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Car Care Council Partners With Alliance to Save Energy

Drive Smarter Challenge Reinforces Be Car Care Aware Campaign

BETHESDA, MD – April 29, 2008 – In a move to strengthen the urgent call-to-action to consumers that vehicle maintenance will improve gas mileage, the Car Care Council today announced that it has partnered with the Alliance to Save Energy, The Wal-Mart Foundation and more than a dozen other companies and organizations to help promote their new “*Drive Smarter Challenge*” as part of the “Be Car Care Aware” consumer education campaign.

The “*Drive Smarter Challenge*” campaign, which will be launched May 20, reinforces the on-going activities of the Car Care Council by educating and inspiring Americans to increase the efficiency of their cars. The alliance is a non-profit coalition of business, government, environmental and consumer leaders who promote the efficient and clean use of energy worldwide to benefit the environment, the economy and national security.

“While consumers can do nothing to control rising gas prices, they can take control of how much gas they use; and one of the best and most cost-effective ways is through regular vehicle maintenance that results in more miles to the gallon,” said Rich White, executive director, Car Care Council. “We need to drive home this message as often and from every direction possible. Our partnership with the Alliance to Save Energy and its new ‘*Drive Smarter Challenge*’ will significantly multiply message delivery for both organizations.”

“We enthusiastically welcome the Car Care Council as a partner in the timely *Drive Smarter Challenge* campaign, whose messages and goals mesh so well with those of the council’s ongoing ‘Be Car Care Aware’ campaign,” said Alliance president Kateri Callahan. “We are confident that both campaigns will be furthered by our partnership. And as we enter the summer driving season at this time of spiraling gas prices, it’s essential to convey to drivers that simple yet effective car maintenance measures, combined with fuel-efficient driving habits such as sticking to the speed limit, will mean fewer costly trips to the pump.”

The Car Care Council is the source of information for the “Be Car Care Aware” consumer education campaign promoting the benefits of regular vehicle care, maintenance and repair to consumers. For a copy of the council’s Car Care Guide or for more information, visit www.carcare.org.

For more information on the Drive Smarter Challenge and the Alliance to Save Energy contact Ronnie Kweller at 202-530-2229 or at rkweller@ase.org.

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