



Service Bulletin

File in Section: 06 - Engine

Bulletin No.: 12-06-01-008

Date: October, 2012

INFORMATION

Subject: Unnecessary Flushing Services, Additive Recommendations and Proper Utilization of GM Goodwrench Maintenance Schedule to Enhance Customer Service Experience – Canada ONLY

Models: 2013 and Prior GM Passenger Cars and Trucks

Attention: This bulletin is applicable to GM of Canada Ltd. (GMCL) dealers. For dealers in the U.S., refer to the latest version of Corporate Bulletin Number 04-06-01-029.

Service is Important to You and Your Customer

General Motors of Canada Limited (GMCL) takes great pride in offering our dealerships and customers high quality vehicles that require extremely low maintenance over the life of the vehicle. This low cost of ownership builds repeat sales and offers our customers measurable economy of operation against competing vehicles. **Our goal is to make the customer experience a key driver of why customers purchase GM products and services.** Providing responsible services at the proper intervals support this goal and will help your dealership earn repeat business.

An Overview of Proper Vehicle Service

General Motors is aware that some companies are marketing tools and equipment to support various subsystem flushing procedures.* These dedicated machines plus many engine oil, cooling system, fuel system, air conditioning, and transmission flush options and steering system additives are available to the consumer. GM vehicles under normal usage do not require any additional procedures or additives beyond what is advised under the Owner's Manual maintenance schedules or the current GM Goodwrench Maintenance Schedules.

*Do not confuse machines available from Kent-Moore/SPX that are designed to aid and accelerate the process of fluid changing with these flushing machines. Additional information for General Motors maintenance recommendations is found in the "Following GM Maintenance" Video On Demand (VOD) series located in LMS.

This series consists of three modules:

- KVVCFM.011V1 - Following GM Maintenance Part 1 - Engine Oil
- KVVCFM.011V2 - Following GM Maintenance Part 2 - Brake Service
- KVVCFM.011V3 - Following GM Maintenance Part 3 - Servicing Fluids

Engine Crankcase Flushing

General Motors does not endorse or recommend engine crankcase flushing for any of its gasoline engines. Analysis of some of the aftermarket materials used for crankcase flushing indicate incompatibility with GM engine components and the potential for damage to some engine seals and bearings. Damage to engine components resulting from crankcase flushing **IS NOT COVERED** under the terms of the New Vehicle Warranty.

GM Authorized Service Information is Detailed, Descriptive and Complete

If a specific model vehicle or powertrain need is identified, GM will issue an Authorized Service Document containing a procedure and, if required, provide, make available, or require the specific use of a machine, tool or chemical to accomplish proper vehicle servicing. An example of this is fuel injector cleaning. Due to variation in fuel quality in different areas of the country, GM recognized the need for fuel injector cleaning methods on some engines, though under normal circumstances, this service is not part of the maintenance requirements.

GM published several gasoline fuel injector cleaning bulletins that fully outline the methods to be used. GM also includes GM Part Numbered solutions to accomplish proper and safe cleaning of the fuel injectors with preventative maintenance suggestions to maintain optimum performance, when appropriate. You may refer to the latest version of Corporate Bulletins 03-06-04-030 and 04-06-04-051 for additional information on this subject.

Subsystem Flushing

Flushing of air conditioning (A/C) lines, radiators, transmission coolers, and power steering systems are recognized practices to be performed after catastrophic failures or extreme corrosion when encountered in radiators. For acceptable A/C flushing concerns, refer

to the Flushing procedure in Service Information (SI). This practice is **not** required or recommended for normal service operations.

The use of external transmission fluid exchange or flush machines is **not** recommended for the automatic or manual transmission. Use of external machines to replace the fluid may affect the operation or durability of the transmission. Transmission fluid should only be replaced by draining and refilling following procedures in Service Information (SI). Refer to Automatic/Manual Transmission Fluid and Filter Replacement.

Approved Transmission Flushing Tool (Transmission Cooler Only)

The Automatic Transmission Oil Cooler Flush and Flow Test Tool is recommended for GM vehicles. Refer to Transmission Fluid Cooler Flushing and Flow Test in Service Information (SI) using the J-45096.

Our Commitment to providing Quality Service to Our Customers

Most customers appreciate and gain trust in the dealership that informs and offers them just what they need for continued trouble-free operation of their GM vehicle. Examine your service department's practices and verify that all Service Advisors and Technicians focus on providing a truly exceptional service experience through vehicle inspections and offering appropriate products at time of service. Use this opportunity to review the services you provide to your customers. Here are a few suggestions:

- Take the time required to align your dealership service practices with the new GM Simplified Maintenance Schedule. Use the new vehicle Owner's Manual maintenance schedules to create a "mirror image" in your advertising and dealer service pricing that is easily understandable to your customer. Taking advantage of this new service strategy may greatly increase your dealership service sales and customer retention while decreasing inconvenience to your customer. Fully leveraging the Customer Sales and Service Retention marketing program, your dealership website and in-Market Retail funds will help you personalize your marketing for each customer.
- Review your processes to ensure that your service team performs an Express Check-In on every vehicle visiting your service lane. Evaluate them for Oil Life remaining, interior condition, tire wear, wiper condition and windshield condition. Check engine oil and washer fluid levels and the condition of the battery and its cables. Invite your customer to join you as you inspect their vehicle. Use the Express Check-In form provided by GM to give the customer the knowledge of the results of your findings. Time permitting; further checks can be performed such as light function, OnStar OVD/

DMN activation or GMPP registration. Both DMN and GMPP enrollment will grow your customer retention.

- Use the Goodwrench Service Inspection form when completing a service maintenance inspection. Be complete in your service recommendations. Use the Goodwrench Service Inspection process to document vehicle needs. This information can be integrated into your marketing efforts to the customer. Many dealers miss the services that are needed. Focus on overlooked but required maintenance that has real benefits to the customer. Many vehicles are equipped with cabin air filters. If these filters are used beyond replacement time, they may impede airflow decreasing A/C and heating performance. Make sure these filters are part of your service recommendations if needed. Note that some of our vehicles may not have been factory equipped but will accept the filters as an accessory.
- Express the value in maintaining the finish quality of the paint on the customer's vehicle. You can offer detailing services in stages from just a wash and wax to a complete interior/exterior detailing as part of the Express Check-In process. When paired with the Goodwrench Maintenance visit, this will increase customer satisfaction and retention. When the customer picks-up their vehicle, the customer receives a visibly improved vehicle that will be a source of pride of ownership along with a vehicle that is now fully maintained. Also, reinforce the improved resale value of a completely maintained vehicle.
- Display signboards with the installed price for popular GM Accessories such as running boards and Tonneau Covers. Customers may not think to ask about these desirable items at the time of a service visit. Making them visible will help keep them top of mind for your customers and your Service Advisors.
- Finally, take advantage of your service initiatives (National Account Tire, Quarterly Marketing Incentive, Goodwrench Service Maintenance, New Smart Wax Auto Detailing Products, OnStar Vehicle Diagnostic and dealer website service leads and Dealer Marketing Association (DMA) Promotions) to provide your customers with more reasons to identify your dealership as the best place to go for parts and service.

Remember to utilize ALL of the service expertise and training you possess in your dealership to satisfy and provide a truly exceptional experience for all your customers. The local competition in your area is fierce. It's up to you and your team to exceed customer expectations every time. You have the expertise and are empowered to provide the necessary services, earn the trust of your customer and grow your business.

