

## **On-Hold Messages**

### **Business-to-Business**

#### 15 SECONDS

Thank you for calling. Someone will be with you shortly. NAME OF BUSINESS is a proud supporter of the "Be Car Care Aware" consumer education campaign. We urge you to participate too. For more information, visit [www.carcare.org](http://www.carcare.org).

#### 20 SECONDS

Thank you for calling. Someone will be with you shortly. NAME OF BUSINESS is working to create awareness about the estimated \$60 billion dollars in unperformed vehicle maintenance by participating in the "Be Car Care Aware" consumer campaign. You can participate too. For more information, visit [www.carcare.org](http://www.carcare.org).

#### 25 SECONDS

Thank you for calling. Someone will be with you shortly. Our industry's new "Be Car Care Aware" consumer education campaign can help you build your business. The campaign is designed to educate consumers about the benefits of proper vehicle maintenance and repair. In addition, it will help you capture your share of an estimated \$60 billion dollars in annual unperformed vehicle maintenance. For more information on how your business can help spread the "Be Car Care Aware" message, visit [www.carcare.org](http://www.carcare.org).

#### 25 SECONDS

Thank you for calling. Someone will be with you shortly. Have you heard about the industry's new consumer education campaign? The theme, "Be Car Care Aware," appears on radio, in newspapers, literature...even on the back of trucks. By advancing the "Be Car Care Aware" message, we're helping educate consumers AND capturing a share of the estimated \$60 billion dollars in unperformed vehicle maintenance. Find out how you can help spread the word by visiting [www.carcare.org](http://www.carcare.org).

### **Business-to-Consumer**

#### 20 SECONDS

##### **January**

January brings low temperatures, which makes it a good time of year to be car care aware. Your tires lose about one pound of inflation pressure for every 10-degree drop in outside temperature. If you haven't checked your tires recently, they could be seriously under-inflated. This wastes gas and it causes premature tread wear, both of which can be hard on your wallet. Let us check your tire pressure on your next visit.

##### **February**

February is usually the coldest month of the year. Does your heater do its job on these chilly mornings? When the engine doesn't warm up the way it should, you may not be the only one that's suffering from the cold. The engine suffers, too, and the reason could be a faulty thermostat. Running too cold or too hot can damage the engine. It can hurt gas mileage, too, so be car care aware.

##### **March**

March is spring break time. Your car deserves a break, too, a "brake check." How long has it been since your brake fluid has been inspected? Do you know the braking system should be flushed and the fluid replaced periodically? Did you know that when you're out of brake fluid, you're out of brakes? Be car care aware and let us inspect your brakes on your next visit.

##### **April**

April is National Car Care Month when motorists are reminded of the benefits of taking good care of their vehicles. When a vehicle is well cared for, it is safer, more

dependable and more economical to operate. Let us check the fluids, belts and hoses, battery, tires and windshield wipers on your next visit.

### **May**

A national survey shows 89 percent of women feel service facilities treat women differently than their male counterparts. In the same report, three out of four women said *they* make the decisions about the maintenance of their vehicles. At BUSINESS NAME, everyone receives first class treatment regardless of gender. Our customers are all number one in our book!

### **June**

June is a vacation month and a good month to be car care aware. A driver's worst nightmare, especially in heavy traffic, is brake failure. It's one of the more common causes of accidents, yet it is predictable and preventable. Learn the early warning signs of brake trouble, such as a squealing or scraping sound, soft pedal action or pulling to one side.

### **July**

How annoying is a shopping cart that shakes and shimmies down the aisles of the supermarket? Probably just a wheel out of alignment. How annoying is a car that shimmies and shakes down the road? Again, probably just a wheel out of alignment...or the wheels are out of balance. Or both. Proper wheel alignment saves tires, saves gas and makes driving more enjoyable. It's why we say, be car care aware.

### **August**

That familiar slogan, "Be Car Care Aware" takes on special meaning when applied to the vehicle's numerous fluids, five of which you should check or have checked regularly. These are brake fluid, engine oil, transmission fluid, antifreeze coolant and windshield washer fluid. They're easy to check or, if you prefer, we'll do it for you. We're car care aware and you should be, too.

### **September**

Part of taking care of your vehicle is keeping good belts and hoses on your car. If the serpentine belt under your hood fails, you lose power steering, air conditioning, the alternator, the water pump and more. If a radiator hose fails, the engine overheats and could self-destruct. Be car care aware and let us perform a close inspection of belts and hoses.

### **October**

October is Fall Car Care Month and a good month for preparing for that first cold snap. How's your battery? Has your antifreeze been checked? Are the fuel and ignition systems up to snuff? Is there plenty of tread on the tires? We're here to help you and your car get ready for winter now.

### **November**

November is a good month to be car care aware. Driving safety and good visibility go hand-and-hand. Now that it's getting dark so early, motorists need to be especially cautious. Burned out headlights or inoperative brake lights or turn signals are accidents waiting to happen. Smearing, chattering windshield wipers are also dangerous. Let us check your lights and wipers on your next visit.

### **December**

December is holiday time. Are you planning a trip over the river and through the woods? You may go nowhere if your battery has lost its punch. A strong battery at 80 degrees will have lost half of its power when the thermometer dips at zero. Be car care aware...let us check your battery and electrical system so your holiday trip doesn't turn out to be a disaster.