

## Radio Spots

Radio spots can be used in a number of ways. First, they can be sent to your radio station during Car Care Months and aired as public service announcements. Second, business contact information can be added to them and they can be used as advertisements. Lastly, vehicle check-up or car care aware fair information can be added as a tag line to promote your event.

### SAMPLES

#### COOLING SYSTEM (10 SECONDS)

Here's a quick way to destroy an engine...just run it too hot. Aluminum components can warp as a result of excessive heat. Be car care aware and have the cooling system serviced now, during Car Care Month.

#### UNDERHOOD CHECKS (10 SECONDS)

When you raise the hood of your car and become familiar with the fluid reservoirs, belts and hoses, you're becoming more car care aware. Nearly nine out of 10 cars failed to pass Car Care Month check-up inspections in 2006. How long since you raised the hood on YOUR car?

#### DON'T OVERLOOK THESE BOOTS (20 SECONDS)

A term familiar to many owners of front wheel drive vehicles is the CV joint...that's short for constant velocity joint. It's the flexible joint that transfers power from the transmission to the wheels. It's protected by a rubber boot, which keeps grease in and dirt out. During Car Care Months, be car care aware and have these boots checked the next time you're in for service or getting your oil checked.

#### PROTECTING YOUR INVESTMENT (20 SECONDS)

For the first time ever, the average price of a vehicle has exceeded \$30,000. That's reason enough to protect this investment with the utmost care. That includes more than preventive mechanical maintenance. Regularly washing and waxing the exterior and keeping the interior clean counts for a lot too. During Car Care Months, we remind you that being car care aware can save big money in the long run.

#### GAS MILEAGE (20 SECONDS)

Most of us remember how to figure fuel consumption...you divide fuel used into miles driven. A reminder during Car Care Months is to keep track of gas mileage. When your car begins using more gas, it's telling you it needs attention, maybe because of worn spark plugs or a dirty air filter. These things not only cost money, they add to air pollution. Be car care aware by keeping track of this important indicator.

#### APPEARANCE (20 SECONDS)

Beyond the home, our vehicles usually are our second biggest investment. A car in top condition – "clean," as the appraiser may state it – will be worth twice as much as the identical car in shabby condition. Now, during Car Care Month, be car care aware and protect your investment inside and out.

#### WINDSHIELD WIPERS (20 SECONDS)

What's one of the first things that need replacing on your car? The windshield wiper blades. And not usually from wear, but from deterioration because of the elements and the environment. Sun, chemicals in the air, even industrial pollution affect wiper blades. Now, during Car Care Month, is a good time to replace streaking, chattering wiper blades. It's an easy way to be car care aware.

### **CAR CARE MONTHS: WHAT IT'S ALL ABOUT (30 SECONDS)**

Our town joins other communities throughout the country this April as we participate in National Car Care Month. The event is designed to heighten the importance of vehicle maintenance. On (DATE/TIME) (NAME/SPONSORS) will offer free vehicle inspections at (LOCATION). Vehicles will be checked for the condition of lights, windshield wipers, fluids, tires and other components essential to a safe and dependable vehicle.

### **AUTOMATIC TRANSMISSION (30 SECONDS)**

Here's a quick quiz for Car Care Months. When your car overheats, you can damage the engine and the what: the radiator, the automatic transmission or the axle bearings? If you answered transmission, you're right because the engine cooling system cools it. Any early sign of damage from overheating usually can be seen by looking at the transmission fluid. That's one of the services included in the free check-up event scheduled for (TIME/DATE/LOCATION).

### **BRAKES (30 SECONDS)**

How do you save money on brake work? Not by skimping say the experts, who claim a bargain brake job seldom is a bargain. Instead, they say, invest in the best brake service available, drive sensibly and, of course, practice preventive maintenance. The latter includes a periodic inspection of brake components to stay ahead of excessive wear of rotors and drums. Make it a point now, during Car Care Month, to have your brakes checked.

### **EXHAUST EMISSIONS (30 SECONDS)**

Do you cringe at the price of new vehicles? Much of this cost comes from improved emissions technology, which has reduced emissions by 95 percent. The bad news is that a state-of-the-art vehicle neglected by its owner will produce even more harmful emissions than its predecessor of the 1970s. Heed this reminder during Car Care Months...take care of your vehicle...we'll all breathe easier.

### **WORN TIRES AND RAIN EQUAL DANGER (30 SECONDS)**

Driving on rain-covered roads with worn tires can be hazardous. When the tread is worn thin, the tire can ride up on a film of water, a phenomenon known as hydroplaning. You'll feel like you're driving on ice and you may lose steering control. Tire neglect is dangerous, even deadly. During Car Care Months, replace worn tires and keep your speed down on wet roads.

### **POWER STEERING FLUID (30 SECONDS)**

Conveniently located under the hood of your car is a reservoir containing a critical fluid: power steering fluid. One out of five vehicles failed last year's Car Care Month vehicle inspections because of low power steering fluid. When that fluid is gone, you're suddenly struggling with very stiff steering, a potentially serious problem. If you haven't checked power steering fluid lately, check it and all your fluids now, during Car Care Month.

### **COULD YOUR CAR PASS? (30 SECONDS)**

How long has it been since you lifted the hood of your car? If you're like most of us, it has been too long. Nine out of 10 vehicles taken through Car Care Month check-up lanes last April failed inspection because of a variety of problems ranging from low oil and contaminated transmission fluid, to corroded battery cables and under-inflated tires. This April, there will be more free check-up events than ever before. Would your car pass the test? For more information, visit [www.carcare.org](http://www.carcare.org).