



For Immediate Release

**Race Car Driver Kelly Williams Urges Canadians to
"Be Aware" When it Comes to Vehicle Myths**

**Car Safety Month Kicks off With Myth-Slaying Tips on Safety,
Maintenance and Warranty Work**

October 1, 2009 Ottawa - October is Car Safety Month and Car Care Canada is preparing Canadians to *Be Car Care Aware* with myth-slaying tips involving vehicle safety, maintenance and warranty work.

All month, *Be Car Care Aware* spokesperson Kelly Williams will be urging motorists across the country to question what they believe, and to think critically when it comes to safety and maintenance. Kelly will be looking to challenge popular myths about vehicle maintenance, driving safety and even warranty work.

As a race car driver, safety promoter, educator and TV personality, Williams knows her way around a car, and she's not shy about tackling vehicle misconceptions.

"Consumers are inundated with all kinds of information about vehicle maintenance and safety. Some of it is true and some of it is certainly not," said Williams, "The idea behind the *Be Car Care Aware* campaign is to increase the knowledge of Canadians so that safety and reliability issues are top of mind at all times so they can make intelligent decisions regarding their vehicles."

Car Care Canada estimates there is \$2-billion in unperformed automotive maintenance work in Canada that could result in vehicle breakdown, increased costs, or personal injury.

The *Be Car Care Aware* Myth-Slayers have compiled a list of 11 Safety, Maintenance and Warranty Myths. During the month, some of the common myths around safety and maintenance that Williams will slay will include:

Myth: Recommended tire pressure is listed on the tire

Myth: Your engine should be warmed up before driving.

Myth: To maintain my warranty I can only have my car serviced at a dealership

Myth: Tire pressure need only be checked when I get an oil change

Myth: Cars are so computerized that I should leave all checkups to the professionals:

Myth: The windshield is for comfort not safety

Myth: Suspension isn't key to your car's safety

Myth: Hands-free headsets are safer than cellphones

Myth: Seatbelts are likely to injure or trap you in a crash.

For more information and to download the *Be Car Care Aware* Safety, Maintenance and Warranty Myth-Slaying Guide, please visit www.carcarecanada.ca.



Canadians are urged to empower themselves with knowledge about their vehicles' maintenance and safety needs.

About Be Car Care Aware and Car Care Canada

Be Car Care Aware is a campaign to inform Canadian drivers about the benefits of regular, vehicle care, maintenance and repair. The campaign's purpose is to empower drivers to make sensible decisions about their vehicles and avoid costly repairs due to neglect. Be Car Care Aware is spearheaded by Car Care Canada and built around three key themes: safety, environmental protection and maximizing value for money spent on vehicle maintenance and repairs.

Car Care Canada is a non-profit advocacy group that offers research, consumer education and information about the Canadian automotive aftermarket industry. For more than 15 years, Car Care Canada has been working to advance the motoring public's understanding of the vital importance of regular vehicle maintenance and how, by taking a preventative approach to vehicle care and driving habits, motorists can lower their maintenance costs and improve safety.

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For more information or to arrange an interview:

Michelle Magee

Senior Consultant

Xposure PR

michelle@xposurepr.com

(416) 471-2336