



*Be Car Care Aware*<sup>®</sup>

*Celebrating Success*

# *Be Car Care Aware*

Delivering Measurable Results for Motorists and the Aftermarket

## *Is Five Years Old*

**IN** just five years, the "Be Car Care Aware" campaign has catapulted from a big idea and a cool logo to a highly successful and popular consumer education program. Through widespread industry support and collaboration, and being spearheaded and funded by AAIA, it has established itself as a credible third party source of solid information on vehicle maintenance for the consumer media and motorists. And it is empowering the aftermarket with valuable tools and resources to communicate with consumers at the point of sale.

Have we moved the needle?  
Are we making a difference?  
Can we measure its success?

**Yes!**

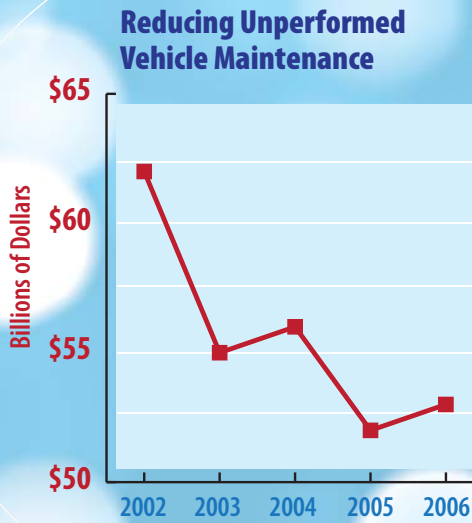
**Here's what a public relations campaign with a budget of \$400,000 has accomplished since 2002:**

- Contributed to reducing annual unperformed vehicle maintenance from \$62 billion to \$53 billion.
- Played a role in reducing failure rates of vehicles inspected during Car Care Months from 91 percent to 80 percent.
- Increased monthly visitors to [www.carcare.org](http://www.carcare.org) from 55,000 to 155,000.
- Positioned itself as the number one Web site for car care on Google, AOL, Yahoo, MSN and all other major Internet search engines.
- Increased media publicity value every year to \$15 million in 2006.

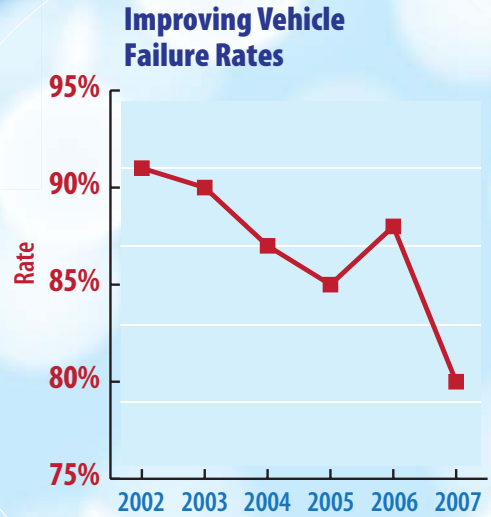
Recently, AAIA and the Car Care Council commissioned Opinion Research Corporation to survey consumers about their interest level and behavior regarding vehicle maintenance with comparisons to five years ago. The results clearly validated consumer education efforts over this period, showing that 67 percent said they were more aware of the benefits of vehicle maintenance now than they were five years ago.

Additionally, survey respondents placed more importance on their vehicle's dependability, safety and fuel economy than five years ago. The council's messages on gas saving tips seemed to be resonating among the motoring public as 75 percent of those surveyed report they are maintaining their vehicle better because of rising gas prices. ■

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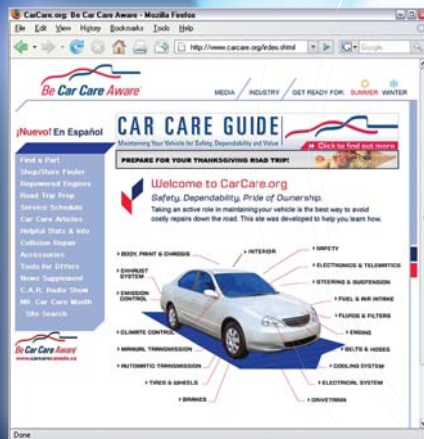


Source: MEMA

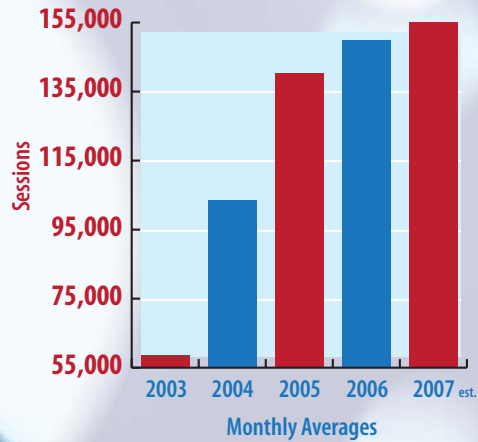


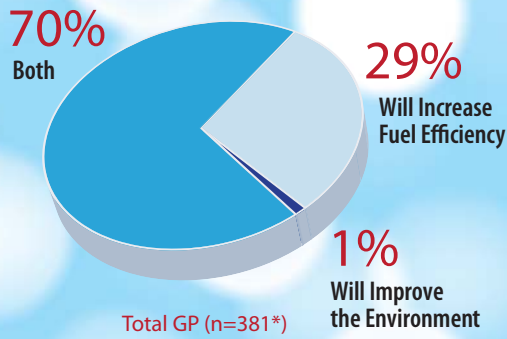
Results of vehicle check-up events during Car Care Months.

## www.carcare.org The "Go To" Place

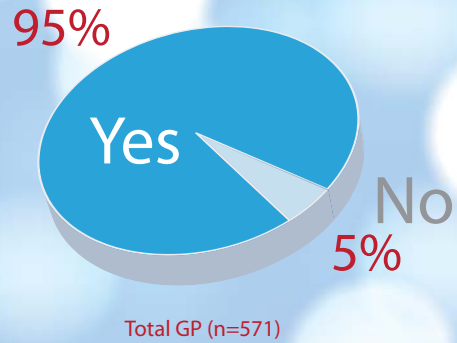


Consumer, media, industry visitors

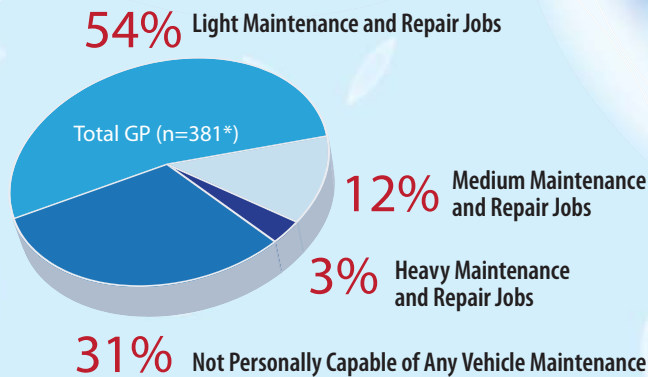




Are you more aware of the benefits of regular vehicle maintenance now than you were five years ago because you believe better maintenance will...?



Are you aware that by not following the recommendations for vehicle maintenance as described in your vehicle's owner manual this may result in under-performance from your vehicle in terms of the miles per gallon you get with each tank of gas?



Which of the following best describes your ability when it comes to working on your vehicle? Would you say you are personally capable of performing...?

**#1 Web Site**

**Google™**

**YAHOO!®**

**msn®**

**AOL**



**www.carcare.org is the #1 Web site for car care information on all major Internet search engines.**