



*Be Car Care Aware™*

# *Aftermarket Collaboration*

EDUCATING THE CONSUMER

# 36 Months in 36 Minutes

- Conceptualization
- Research
- Creation
- Implementation
- Year One Successes
- Measurement
- National Car Care Month
- OTC/BCCA Synergies

# Campaign Snapshot

- Integrated marketing and PR consumer education campaign about benefits of regular vehicle care, maintenance and repair.
- Spearheaded by the Automotive Aftermarket Industry Association.
- Car Care Council serves as brand and messaging source.

# The Objectives

- Drive customers to stores and bays.
- Increase aftermarket sales.
- Capture a share of unperformed maintenance
- Speak as a single unified voice to consumers on behalf of the industry
- Help: Clean the air
  - Improve safety
  - Conserve energy

# Phase I: Research

AAIA set forth on an initiative to determine the viability of conducting a consumer education campaign to expand the aftermarket.

## Sponsors:

- AutoZone
- NAPA
- CSK
- CARQUEST
- Advance Auto Parts
- The Pep Boys

# Key Findings

- Consumers have a potential emotion receptivity toward increased vehicle care and maintenance
- Consumers can be enabled to develop a more positive attitude toward the need for increased usage of aftermarket products and services
- It is likely that an increased positive attitude can be translated into action and increased sales

# Key Findings

- The most important motivates for vehicle care and maintenance were:
  - Safety
  - Dependability
  - Pride of ownership/ROI
- Neither males or females feel that environmental issues were their responsibility
- Research results indicated an opportunity to influence consumers' attitudes toward vehicle care and maintenance
- AAIA decided to pursue the next phase on behalf of members and the industry

# Phase II: Creating the Campaign

- Established workgroup of industry marketing/PR experts
- Conducted consumer research to create theme and logo
- Joined forces with Car Car Council
- Built and launched [www.carcare.org](http://www.carcare.org)
- Created strategic marketing/PR plans



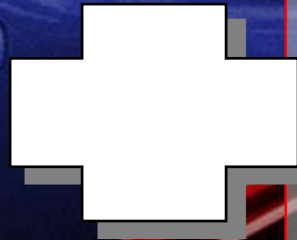
# Phase II

- Moved National Car Care Month to April
- Created vehicle service interval schedule
- Educate and engage industry – internal PR
- Established alliances and endorsements:
  - Industry trade associations
  - Consumer organizations
  - Government and regulatory agencies

# Campaign Structure

Marketing/PR  
Campaign

Car Care Council



Advertising

Industry

# Service Interval Schedule<sup>®</sup>

## Check Monthly

Check Engine Light On  
Cleaning  
Lights  
Tire Inflation and Condition  
Windshield Washer Fluid

## Check every 3 months/ 3,000 miles

Automatic Transmission Fluid  
Battery and Cables  
Belts  
Check Engine Light On  
Engine Air Filter  
Engine Oil and Filter  
Exhaust  
Fuel Filter  
Hoses  
Lights  
Power Steering Fluid  
Tire Inflation and Condition  
Windshield Washer Fluid

## Check every 6 months/ 6,000 miles

Automatic Transmission Fluid  
Battery and Cables  
Belts  
Chassis Lubrication  
Check Engine Light On  
Polish  
Engine Air Filter  
Engine Oil and Filter  
Exhaust  
Fuel Filter  
Hoses  
Lights  
Power Steering Fluid  
Tire Inflation and Condition  
Windshield Washer Fluid  
Wiper Blades

## Check every 9 months/ 9,000 miles

Automatic Transmission Fluid  
Battery and Cables  
Belts  
Check Engine Light On  
Engine Air Filter  
Engine Oil and Filter  
Exhaust  
Fuel Filter  
Hoses  
Lights  
Power Steering Fluid  
Tire Inflation and Condition  
Windshield Washer Fluid

## Check every 12 months/ 12,000 miles

Automatic Transmission Fluid  
Battery and Cables  
Belts  
Brakes  
Cabin Air Filter  
Chassis Lubrication  
Check Engine Light On  
Polish  
Coolant (Antifreeze)  
Engine Air Filter  
Engine Oil and Filter  
Exhaust  
Fuel Filter  
Hoses  
Lights  
Power Steering Fluid  
Steering and Suspension  
Tire Inflation and Condition  
Windshield Washer Fluid  
Wiper Blades

\*The Car Care Aware has developed a service interval schedule to provide general guidelines for the type or make of your car. Cars of make, make and year, however, are listed based on a mileage every 3,000 miles, an average recommendation for the make of your car. Always use correct service intervals. Always consult your vehicle's owner's manual for specific recommended times by the car maker.

## Vehicle System/Component Service Notes

### Automatic Transmission Fluid

Check fluid level with engine running and transmission in park. If low, add the type of automatic transmission fluid specified in the owner's manual and/or on dipstick. For maximum performance, change every two years or 24,000 miles, or as directed in owner's manual.

### Battery and Cables

Battery should be securely mounted. Battery connection should be clean, tight and corrosion free. If the battery is three years old or more, it should be tested and replaced if necessary.

### Belts

Check V-belts and serpentine belts for looseness and condition. Replace when cracked, frayed, glazed or showing signs of excessive wear. Replace timing belt per interval specified in owner's manual. Typically this is 60,000 to 90,000 miles. Not replacing the belt as required could cause a breakdown or serious engine damage.

### Brakes

Check the entire brake system every year, including brake linings, rotors and drums.

### Cabin Air Filter

Replace annually, or more often in areas with heavy air or air contaminants or whenever heating or cooling efficiency is reduced.

### Chassis Lubrication

Many newer cars are labeled for life; some still require this service. Check owner's manual. Replacement steering and suspension components may require periodic lubrication.

### Check Engine Light On

If light comes on while driving or remains on, your vehicle may have an emissions or sensor problem and should be analyzed. If light flashes, the condition is more severe and must be checked immediately to prevent catalytic converter damage.

### Cleaning & Polishing

To prevent stripping the vehicle's wax finish, use only automotive car wash products, not dishwashing liquids. Polish at least twice a year to maintain and protect the finish.

### Coolant (Antifreeze)

Check level at reservoir. Never open a hot radiator cap. If low, add 50/50 mix of approved antifreeze and distilled water. Change coolant annually on most vehicles.

### Engine Air Filter

Inspect filter at each oil change. Replace annually or when leaking, torn, water or oil soaked, dirty or showing other signs of wear.

### Engine Oil and Filter

Check level with engine off at every fill up. For maximum engine life, change oil and filter every three months or 3,000 miles or as directed in your owner's manual. Use specified oil grade and weight.

### Exhaust

Inspect for leaks, damage and broken supports or hangers if there is an unusual noise. Exhaust leaks can be dangerous and must be corrected without delay.

### Fuel Filter

Inspect filter at each oil change. Replace if restricted or water contaminated or once a year on cars with carburetors. On cars with fuel injection, replace filter every two years or 24,000 miles.

### Hoses

Inspect hoses at each oil change and replace when leaking, brittle, cracked, rusted, swollen or restricted.

### Lights

Replace bulb immediately if light is out. Check fuses first.

### Power Steering Fluid

Check the fluid with the car warmed up. Add correct type of fluid if low. If frequent topping off is required, inspect for leaks and replace if contaminated.

### Steering and Suspension

Inspect system annually, including shock absorbers, struts and chassis parts, such as ball joints, tie rod ends and other related components. Replace if leaks, damage and loose mounting hardware are found. Symptoms of worn suspension include uneven tire wear and excessive bouncing after bumps.

### Tire Inflation and Condition

Check the pressure of all tires, including the spare, at every oil change. Check the tread for uneven or irregular wear and cuts or bruises along the sidewalls. Inflate tires and maintain at recommended pressure. Replace tires if worn or damaged.

### Windshield Washer Fluid

Check fluid level monthly. Some vehicles have two reservoirs. Do not use water. Use washer fluid only.

### Wiper Blades

Replace every six months or when cracked, cut, torn, streaking or chattering.

**Service Interval Schedule**

Check Interval	Check every 1,000 miles	Check every 2,000 miles	Check every 3,000 miles	Check every 4,000 miles	Check every 5,000 miles	Check every 6,000 miles	Check every 7,000 miles	Check every 8,000 miles	Check every 9,000 miles	Check every 10,000 miles	Check every 12,000 miles	Check every 15,000 miles	Check every 18,000 miles	Check every 20,000 miles	Check every 24,000 miles	Check every 30,000 miles	Check every 36,000 miles	Check every 48,000 miles	Check every 60,000 miles
Oil and Filter	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Engine Air Filter	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Transmission Fluid	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Brake Fluid	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Power Steering Fluid	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Wash and Wax	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Check Tire Pressure and Rotation	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Check Battery	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Check Belts and Hoses	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Check Coolant Level	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Check Spark Plugs	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Check Brake Pads and Shoes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Check Suspension	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Check Steering	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Check Exhaust	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Check Fluid Levels	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Check for Leaks	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Check for Rust	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Check for Damage	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

**HAVE YOUR VEHICLE INSPECTED FOR SAFETY**

**Be Car Care Aware**



**April is National Car Care Month**



**Be Car Care Aware**

**April is National Car Care Month**

www.carcare.org

**Be Car Care Aware**

**Be Car Care Aware**



# Achieving Industry Buy-in/Ownership



- Inform and educate.
- Encourage participation.
- Reinforce industry-wide initiative.
- Inclusive, not exclusive.
- Sponsorship opportunities.

# Industry Public Relations

- Trade-media publicity.
- AAIA publications and Web site.
- Trade-association publications.
- Speeches, meetings and presentations.

# Coalition Building

Establish strategic alliances and endorsements:

- Industry and non-industry
- Corporations and non-profits
- Automotive trade associations
- Consumer membership organizations
- Government and regulatory agencies

# Industry Alliances

- ASAAA
- MAP
- AWDA
- ASC
- MACS
- MEMA
- AASA
- ASPA
- AASP-PA
- AIA Canada
- ASE
- ACC
- RMA
- ASA
- CAWA
- ASC of California
- NYSAAA
- APRC
- NYSAAA



# Consumer Organizations

- American Association of Retired Persons
- American Automobile Association
- Mothers Against Drunk Driving
- Girl Scouts of America

# Legislative and Regulatory Synergies



Partner with federal and state governments to support vehicle maintenance as a way to meet fuel economy, emissions and safety goals.

In cooperation with:

Environmental Protection Agency

National Highway Traffic Safety Admin.

# What We've Learned

- Consumers are interested.
- Media is hungry.
- Industry wants to participate.
- It's working.

*...and we can prove it!*



Be Car Care Aware  
APRIL - NATIONAL CAR CARE MONTH

APRIL  
is National Car Care Month



www.carcare.org

CAR CARE COUNCIL

Be Car Care Aware™

carcare.org  
carcare.org  
promoting proper vehicle care and maintenance  
promoting proper vehicle care and maintenance

# Established Car Care Council Advisory Board

- Car Care Council Advisory Board
  - 5 to 7 members
  - Jay Burkhart, chair
  - Provide leadership platform
  - Encourage industry participation and support
  - Assist CCC professionals
  - Provide strategic vision, direction, counsel
  - Assist with fund-raising
  - Advise on budget and finance matters

# International Campaign



***Mon auto, j'en prends soin***™

# Canadian Campaign

- Spearheaded by AIA Canada
- September campaign launch
- Key messages
  - Safety and dependability
  - Benefits to the environment
  - Savings – pride of ownership
- May – National Car Care Month
- October – Car Safety Month

# Portugal



International Federation of  
Automotive Aftermarket Distributors (FIGIEFA)



# Media Outreach

Dramatic increase in media awareness and use of car care information.

- 80 percent usage of radio news release (3000 radio stations)
- 20 television interviews in top 25 markets
- Five national television interviews

# Media Outreach

- 152 percent increase in media downloads of newspaper supplement articles
- 45 TV station broadcasts of VNR
- Online media kit registrations
  - 838 over three month period in 2003
  - 3000 in one month in 2004
- 6000 newspaper articles – 135 million readers

# New Brochure



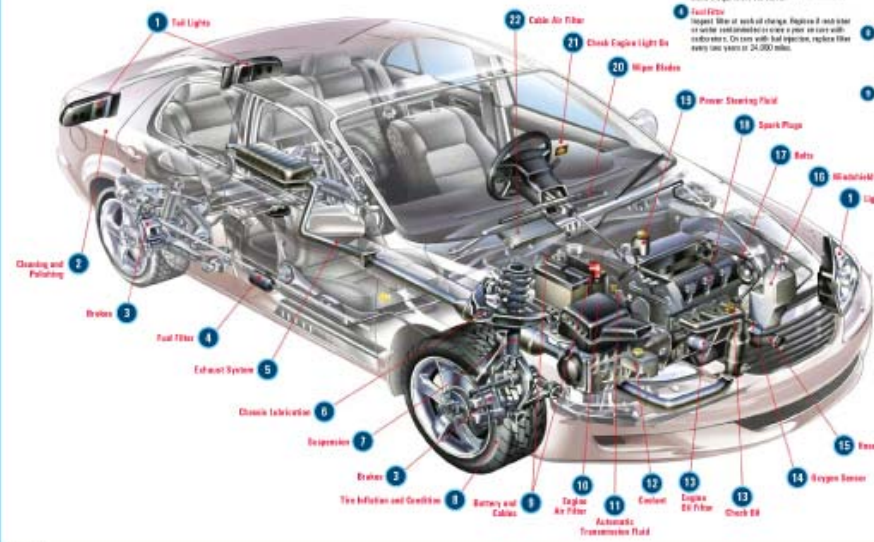
## Be Car Care Aware



[www.carcare.org](http://www.carcare.org)



### Vehicle System/Component Service Notes



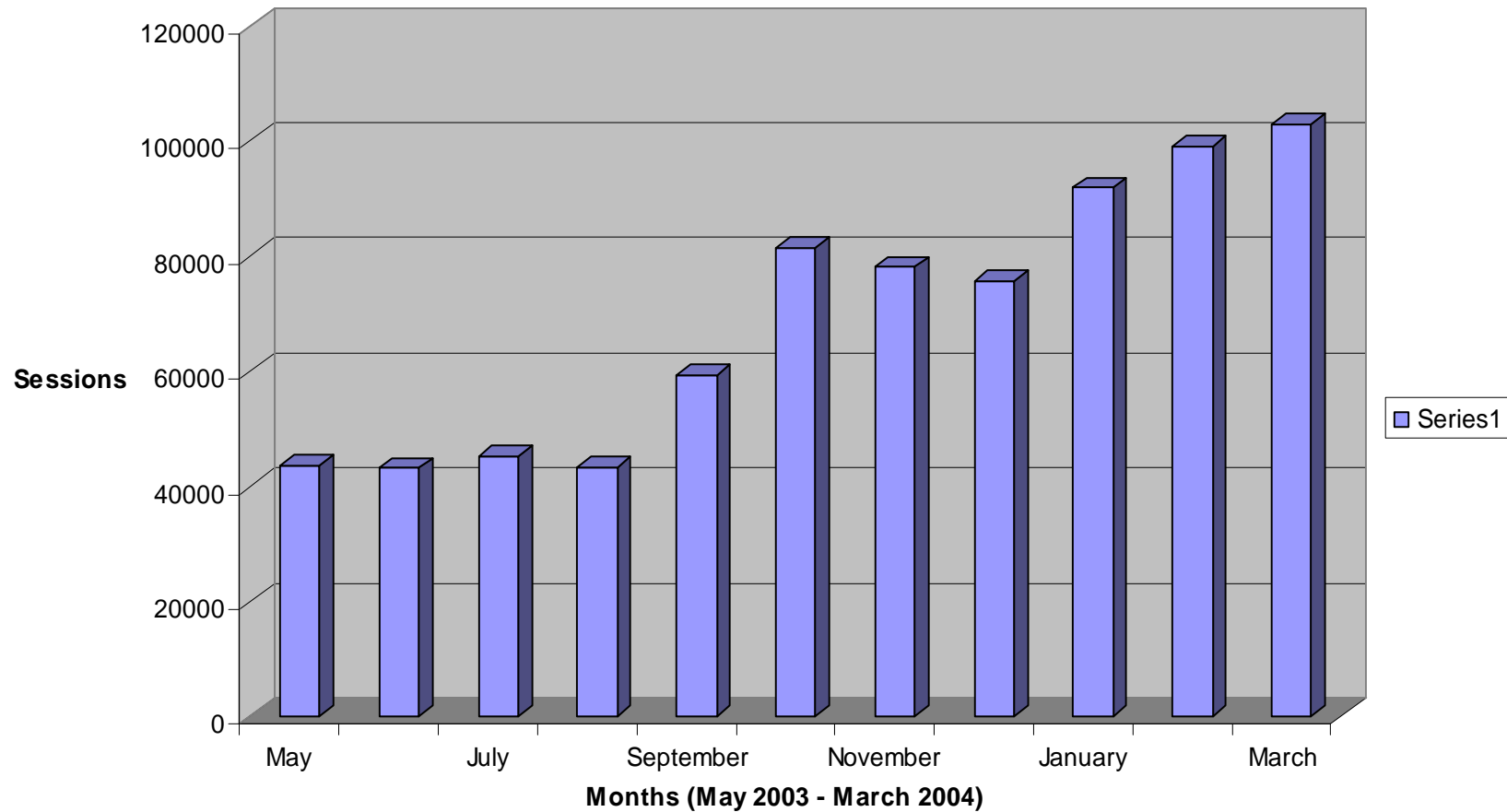
- 1 Lights**  
Inspect for bulbs, coverage and broken supports or hangers. If there is an electrical issue, confirm bulbs can be changed and must be corrected without delay.
- 2 Cleaning and Polishing**  
To prevent stripping the vehicle's zinc finish, use wax treatments on wheel products, not carwashing liquids. Polish at least twice a year to maintain and protect the finish.
- 3 Brakes**  
Check the entire brake system every year, including brake discs, rotors and shoes.
- 4 Fuel Filter**  
Inspect filter at each oil change. Replace if not clear or white (contaminated) or more than 30,000 miles with turbochargers. On cars with fuel injection, replace filter every two years or 24,000 miles.
- 5 Exhaust System**  
Inspect for leaks, coverage and broken supports or hangers. If there is an electrical issue, confirm bulbs can be changed and must be corrected without delay.
- 6 Check Lubrication**  
Many newer cars are fitted with drive shafts with sealed ends. Check owner's manual. Replacement timing and inspection requirements vary across vehicle categories.
- 7 Depressor**  
Check the entire brake system every year, including brake discs, rotors and shoes.
- 8 Brakes**  
Check the entire brake system every year, including brake discs, rotors and shoes.
- 9 The Inflation and Condition**  
Check the pressure of all tires, including the spare, at every oil change. Check the tread for uneven or irregular wear and correct by rotating the wheels. Refer to the owner's manual for recommended pressure. Rotate tires if uneven wear is present.
- 10 Battery and Cables**  
Inspect for cracks, coverage and broken supports or hangers. If there is an electrical issue, confirm bulbs can be changed and must be corrected without delay.
- 11 Tapered Air Filter**  
Check the filter at every oil change. Replace if not clear or white (contaminated) or more than 30,000 miles with turbochargers. On cars with fuel injection, replace filter every two years or 24,000 miles.
- 12 Automatic Transmission Fluid**  
Check the fluid level at every oil change. Replace if not clear or white (contaminated) or more than 30,000 miles with turbochargers. On cars with fuel injection, replace filter every two years or 24,000 miles.
- 13 Coolant**  
Check the level at every oil change. Replace if not clear or white (contaminated) or more than 30,000 miles with turbochargers. On cars with fuel injection, replace filter every two years or 24,000 miles.
- 14 Engine Oil Filter**  
Check the filter at every oil change. Replace if not clear or white (contaminated) or more than 30,000 miles with turbochargers. On cars with fuel injection, replace filter every two years or 24,000 miles.
- 15 Tires**  
Check the tread for uneven or irregular wear and correct by rotating the wheels. Refer to the owner's manual for recommended pressure. Rotate tires if uneven wear is present.
- 16 Windshield Washer Fluid**  
Check the fluid level at every oil change. Replace if not clear or white (contaminated) or more than 30,000 miles with turbochargers. On cars with fuel injection, replace filter every two years or 24,000 miles.
- 17 Hubs**  
Inspect for cracks, coverage and broken supports or hangers. If there is an electrical issue, confirm bulbs can be changed and must be corrected without delay.
- 18 Spark Plugs**  
Check the spark plugs at every oil change. Replace if not clear or white (contaminated) or more than 30,000 miles with turbochargers. On cars with fuel injection, replace filter every two years or 24,000 miles.
- 19 Power Steering Fluid**  
Check the fluid level at every oil change. Replace if not clear or white (contaminated) or more than 30,000 miles with turbochargers. On cars with fuel injection, replace filter every two years or 24,000 miles.
- 20 Wiper Blades**  
Check the wiper blades at every oil change. Replace if not clear or white (contaminated) or more than 30,000 miles with turbochargers. On cars with fuel injection, replace filter every two years or 24,000 miles.
- 21 Check Engine Light On**  
Check the engine light at every oil change. Replace if not clear or white (contaminated) or more than 30,000 miles with turbochargers. On cars with fuel injection, replace filter every two years or 24,000 miles.
- 22 Cabin Air Filter**  
Check the cabin air filter at every oil change. Replace if not clear or white (contaminated) or more than 30,000 miles with turbochargers. On cars with fuel injection, replace filter every two years or 24,000 miles.

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# Web Site Mania

- The “go-to” place for consumers, industry and media
- Top site in leading search engines
  - AOL, MSN, Yahoo, Google
- 30,000 visits - March 2003
- 103,000 visits - March 2004

# Web Traffic for [www.carcare.org](http://www.carcare.org)



# Measuring Campaign Success

## Objectives

- Track consumers' awareness of the campaign's tagline and logo
- Track changes to consumers' maintenance behavior

# Overview of Survey Timing and Methodology

- Baseline figures recorded in March 2003.
- First round of tracking done May 2003.
- Going forward, tracking survey to be conducted annually each May, with 5,000 vehicle maintainers.

# Survey Results - May 2003

## Awareness of “Be Car Care Aware”

March 2003

6.7%

May 2003

8.1%

Change

+1.4%



# Survey Results - May 2003

Maintenance behavior: tagline aware vs. not aware...

<u>Service</u>	<u>Not Aware</u>	<u>Aware</u>	<u>Difference</u>
Air filter	41.7%	49.2%	+7.5
Antifreeze added	44.4%	54.9%	+10.5
Battery replaced	31.1%	34.1%	+3.0
Body work/painting	34.7%	30.0%	-4.7
Brakes/components	35.6%	41.5%	+5.9
Check fluids	75.5%	82.5%	+7.0
Oil change	71.3%	78.7%	+7.4

# Our Rallying Point



***Be Car Care Aware™***

**APRIL • NATIONAL CAR CARE MONTH**

# National Car Care Month

- Industry's rallying point
- Central to campaign
- Intense PR, marketing, advertising
- Generates excitement
- Draws media attention to the cause
- Business builder
- Data collection opportunity

# Governors Proclaim Car Care Month



- Alabama
- Tennessee
- New Hampshire
- Connecticut
- Louisiana
- Michigan
- Nebraska
- California
- Indiana
- New Jersey
- Maryland
- South Carolina
- Wisconsin
- District of Columbia

# The Industry Rallied

## WHO:

- manufacturers
- distributors
- jobbers
- trade press
- retailers
- program groups
- service providers
- associations

## WHAT:

- In-store promotions
- Radio advertising
- Television advertising
- Newspaper advertising
- Trade press advertising
- Banners, posters and signs displayed

# 200+ Vehicle Check Events



# 2003 National Car Care Month Check Lanes Show 90 Percent Failure Rate



- Washer Fluid 46%
- Engine Oil 38%
- Power-steer fluid 25%
- Trans. fluid 22%
- Wipers 21%
- Tire pressure 54%

Statistics from the NCCM inspection campaign in April 2003 continue to underscore the need for consumer education. Ninety percent of cars failed at least one part of the inspection.

# 160,000 NASCAR Fans





# Sacramento Legislative Event



# OTC/BCCA Synergies

Through its nationally recognized logo, National Car Care Month, popular Web site and extensive industry support, the campaign can help OTC states meet their clean air goals.

# OTC/BCCA Synergies

- Provide one-stop resource for consumers to obtain emissions related car care information.
- Coordinate state and EPA clean air education efforts with BCCA campaign outreach.
- Provide effective venue to deliver vehicle owner clean air messages produced by EPA and states.
- Enter partnerships with states, EPA and health organizations to develop and promote clean air messages to vehicle owners.

The background shows two cars. The top car is blue and the bottom car is red. The text "Thank You" is centered over the blue car.

**Thank You**