

# Auto Feature Articles Successfully Driving Sales

- Use a “tips” format with helpful information about:
  - Seasonal driving
  - Preventative maintenance
  - Driving safety
  - Preparing for a road trip
  - Saving at the gas pump
  - Extending the life of a vehicle
  - Car buying
  - Boosting performance
  - Special features of new vehicles

## MANAGING YOUR MONEY \$

### Three Easy Ways To Save On Your Car Insurance

(NAPSA)—While looking for ways to save money, many Americans may overlook their car insurance premiums.

That could be a costly mistake. Taking a few minutes to review and adjust your auto insurance policy could save you hundreds of dollars per year.

Saving on your car insurance is easier than you might imagine. Here are three ways to reduce your costs, as well as an estimate of potential savings based on the national median rate of about \$1,400 per year reported by InsuranceRates.com. If you pay more than the median rate, you could save even more.

1) Take a hard look at your deductible. According to the Insurance Information Institute (III), raising your deductible from \$250 to \$1,000 could reduce your collision and comprehensive coverage costs by up to 40 percent. You'll incur higher costs should you need to file a claim, but the amount you'll save on your premiums may be well worth it.

Estimated Savings: \$170 per year

2) Combine your auto insurance policy and either home or renters insurance policy with a single insurer. According to the III, converting to a multiline policy could save you as much as 15 percent on your auto premium. Plus, you'll have one fewer bill to pay each month.



Raising the deductible on your car insurance could help you save up to 40 percent on your collision and comprehensive coverage.

## The Active Consumer

### Car-Buying Tips And Tools

(NAPSA)—If you're in the market for a car—new or used—you have more information at hand than at any other time in the history of car buying, in large part due to the Internet and the competitive nature of today's automotive market.

Automakers' Web sites are a great place to begin your quest for information. Most manufacturers have an online tool to virtually “build” your vehicle, choosing the trim levels, options and accessories that are most important to you. Is a sunroof important? Check. Leather seats? Check. All-wheel drive? Check. The automakers'



Add a feature, subtract a feature, some car shopping sites offer you tools to help you outfit your vehicle online.

online at [www.kbb.com](http://www.kbb.com). The site gives typical pricing for each trim level of a used vehicle, allows you to customize by adding options and accessories, and adjusts vehicle valuations based on the condition of the used car.

One way to avoid the uncertainty that often comes with buying a used vehicle is to take advantage of a manufacturer's Certified Pre-Owned (CPO) vehicle program. CPO vehicles are given a thorough inspection, often with well over 100 points inspected, and generally come with an extended warranty, including power train coverage. Some manufacturers, such as Subaru of America, enhance their CPO programs with additional features, including a CAREFAX® Vehicle History Report and 24/7 roadside assistance.

Visit [www.subaru.com](http://www.subaru.com) to learn more.

## Romantic Ideas

### Two-Seater Takes You On The Road To Romance

(NAPSA)—Instead of spending another night at home on the couch with your loved one, you may want to cozy up to the idea of a special road trip.

A two-seater is just the car for such a romantic getaway. Two-seater cars are fun and sporty and let you get cozy with that special someone.

With only two seats, there really isn't room in these cars for kids or dogs, so you know you'll get some alone time.

The beauty, engineering and speed of these vehicles can set your heart racing down the road to romance.

The popular automotive site, AutoTrader.com, offers insight into the 10 most popular new two-seater vehicles searched for over the past year.

Even if you're just renting a car for the night, this list of popular two-seater cars can provide a great reference to determine your best option.



Two-seaters can be just the car to take you on a romantic getaway. These cars are fun and sporty.

The top 10 most viewed two-seater cars were:

- 1) Chevrolet Corvette
- 2) Nissan 350Z or 370Z
- 3) Audi R8
- 4) Mercedes-Benz SL65
- 5) Mazda Miata MX-5
- 6) Pontiac Solstice
- 7) Porsche Cayman
- 8) Mercedes-Benz SLR
- 9) Lamborghini Murcielago
- 10) Dodge Viper

Visit [www.AutoTrader.com](http://www.AutoTrader.com) to learn more about these two-seater models.

# Corporate Responsibility

- Create awareness of charitable contributions
- Celebrity spokesperson



## Community Concerns

### Simple Ways To Make A Difference

(NAPSA)—Finding ways to “give back” to the community can be relatively easy, even when the economy is not the strongest.

That may be why Volunteering InAmerica.gov, a Web site of the Corporation for National and Community Service, reports the formal volunteering rate in the U.S. has remained relatively stable—even as many families face hard financial times.

Indeed, something as simple as doing business with companies that give back to the community can make a difference, while often not costing consumers extra cash. Just look for companies that donate a percentage of proceeds to an important cause. With a little research, you’ll likely find businesses with a corporate culture that constantly promotes the betterment of their community. For example, Subaru of America has donated new vehicles to local Red Cross chapters, given used vehicles to high-school automotive education classes and donated mountain bikes to local police departments.

This year, the company will once again run its unique “Share the Love” campaign, during which anyone who buys or leases one of its new vehicles can select one of five charities to receive a \$250



**Shopping at businesses that donate to charities could help make a difference in the community.**

donation from the automaker. Last year, the company donated \$4.6 million as a result. More information on the program can be found at [www.subaru.com](http://www.subaru.com).

You might also consider donating your old car or extra vehicle—especially one that doesn’t get driven often or that is not in need of repairs—to charity. Many groups will either sell the vehicle for profit or use it for operations. Since vehicle donations are often tax-deductible, seek tips and guidance from a qualified source, such as Charity Navigator ([www.charitynavigator.org](http://www.charitynavigator.org)), when donating a vehicle, boat or RV.

However you’d like to contribute, you should bear in mind that the smallest efforts can provide the biggest results for those in need.

## Star Power Versus Horsepower

### Stars And Pros Hit The Fast Lane For The Toyota Pro/Celebrity Race

(NAPSA)—Danny McKeever, championship racer, veteran instructor and renowned stunt driver, has had many loves in his life, but none is a match for his long-standing love affair with motorsports. After a long and prosperous racing career, McKeever turned his passion for the fast lane—also the name of the racing school he owns and operates—into an opportunity to teach others. In 1986, he became the official chief instructor for the Toyota Grand Prix of Long Beach, training every participant for this coveted annual charity event.

Since its inception in 1977, the Toyota Pro/Celebrity Race has grown into the largest, longest-running corporate-sponsored celebrity racing event in the world. The historic 10-lap race takes place every April on a 1.97-mile circuit through the streets of downtown Long Beach, Calif.

The charity event benefits the Children’s Hospital of Orange County and Miller Children’s Hospital in Long Beach. It pits high-profile celebrity personalities against professional drivers. Keanu Reeves, Adrien Brody, Cameron Diaz, George Lucas, Ashley Judd, Jay Leno, William Shatner, David Hasselhoff and Patrick Dempsey are but a handful of the more than 540 celebrities who have revved their engines for the admirable causes.



**Keanu Reeves accepts the trophy for the “Celebrity” category at the 2009 Toyota Pro/Celebrity Race. The race is the largest, longest-running corporate-sponsored celebrity racing event in the world that raises donations for the charity “Racing for Kids.”**

“no wonder celebrities are attracted to the electrifying world of race-car driving,” he adds. McKeever has learned that the drivers who come out on top are not necessarily the fastest out of the gate in practice. Rather, it’s the drivers who excel at focusing on learning the techniques. “Race-car driving is a mental exercise,” he says. “Perhaps the biggest lesson is to find your limits and stay within them.”

The allure of fast cars and high-performance racing is stronger than ever in Hollywood, driving film, television and sports stars alike to the thrill of the Toyota Pro/Celebrity Race. As head instructor, McKeever is challenged every year with turning more than a dozen celebrities—most of whom have no racing experience at all—into bona fide race-car drivers in just four days.

People often ask McKeever how celebrity drivers compare with drivers who are professional athletes in terms of natural ability. With a smile, McKeever replies that athletes have coaches and actors have directors, so both respond well to a guiding force. But make no mistake, he adds, “they take their craft very seriously, and there are no large egos on the track.”

To learn more about the Toyota Pro/Celebrity Race, go to [www.toyota-racing.com/motorsports/pro\\_celeb/index.html](http://www.toyota-racing.com/motorsports/pro_celeb/index.html).

According to McKeever, racing is a humbling experience, especially the first time on an actual racetrack. “The straightaways and turns go by in a blur as the car bounces around and the wind blows past the open top,” he says. “It’s definitely an adrenaline rush.”

To hear the roar of the engines as cars thunder past awestruck fans...the thrill...the excitement—

# Eye-Catching Color Pictures

Pictures speak a thousand words.

## Car Care Corner

Preventive Maintenance Is Key To Saving Down The Road

by Matthew Marquez  
(NAPSA)—Your vehicle is one of the biggest investments you'll make, so protecting it by keeping up with its maintenance needs is important. While everyone is looking for ways to cut costs, denying your vehicle regular maintenance could end up costing you more money down the road from unexpected repairs.



Simple maintenance could save drivers money.

Regular oil changes can help ensure that your vehicle runs properly and stays on the road longer. However, it's important to understand and consider the conditions in which you operate your vehicle. According to a Harris Interactive poll, 92 percent of drivers operate under "severe" conditions.

Cars operated under severe conditions, including inclement weather, need maintenance more frequently—sometimes twice as often. It's important to check your owner's manual for service recommendations based on the conditions you drive under.

**Affordable Maintenance**  
Some drivers may be inclined to perform vehicle maintenance themselves to save money and time; however, quick lube can offer a solution for your vehicle's needs when you may not have the time or expertise to do it yourself. Quick lube offers the speed and convenience that dealerships often lack and can provide value beyond a simple oil change. Jiffy Lube, for example, offers its Jiffy Lube Signature Service® Oil Change that includes more than a dozen services such as a tire pressure check and fluid top-offs, among others. Most drivers also don't realize that they don't need to visit their dealership to maintain their warranty.

Keeping your vehicle on a sound preventive maintenance program is

Editor's Note: This article was funded and reviewed by Jiffy Lube International.

a good way to prevent potentially costly repairs—keeping money in your pocket. Here are some key things to have checked regularly:

- **Engine air filter**—The air filter is like the vehicle's lungs, and a clean filter will maximize the engine's performance. Refer to your owner's manual to see when it should be swapped out.

- **Engine oil and filter**—Engine oil is the lifeblood of your vehicle, helping it run smoothly. Check the oil level regularly and check your owner's manual to learn when to change the oil and which grade to use. Using the proper grade can increase fuel economy, while regular oil changes can increase your vehicle's longevity.

- **Tire pressure**—Tires, like your shoes, are where the rubber meets the road. Under- or over-inflation can weaken your tires, reduce traction and impact gas mileage, among other things. You can find the proper tire pressure in the vehicle owner's manual or on a decal in the doorjamb or glove compartment.

- **Tire rotation**—Rotating tires as recommended by the manufacturer will help tires wear more evenly, helping extend their life.

For more information, visit [www.jiffylube.com](http://www.jiffylube.com).

• **Mr. Marquez is Vice President of Operations at Bay State Ventures, a Jiffy Lube franchise.**

## Car Care Corner

The Way You Drive May Call For More Frequent Maintenance

(NAPSA)—The way you maintain your car should take into account the conditions in which you drive. That's the word from AAA, which says too many drivers underestimate the severity of their driving habits. As a result, they follow less-wrong maintenance schedule.

When polled recently by AAA, only 6 percent of motorists felt they did most of their driving under severe driving conditions. But when asked about the actual driving behaviors that create severe operating conditions, 62 percent of motorists admitted they drive their vehicle that way all or most of the time.

Some of the conditions and behaviors that are considered severe include:

- Driving on short trips of less than five miles in normal temperatures or less than 10 miles in freezing temperatures.

- Driving in hot-weather stop-and-go traffic.

- Driving at low speeds of less than 50 miles per hour for long distances.

- Driving on roads that are dusty or muddy or have silt, sand or gravel spread on the surface.

- Towing a trailer, carrying a camper (if a pickup truck) or transporting items on a roof rack in a carport carrier.

"Manufacturers provide different maintenance recommendations for severe driving conditions because such operation increases wear on vehicle components and fluids," said John Nilsen, director of AAA Approved Auto Repair and Auto Buying Services. Maintenance schedules for severe driving conditions typically recommend changing the vehicle's fluids and filters more often, and include more frequent inspections of certain components.

## News For Older Americans

Night-Driving Tips For Older Drivers

(NAPSA)—Night driving, which can be problematic for everyone, can present particular



If you have trouble seeing well at night, it's a good idea to get your vision checked and consider taking a driver-safety course.

The no-test course updates drivers' defensive driving techniques and knowledge about relevant laws and offers strategies to compensate for age-related changes that may affect driving ability.

The course also includes a section on assessing driving abilities, and since November is also National Caregiver Month, now may be a good time to have a "family conversation" about driving to help ensure your loved one stays safe on the road.

Depending on insurance providers and state regulations, participants of the AARP Driver Safety Program courses may be eligible to receive a discount on their auto insurance premiums. Check with your insurance provider for further details.

For information on course locations, call (888) 227-7669 or visit us at [www.aarp.org/drive](http://www.aarp.org/drive). For more information about AARP's online course, visit [www.aarp.org/drive/online](http://www.aarp.org/drive/online).

new grille, taillight surround, bumper, hitch, ground-effects kit or other exterior product.

Wheels and tires, both of which are among the most popular vehicle accessories, instantly update the look of a car or truck. Prices, styles and finishes vary greatly.

Try high-tech. If your vehicle is a few years old, you may want



A short commute in heavy traffic is only one of the severe driving conditions that could require a different maintenance schedule because of increased wear on the vehicle.

AAA advises motorists to:

- Read their owner's manual and/or maintenance booklet.

- Learn what the manufacturer considers normal and severe driving conditions for their vehicles.

- Make an honest assessment of their driving habits.

- Schedule service in accordance with the appropriate maintenance schedule.

For additional assistance in evaluating driving conditions and determining proper maintenance intervals, motorists can visit any of the more than 8,000 AAA Approved Auto Repair facilities across North America. These shops have undergone an extensive inspection and meet stringent standards for quality, ability, integrity and professionalism.

Since its founding in 1902, the AAA has been an advocate for the safety and security of all travelers. To learn more or locate a nearby Approved Auto Repair facility, visit [AAA.com/repair](http://AAA.com/repair).

## TIRE TOPICS

Traction Crucial For Winter Driving

(NAPSA)—Keeping your car safely on the road when the



Many drivers believe all-wheel or four-wheel-drive vehicles don't need winter-season tires, but handling features are only as good as the traction provided by the tires that contact the road.

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drop in temperature causes tires to lose a pound of air pressure, so in addition to once-monthly checks, test your air pressure after frost. Check the tires prior to driving for accurate readings.

### Tire Tips

More steps you can take to drive down your risk of tire trouble include:

- Make sure your tires are properly balanced and rotated. This should be done every 5,000 to 8,000 miles or as recommended by the tire manufacturer.

- Make sure the wheels are properly aligned.

- Tires should have a minimum tread depth of  $\frac{1}{8}$  of an inch. Put a penny in the tread upside down. If you can see Lincoln's head, it's time for new tires.

- Drive at the speed limit. High speeds cause higher tire temperature and extra tire wear.

- When possible, start and stop your vehicle slowly and decelerate around corners.

### Learn More

More tips and facts are at [www.tires.com](http://www.tires.com).

Old Vehicle With An Automotive Makeover



Thousands of aftermarket products can change the appearance of a vehicle, whether the goal is to create a one-of-a-kind masterpiece or simply to give a vehicle a fresh, new look.

Consider modernizing with new mobile electronics, Bluetooth integration, navigation systems, video monitors and DVD players can all be installed in just about any car or truck, regardless of its age.

**Good clean fun.** Don't underestimate the impact that a good cleaning can have as well. Wax and car care science has pro-

gressed to the point that there is a restoring program for almost any type of finish. Car care companies have even designed power polishing tools that attach to any portable drill, so it takes less elbow grease than ever to get professional results.

**Color it a beauty.** If your paint is damaged beyond hope, automotive paint companies offer a color palette far beyond the bland metallic treatments that manufacturers usually use. Another option rapidly becoming popular is vinyl wrap, which looks like paint and applies like vinyl. It comes on rolls in a variety of colors and patterns and,



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# NAPS Auto Industry Clients



Mercedes-Benz



SUBARU



TOYOTA



mazda

AUTO ALLIANCE  
DRIVING INNOVATION<sup>®</sup>



# Reach More People By Covering More Media

## □ *Traditional Media*

- Newspapers: 100 to 400 placements
- Radio: 300 to 400 on-air placements
- TV: 100 to 150 on-air placements
- Spanish Media: 10 to 25 placements in newspapers
- African-American Media: 10 to 25 placements in newspapers

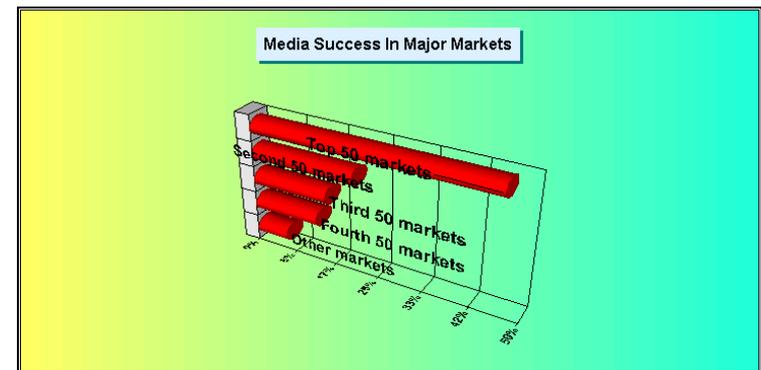
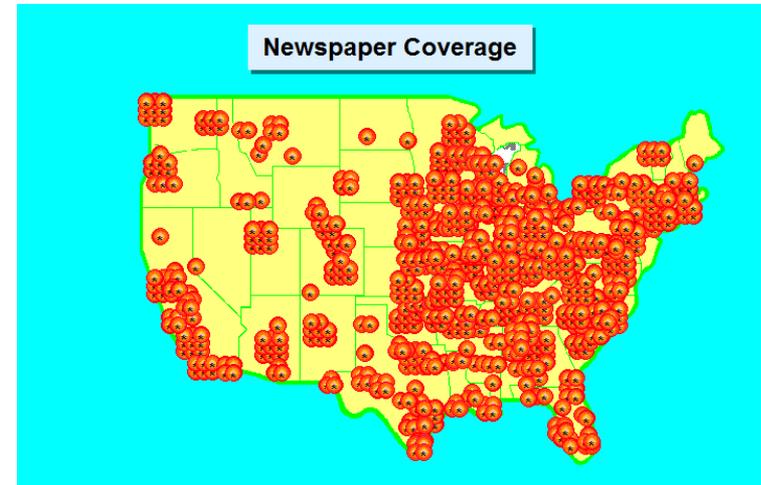
## □ *Online*

- 1000+ online news sites
- Social media
- Twitter feeds to editors
- SEO
- Blogging
- Anchor texting and hyperlinking
- RSS feeds in XML
- Podcasting
- YouTube CSNN Channel

# Reports Include Impressive Results

- E-clips
- Circulation and readership figures
- Market rankings
- Page views
- Unique visitors per month
- AQH
- CUME
- Ad value equivalency

FCA US LLC



Graph Data: As of 3/20/2018, **FCA US LLC** generated **3764** news articles in **59** different states with a readership of **6,749,184**. The sites it was on were viewed by **72,711,772** unique visitors per month. Additionally it was viewed **352** times on [www.napsnet.com](http://www.napsnet.com). The print placements had an approximate ad value of **\$21,920.17**, based on column inch rates.

# Reach The Wealthiest And Most Populous Communities

- Newspapers, radio stations and TV stations are supported by local advertisers
- Advertisers will spend money where they are going to get the best ROI
- Publications and stations tend to exist where advertisers are willing to spend

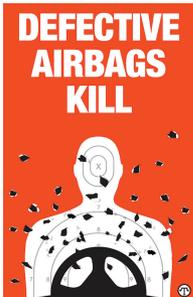


## URGENT—Your Vehicle May Have A Dangerous Air Bag!

(NAPS)—A few simple steps protect your family and loved ones.

You may be driving a vehicle with a defective driver's side air bag, passenger's side air bag or both. If you have one of the following vehicles, please call your local Chrysler, Jeep®, Dodge or Ram dealership to schedule a FREE repair:

Chrysler	Dodge	Ram
2005-12 300	2008-12 Challenger	2003-08 1500
2007-08 Crusier	2005-12 Charger	2005-09 2500
2007-09 Aspen	2005-11 Dakota	2004-09 3500
	2004-09 Durango	2007-09 3500
Jeep:	2005-09 Magnum	2004-09 3500
2007-12 Wrangler	2007-09 Spirit	2006-10 4500/2500



Some 34 million vehicles need their air bags repaired. Yours may be among them.

### Learn More

For further facts, or if you are not sure whether your vehicle is part of this, you can:

1. Go to recalls.mopar.com and enter your Vehicle Identification Number (VIN), found on the driver's side dashboard near the windshield or the inside driver's side door.
2. Get in touch with your Chrysler, Jeep, Dodge or Ram dealership.
3. Call the dedicated toll-free number: (866) 220-6765. *Se habla español.*

### The Problem

Here's why: According to the National Highway Traffic Safety Administration (NHTSA), 34 million vehicles have defective air bags, which can cause serious injury or death in the event of a crash. Even a minor fender bender can cause these air bags to explode, spraying metal fragments into drivers and passengers.

### A Solution

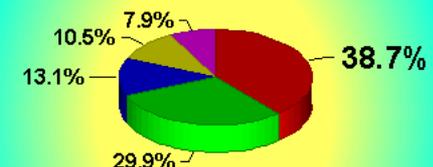
Fortunately, there is a solution, repairs are FREE and Chrysler, Jeep, Dodge and Ram dealerships have plenty of new air bags available to replace them. You don't even have to take the vehicle back to the same dealership from which you bought it; any authorized dealer can make the free repairs.

## Media Success Where the People Are



- MOST POPULOUS THIRD OF STATES PROVIDED 58.4% OF THE PLACEMENTS
- MIDDLE THIRD OF STATES PROVIDED 29.3%
- LEAST POPULOUS STATES 12.2%

## Media Success Where the Money Is



- WEALTHIEST 20% OF STATES PROVIDED 38.7% PLACEMENTS
- SECOND WEALTHIEST 20%: 29.9%
- THIRD WEALTHIEST 20%: 13.1%
- FOURTH WEALTHIEST 20%: 10.5%
- LEAST WEALTHY 20%: 7.9%