



**NEWS RELEASE**  
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## **“Be Car Care Aware” POS Kits Ready for National Car Care Month**

**BETHESDA, MD – Feb. 26, 2008** – The Car Care Council’s “Be Car Care Aware” point-of-sale starter kits are available for National Car Care Month in April. Kits can be easily ordered by visiting [www.carcare.org](http://www.carcare.org).

The starter kit includes consumer education brochures, posters, bay banners, mirror hangers, vehicle inspection forms, an English/Spanish counter mat and the very popular Car Care Guide.

“We created the starter kit based on feedback from industry participants to make it easier to plan and execute National Car Care Month celebrations and get involved with the on-going ‘Be Car Care Aware’ consumer education campaign,” said Rich White, executive director of the Car Care Council.

As a bonus, repair shops and parts stores that purchase the kits will be included in the Find-A-Shop and Find-A-Store locators on the [www.carcare.org](http://www.carcare.org) Web site, which receives more than 155,000 hits per month.

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 free copy of the council’s Car Care Guide or for more information, visit [www.carcare.org](http://www.carcare.org).

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