

Car Care Guides Top Best-Seller List



"The Car Care Guide is the ideal product to deliver consumer education because it not only serves as a reference guide for motorists but it's something technicians, service advisors and counterparts can reference at the point of sale that offers their customers credible, practical advice from a third-party source."

Jay Burkhart, Chairman, Car Care Council Executive Board and Vice President, Global Marketing, Federal-Mogul

Feedback from consumers, the aftermarket and the media to the new Car Care Guide has exceeded all expectations. With more than two million copies printed and in distribution so far, the guides are clearly the most successful consumer education initiative of the Car Care Council.

More than 1,377,000 copies have been customized by aftermarket companies, including the Aftermarket Auto Parts Alliance, Inc., NAPA, Meineke, National Pronto, Automotive Distribution Network, CARQUEST and NASCAR/Goodyear Gemini. A recent article about the Car Care Guide in *PARADE*, America's most widely-read magazine, reaching 74 million readers through 380 newspapers, generated thousands of requests from individual consumers.

At press time, more than 9,700 individual copies have been requested, and bulk copies ordered by repair shops, retailers and other groups total 220,000. More than 11,000 copies have been donated to schools, non-profit organizations and charitable programs. The guide has also been translated into French, English metric and Spanish.

For more information, visit www.carcare.org or call 240-333-1088. ■

"I received the Car Care Guides and they are great. I bought them sight unseen thinking they were a four- or five-page pamphlet. These guides are so much better than expected. I put them in my waiting area for customers to take and also in each new customer's car. My customers really like the information in them and the log in the back. I will be ordering more so I will always have some on-hand." *Mickey Corbin, Mickey Automotive*

"It's official now. The 'Teenage Drivers Course' is now being added to the session list for 4H Exploration Days. I want to thank you again for the Car Care Guides that were donated for this cause."

Mike Forton, Automotive Instructor, Lake Leelanau, Mich.



"I want to thank you for your donation of the Car Care Guides. The Vehicles for Change (VFC) recipients are typically single mothers with two or more children. These manuals assist them in maintaining their car properly. It also allows them some peace of mind that they have a reference manual if a problem occurs."

Martin Schwartz, President, Vehicles for Change

"Sears is very impressed with the Car Care Council's Car Care Guide. We have great expectations for the distribution of the guides in our automotive events that we modeled after our Home Appliance Check-up Day. Technicians from our own automotive centers were on hand in the store to answer basic car care questions and hand out the guides. We received a positive response from our customers on this test."

Kevin Carr, Vice President, Sales & Operations, Sears Automotive

Intelligence Report

By Lyric Wallwork Wink

[Hot Topic]

[Sunday Freebie]

Cars & Care

Your car wasn't built for the way you probably drive: Stop-and-go traffic, heavy loads and short trips are hard on today's autos. A spot-check across America last year found that nine out of 10 cars needed parts or service. The Car Care Council is offering a free guide that explains each vehicle system and walks you through the maintenance and repairs you're likely to need. For a copy, go to carcare.org.

all information on the issue... because the National Security Agency requested it and because there was a compelling legal case.

[Sunday Freebie]
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"I saw the guide mentioned on the *Two Guys Garage* television show and ordered 50 copies for auto shop students at Enterprise (Alabama) high school that was recently hit by a tornado and is now considered a total loss. The shop is destroyed and all the text books are gone. I hoped your guide would be a nice supplement in the meantime that each student could read and keep. The guides may end up being a primary reference book for a period of time. *Richard Todd, Enterprise, Ala.*



NASCAR Angels TV show hosts Rusty Wallace and Shannon Wiseman will promote the Car Care Guides in every episode during National Car Care Month in April.

"We have the Car Care Guides in our service department and in our parts store. Customers are always surprised that something that looks so professional is free. Because they are published by a recognized name, it is a more credible source of information than it would be if we would have produced something ourselves. It will help our service writers in the selling process as a customer can check the guide to see if he 'really needs to be doing' what our service writer is recommending."

Brenda Gelowitz, CA, Controller, Auto Electric Service Ltd., Regina, Saskatchewan, Canada