

high-speed results

BY AMY LYNN SMITH

PHOTOGRAPHY BY DAN KOECK/GETTY PHOTO ASSIGNMENTS

Since joining the ACDelco Total Service Support (TSS) Program in May 2004, Bruce Micetich has been on a winning streak.

One of the first things the owner of Advance Transmission Auto Center Inc., located in Knoxville, Iowa, did after joining the program was to enter ACDelco's "Pride of the Real Car Guys" calendar contest. The lucky TSS newcomer won a spot in the 2005 calendar alongside his 1957 Chevrolet Pro Mod. Micetich's son, Jared, was a runner-up. What's more, Jared received one of the five \$3,000 ACDelco scholarships awarded in 2004 to TSS shops owners' dependents.

Micetich admits he's only been able to scratch the surface when it comes to utilizing everything the TSS Program has to offer, but adds that simply being involved has its advantages.

"I initially joined the TSS Program because I wanted to tap into the wealth of product and industry information it offers via mediums like the ACDelco TechConnect Web site and newsletter," he explains. "But being part of the program has also opened doors to ACDelco training and TSS benefits, such as the calendar and scholarship contests, that are helping me strengthen my business."



Bruce Micetich (right), shown with his son, Jared, says being part of ACDelco's TSS Program has opened doors to training and benefits that are helping him strengthen his business.

A WINNING COMBINATION

Micetich, who believes ACDelco's reputation for quality echoes his own commitment to excellence, used ACDelco parts for years prior to signing on as a TSS account.

"We're known for our quality workmanship and quality parts — it's why our customers chose us," Micetich says.

To further enhance his technicians' skills, Micetich is taking advantage of the ACDelco training available at no cost to TSS Program participants. So far, he and his team have attended ACDelco courses on air conditioning and fuel injection.

"The training helped bring us up to speed on all the latest air conditioning and fuel injection technology," he says. "We always seem to learn something new when we attend ACDelco training courses."

RACING AHEAD

Micetich says his ACDelco parts purchases are on the rise — a good indicator of a booming business. In fact, Advance Transmission purchases from Factory Motor Parts, the shop's ACDelco Warehouse Distributor, have increased by roughly 20% since Micetich joined the TSS Program.

Micetich saw business grow even more when he hosted Clint Bowyer's NASCAR® Busch® Series show car in July, attracting the attention of his entire town. ACDelco sponsored the event in recognition of Micetich's 2005 calendar contest win. "The event went over really well with our current — and potential — customers," he says. "It most definitely raised awareness for the business."

Micetich, who proudly displays ACDelco signage around his facility, believes the brand recognition will continue to bring in new customers.

"The ACDelco brand logo is highly recognized, which is why we include it in our own ads," he says. "We want everyone to know we believe in using quality ACDelco parts." ■

