



NEWS RELEASE
For Immediate Release
(301) 654-6664

For more information, contact:
Rich White
rich.white@aftermarket.org

Sonia Wisniewski
(312) 768-7358
swisniewski@maxmarketing.com

Car Care Council Now on Facebook

BETHESDA, MD – January 15, 2009 – The Car Care Council has turned to social networking as another means to educate drivers about the benefits of caring for their vehicles. By signing up to become a fan of the Car Care Council on Facebook, motorists can receive a wealth of information on such topics as how investing a little now to keep their vehicle in safe working order can save a lot of money in the long run.

“Through Facebook, we are able to reach younger motorists who regularly communicate through social networking sites,” said Rich White, executive director of the Car Care Council. “In addition, we are reaching an even greater audience of vehicle owners of all ages who are interested in protecting their investment. Now, more than ever, car owners will benefit from adding years of reliable life to their vehicles, saving the cost of new car payments and higher insurance rates.”

Fans of the Car Care Council will receive timely, relevant information to help them best care for their vehicles. They can view monthly Car Care Minute videos, order a free copy of the popular Car Care Guide and find a repair shop or auto parts store nearest to them. In addition, during these tough economic times, the Car Care Council will share ways to drive smart and save money.

To become a fan of the Car Care Council on Facebook, log onto www.facebook.com go to <http://www.facebook.com/home.php?#/pages/Car-Care-Council/39529046714> or search the site for the Car Care Council. For those who are not currently enrolled on Facebook, the sign up process is quick and easy.

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.

###