



National Car Care Month: Make it Great in 2008!

There has never been a better time to get on board the "Be Car Care Aware" (BCCA) consumer education campaign. A surefire solution to building traffic to your business is right there in front of you. Participate in the "Be Car Care Aware" campaign and celebrate National Car Care Month in April. It's never been simpler with the Car Care Council's variety of resources at your fingertips. Involvement can be as simple as offering the popular Car Care Guide to customers who visit your shop, to downloading the BCCA logo from www.carcare.org and using it on your printed materials. You could hang the available bay banner in your shop, or go all out by hosting an exciting Car Care Aware Fair, several hundred of which are held annually in April.

CAR CARE FAIR CHECKLIST

- Book highly-visible location and review Car Care Council's How-To CD/DVD.
- Post event on Event Finder* on www.carcare.org.
- Order POS starter kit, Car Care Guides, inspection forms, shirts and hats from Car Care Council at www.carcare.org.
- Confirm with local vocational technical automotive students and instructors, and review easy 41-point inspection form.
- Order snacks, balloons and giveaways for consumers.
- Set up local radio station covering the event, fire department demonstrating proper child seat installation and local volunteer group painting faces.
- Send press releases, available from CD/DVD, to local press to promote my event.

* available March 2008



www.carcare.org

Car Care Guide

*Updated with four new pages covering fuel efficiency and environmental friendliness!**

* available March 2008

National Car Care Month 2007 Results

OVERALL VEHICLE FAILURE RATES	
Year	Rate
2001	72%
2002	91%
2003	90%
2004	87%
2005	85%
2006	88%
2007	83%



Survey Says...

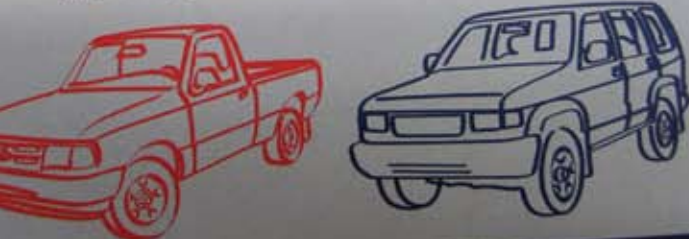
On the occasion of the campaign's fifth anniversary, AAIA commissioned a research study to determine if consumer behavior toward vehicle maintenance has changed in the past five years. Here is what was learned from the study and other data:

- Two-thirds of drivers feel they are more aware now than they were five years ago of the benefits of vehicle maintenance, with nearly everyone believing regular maintenance will increase fuel efficiency.
- Dependability, safety and fuel efficiency (key BCCA messages) are top factors influencing vehicle maintenance decisions.
- Annual unperformed vehicle maintenance has been reduced from \$62 billion to \$52 billion.
- 75 percent of consumers are choosing to better maintain their vehicle in response to rising gas prices.



CAR CARE GUIDE

Maintaining Your Vehicle for Safety, Dependability and Value



CAR CARE
MAY

Put logos on printed materials so everyone knows we're celebrating National Car Care Month!

