



January 5, 2009- Car Care Council Launches Digital Version of Car Care Guide

Reaches Online Audience about Preventive Maintenance Practices

BETHESDA, MD – Jan. 5, 2009 – The Car Care Council has launched a digital version of its popular Car Care Guide that can be easily accessed through the council's Web site at www.carcare.org and the direct link <http://www.nxtbook.com/nxtbooks/mercury/carcareguide/>.

"The digital version of the Car Care Guide serves as a quick, online reference for consumers to find preventive maintenance information," said Rich White, executive director, Car Care Council. "The Car Care Guide has been a huge success since it was first introduced in 2006. We've since printed more than two million copies of the booklet. During this past year because consumers were hanging onto their vehicles and looking for fuel efficiency advice, we saw a huge increase in the number of requests for the guide from individual consumers. By creating and offering an online version the council will not only save considerable money on postage and handling, but we can reach a much larger audience of vehicle owners."

The Car Care Guide was designed with two purposes in mind: one to promote and provide information to motorists through the consumer media and the Web site; two, to respond to requests from repair shop owners and parts store counterpersons for credible third-party vehicle maintenance information for use at the point-of-sale with customers.

The Car Care Guide uses easy-to-understand everyday language, instead of technical automotive jargon, and fits easily in a glove box. The guide covers the most common preventive maintenance occasions and procedures that need to be performed to keep cars safe, dependable and efficient. It also includes descriptions of 12 major vehicle systems and parts, and a list of questions to ask when maintenance or repair procedures are being done on a car. A Car Care Checklist reminds motorists what vehicle systems need to be maintained and when service or repair should be performed.

New sections on Fuel Economy and Environmental Awareness have been added to the Car Care Guide to show consumers how to get better gas mileage and make their vehicle environmentally friendly.