



NEW LOOK. **SAME GREAT PARTS.**

We've broken down some elements of the new design of our premium portfolio of Original Equipment and aftermarket parts into three tiers:



GM GENUINE

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PREVIOUS BRANDING GM OE PARTS

Now identified by blue metallic packaging, GM Genuine Parts and ACDelco Original Equipment are the true OE parts installed during production or validated by GM, for GM vehicles – designed, engineered, and tested to rigorous standards and backed by General Motors.



GOLD

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PREVIOUS BRANDING PROFESSIONAL PARTS

Formerly referred to as our “Professional” line, ACDelco Gold parts are the high-quality alternative to OE parts, manufactured to meet GM expectations for fit, form, and function and backed by General Motors.



SILVER

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PREVIOUS BRANDING ADVANTAGE PARTS

Formerly referred to as our “Advantage” line, ACDelco Silver parts are a quality high-value option for most makes and models, backed by General Motors.

WHAT TO LOOK FOR.

Our new packaging is designed with simple visual cues that make it easy to find and select your perfect parts. We've broken down the elements of our new design below for a closer look.



GM OE FLAG

Whether GM Genuine Parts or ACDelco, an Original Equipment part can always be identified by the GM Genuine OE Flag on the package.



COLOUR

The three tiers of our premium parts portfolio can be immediately identified by the colour of the packaging—blue metallic indicates GM Original Equipment parts, gold metallic indicates ACDelco Gold parts, and silver metallic indicates ACDelco Silver parts.



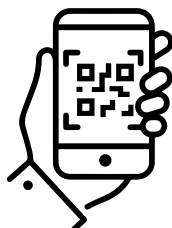
DOTS

Each tier can also be identified by the pattern of dots on the bottom-right corner of the package. Three dots indicate a GM Original Equipment part, two dots indicate an ACDelco Gold part, and one dot indicates an ACDelco Silver part.



MULTI-LANGUAGE TRANSLATION

We are a global brand, catering to people all over the world. Each of our packages includes a multi-language translation for the benefit of our customers.



QR CODE

Each package contains a QR code to easily connect you to our worldwide page—so no matter where you are, you can find the information you need.

CONTACT YOUR ACDelco PARTS SUPPLIER FOR WARRANTY AND ADDITIONAL PARTS INFORMATION.

ACDelcoCanada.com

ACDelco
Quality. It's in our DNA.