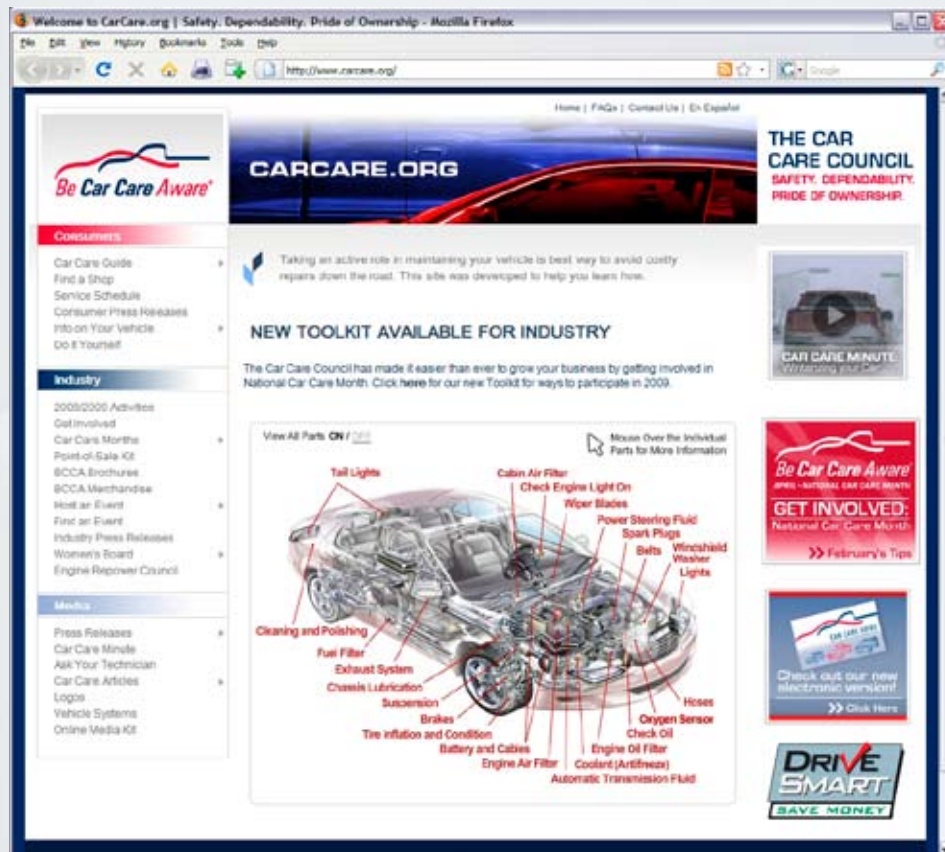


“Be Car Care Aware”



JANUARY - DECEMBER 2009

Aggressively Pushing Vehicle Maintenance Message to Consumers



The Car Care Council's redesigned Web site, www.carcare.org.



Lauren Fix, The Car Coach, on CNBC in December 2008.



Extra, Extra: 2008 Executive Summary

2008 was the busiest, most effective and productive year ever for the Car Care Council (CCC) and its “Be Car Care Aware” (BCCA) consumer education campaign, working on behalf of the automotive aftermarket industry. Record high gas prices and shrinking disposable income drove strong interest from consumers and the media for information on how vehicle maintenance could improve gas mileage and save money overall.

The council, with its reputation as a respected and credible third-party information source on vehicle maintenance and care, was well positioned to aggressively push the aftermarket message and respond to wildly changing economic factors and corresponding consumer behavior trends. Whether extolling the advantages of driving vs. flying on vacations, or detailing the cost benefits of keeping a vehicle rather than buying a new one, or simply how better maintenance

saves money at the gas pump, the “Be Car Care Aware” campaign delivered timely and topical tips and information to motorists via a consumer media hungry for content. At the same time, the council – through funding and direction from the Automotive Aftermarket Industry Association (AAIA) – provided the marketing and promotional materials to repair shops and parts stores to educate customers at the point of purchase.

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“BCCA” Media Coverage at All-Time High

As a result of frequent press releases, letters to the editor, media interviews and Web site visitors, the campaign touched the motoring public hundreds of millions of times. Here's a sampling of the media publicity generated:

- CCC stories featured nationally on *CBS Early Show*, *Today Show*, *CBS Evening News*, *Fox News*, *CNBC* and *CBS Up-to-the-Minute*.
- More than 200 local television news stories throughout the country.
- More than 180 radio interviews reaching audiences coast-to-coast.
- Letters to the editor focusing on fuel efficiency through vehicle maintenance have appeared in more than 100 newspapers.
- Print stories and interviews appeared in thousands of major dailies, local papers and magazines, including: *Associated Press*, *Convenience Store News*, *Baltimore Examiner*, *Detroit*

Free Press, *New York Daily News*, *Christian Science Monitor*, *Boston Herald*, *Washington Post*, *Chicago Tribune*, *Florida Today*, *SmartMoney*, *AARP*, *Houston Chronicle*.

- Audience of “Be Car Care Aware” syndicated stories topped 760 million.
- Award-winning radio and print stories entitled *Put the Brakes on Soaring Gas Prices*, *Hot Weather the Cause of Battery Trouble*, *When Your Car Says Wash Me Please* and *Going Green*.
- Web stories appearing in business and financial Web sites, including: *ABCNews.com*, *Investors Business Daily*, *YahooNews*, *Popular Mechanics*, *CNN Money*, *MSNBC.com*, *Fidelity*, *Auto Spectator*, *Forbes.com*, *Reuters*, *Car & Driver*, *Auto Channel*, plus numerous television station sites throughout the country.
- Increased coverage of BCCA stories in the blogosphere.

“Big Steps for BCCA”

In addition to traditional media outreach techniques, a number of new tactics were introduced in 2008:

- Produced 12 car care video minutes for use on Web site and for repair shops and store use.
- Fuel economy and environmental sections were added to popular Car Care Guides.
- Digital version of the Car Care Guide posted on www.carcare.org.
- Redesigned the council's Web site.
- Partnered with the Alliance to Save Energy to reach more consumers with vehicle maintenance fuel efficiency message.
- Haynes Manuals provided basic DIY content and video for Web site.
- The Car Care Council earned two international MarCom awards for the Car Care Guide and its newly-redesigned Web site.

2008 BCCA Letters to the Editor

- January 2008, *Better Late Than Never When it Comes to Winterizing Your Car*
- April 2008, *April is National Car Care Month: A Good Time to Take Control of Your Gas Expenses*
- June 2008, *Traditional Summer Family Vehicle Vacation by Car Better Deal than Flying, Saves \$1,000*
- July 2008, *How to Tell if Flood Water has Damaged Your Car*
- July 2008, *Soot and Smoke from Wildfire can be a Serious Concern for Vehicles and Passengers*
- August 2008, *Presidential Candidates Promote Vehicle Maintenance on Campaign Trail*
- October 2008, *Drive Smart and Save Money: Simple Tips Can Add Up to Serious Savings*
- November 2008, *Airlines Drastically Cut Number of Flights; Holiday Travel by Car Saves Money, Headaches*

Consumer Education Drives Greater DIFM-DIY Traffic in Tough Economy

Sunny 2009 Forecast for "Be Car Care Aware"



Never has the aftermarket industry's need been greater for consumer education about the benefits of regular vehicle maintenance, care and repair than in 2009. New vehicle sales are plummeting. Thousands of car dealers are closing their doors and bays. Gasoline costs are lower but will go higher. Consumers have less disposable income to spend and are holding on tight to what they do have.

Each of these economic and consumer behavior factors are converging to position the independent aftermarket to capture a greater share of DIFM vehicle service and repair business and DIY parts sales. 2009 is the year to reinforce the benefits of proper vehicle maintenance for better fuel economy, extending vehicle life, protecting the environment, improving safety and showcasing the convenience, affordability, technical expertise and customer service of local independent businesses.

Community News: Reaching Out to Repair Shops

In 2009, the council has made it a priority to aggressively engage repair shops and parts stores in the "Be Car Care Aware" campaign as better communicators to their customers with specific emphasis on involvement in Car Care Events. While National Car Care Month in April is a nationwide celebration, the events are all local. A new "community car care" focus will be developed.



The 2009 National Car Care Month Toolkit is available at www.carcareindustry.com

All the Right Tools

Consumers are conscious of every penny these days, so it is the perfect time to show them just how much money they can save with proper vehicle maintenance. National Car Care Month is the perfect time to reach out to existing and new customers and it doesn't need to take more than a few minutes to get involved. The National Car Care Month Toolkit is now available for the industry, full of innovative and simple ways to get involved in the "Be Car Care Aware" campaign.

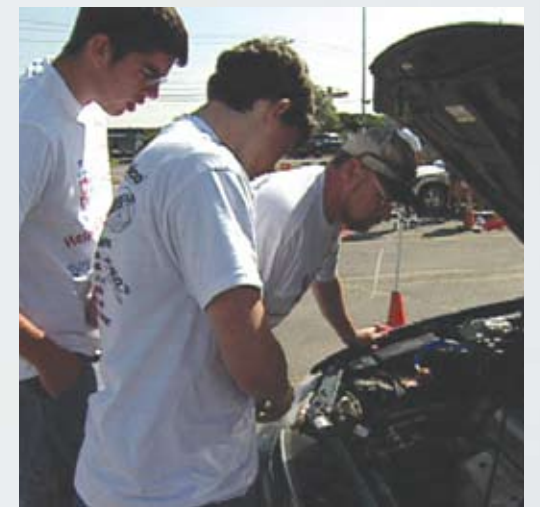
Campaign Sets 2009 Agenda



More than 700 events, in 12 states nationwide, were held in 2008.

In addition to expanding on-going public relations and media outreach reported in the 2008 report, the Car Care Council has created and will implement a number of new and exciting initiatives in 2009. Here's a sampling of what's planned:

- Aggressive outreach to repair shops and parts stores to encourage greater participation in Car Care Months and in the overall "Be Car Care Aware" campaign.
- Create and distribute quarterly "Toolkits" for repair shops and parts stores with timely/topical/seasonal marketing materials for local customer and media communications and marketing.
- Considering plans for a "Car Care Fair" exhibit at AAPEX in Las Vegas in November. The exhibit would take the campaign to the industry, showcasing Car Care Months and car clinic how-to demos, displays of promotional and marketing materials, and more.
- Enter the world of social networking by creating Car Care Council Facebook page to reach more consumers.
- Expand basic DIY content on the Web site.
- Produce more video Car Care Minutes.
- Engage distributors and program groups to help customers and shop members increase traffic using consumer education materials.
- Urge state aftermarket associations to involve member repair shops to get involved in year-round consumer education and community car care events.
- Deliver monthly easy-to-execute "getting involved" tips for the industry.
- Post timely/topical/seasonal weekly consumer car care tips on Web site home page.



OVERALL VEHICLE FAILURE RATES	
YEAR	RATE
2001	72%
2002	91%
2003	90%
2004	87%
2005	85%
2006	88%
2007	80%
2008	80%

2008: Inspection lane analysis.



Monthly tips for getting involved are on the new Web site.