

NEWS RELEASE

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Automotive Communications Council Endorses “Be Car Care Aware” *Group Says Consumer Education is a Top Priority*

BETHESDA, MD – October 7, 2002 – The Automotive Communications Council (ACC) has officially endorsed the “Be Car Care Aware” consumer education campaign. The ACC board of governors voted to support the campaign and encourage its members to get their companies involved at its fall meeting in Baltimore.

The “Be Car Care Aware” campaign is a marketing and public relations consumer education campaign to increase the motorists’ awareness about vehicle care, maintenance and repair. The Automotive Aftermarket Industry Association (AAIA) is spearheading the campaign on behalf of the industry. The Car Care Council serves as the brand and information source for the campaign.

The ACC provides automotive marketers with the latest information, trends and idea exchange regarding advertising, packaging, trade shows, public relations, catalogs, promotions and brand management. The council was founded in 1941 and is the oldest continuously operating council in the aftermarket sales and marketing field.

“Raising the bar on consumer awareness will grow the marketplace for all companies in the aftermarket and help improve our industry’s image. The ‘Be Car Care Aware’ campaign has built a powerful coalition to really make things happen and move the needle,” said David Touchette, ACC president and director of sales and marketing for Cooper Bussmann. “As a group of professional marketers and communicators, we must demonstrate our support by getting directly involved.”

While individual ACC members are working with their companies on campaign support and marketing tie ins, the council plans to include campaign updates and discussions as a regular agenda topic at all future conventions. ACC will also provide a representative to serve on the committees that provide strategic direction for the campaign.

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For more information about the “Be Car Care Aware” campaign, contact Rich White at 301-654-6664 or rich.white@aftermarket.org

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