Labour Chart based on Mitchell's Labour Guide\*

## Qualified Premium Lines\*\*

### Calipers

- Cardone
- ACDelco Durastop

### Drums & Rotors

- Raybestos Premium
- ACDelco Durastop
- ACDelco Advantange

### Friction

- Raybestos Premium
- ACDelco Durastop
- ACDelco Advantage
- Ideal Brake

### Hydraulics

- Cardone (Power Brake Boosters)
- ACDelco (Power Brake Boosters)
- Cardone A1 (Reman. Master Cylinders)
- ACDelco (Reman. Master Cylinders)
- AMS (Pre-filled Hydraulics)

### Chassis & Steering

- ACDelco Premium Chassis
- ACDelco Advantage Chassis
- Moog Chassis
- Dorman (Control Arms)
- ACDelco (Rack & Pinion)
- Cardone (Rack & Pinion)
- ACDelco (Steering Pumps & Gears)
- Cardone (Steering Pumps & Gears)
- Rockland Steering Joints

### Suspension

- Monroe (Shocks, Struts & Bearing Plates)
- KYB (Shocks, Struts &

### Bearing Plates)

- ACDelco (Shocks, Struts, Quick Struts, Bearing Plates & Coil Springs)

### Filtration

- Fram Premium Filters
- ACDelco Filters
- ATP (Transmission Filters)

### Wiper Blades & Linkages

- ACDelco
- Bosch
- Rockland

### Bearings & Seals

- ACDelco Premium
- ACDelco Advantage
- SKF

### Clutches/Clutch Parts

- AMS

### CV Shafts & Boots

- ACDelco (New)
- Cardone Select (New)
- Cardone A1 (Reman.)
- Mevotech Boot Kits

### Universal Joints

- ACDelco
- Precision

### Starters & Alternators

- ACDelco (Reman.)
- Bosch (Reman. & New)

### Electric Motors

- Dorman New Window Lift Motors/Regulators
- Cardone Select Wiper Motors
- Cardone A1 (Reman Window Lift & Wiper Motors)
- Dorman Compressor

### Motors

- ACDelco (New Electric Motors & Window Lift Motors/Regulators)

### Lighting & Flashers

- Sylvania
- Tridon
- ACDelco
- Grote

### Engine Management

- ACDelco
- Blue Streak
- Cardone (Vacuum & Smog Pumps)
- AMS (Flywheels)
- Dorman
- MAHLE Turbo Chargers
- Motorad Thermostats

### Exhaust

- AP Exhaust (Mufflers, Converters & Exhaust Pipes)
- Magnaflo Converters
- Dorman (Exhaust Manifolds)

### Fuel Delivery

- ACDelco (Fuel Pumps & Sending Units)
- Delphi (Fuel Pumps & Sending Units)
- Spectra Premium (Fuel Pumps, Gas Tanks & Sending Units)
- Dorman
- GB Reman (Injectors, Diesel Injection Pumps)

### Ignition Wire Sets & Plugs

- ACDelco
- NTK / NGK
- Prestolite

- Autolite
- Champion

### Oxygen Sensors

- ACDelco
- Bosch
- Blue Streak
- NTK

### HVAC & Cooling A/C Components

- ACDelco
- Cooling Depot
- Dorman

### Cooling & Heating Components

- Spectra Premium (Condensers, Radiators & Heater Cores)
- ACDelco (Condensers, Radiators & Heater Cores)
- ACDelco (Belts, Hoses & Tensioners)
- Dayco (Belts, Hoses, Tensioners & Timing Component Systems)
- ACDelco (New & Reman. Water Pumps)
- Cardone Select (New Water Pumps)
- Cardone A1 (Reman. Water Pumps)

### Body Components

- Dorman
- Cross Canada
- Pro Body Parts
- Sherwin Williams

### Batteries

- ACDelco



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\* Warranty does not cover diagnostic time or any circumstantial labour not listed in the Mitchell's Labour Guide for replacement of the defective part.

\*\* Qualifying lines subject to change based on supplier participation.

