

DIRECTIONS



July 30, 2010
Volume 16, Issue 7

Brake Safety Week Set For August 21-29

Once again this summer, MAP is sponsoring the fourth annual **Brake Safety Awareness Week**.

The dates are **August 21-29**. Please place the event in your marketing calendars and plan to participate.

During Brake Safety Awareness Week, more than 8,000 MAP Participating Facilities will offer inspections and educate consumers regarding key undercar systems.

Each installment of BSAW has brought increased participation from consumers. During the 2009 event, an average facility performed repairs on more than 50 percent of the vehicles inspected.

A highlight of the 2010 Brake Safety Awareness Week is new Point of Sale promotional materials, including a poster which can be displayed

in Participating Facilities and a brochure which educates consumers on the benefits of a brake inspection.

We would like to offer a special **THANK YOU** to **Tenneco Automotive**, which once again agreed to produce the informative poster and distribute it, in reasonable quantities, to MAP Participating stores.

These materials have been sent to all independent MAP Participating Facilities and are being distributed to company-owned and franchise shops through the offices of the larger service provider companies.

In addition, there is a link to Brake Safety Awareness Week information for repair shops and consumers on the MAP website at www.motorist.org/industry/BrakeSafetyWeek.htm.

Please contact AMRA/MAP President **Barry Soltz** at barry@motorist.org for more information, to be a sponsor or to participate in this program. ✨

Change in Dates, Site for Tech Meeting

The next AMRA/MAP Technical Committee meeting will be held **August 24-25 in Itasca, IL, at the Midas International Headquarters building**. This is a major change in the dates, which were originally advertised for mid-September.

The change in dates and location are designed to help AMRA/
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Welcome New Members!

Since June 30, 2010

Somerset Tire Service Inc.
Bridgewater, NJ
Contact: Gary Malanga
Phone: (732) 356-8500, x.288

Jus 10 Time Mobile Lube
Enid, OK
Contacts: John & Justin Bingham
Phone: (580) 540-8989

AMRA/MAP Membership Profile

(as of July 30, 2010)

Serv. Provider Companies 39
Serv. Provider Locations 8,630
Bays Offered 51,780
MAP Qualified Assoc. 50,000+



Upcoming Events

AMRA/MAP Technical Committee Meeting NEW DATES/SITE

August 24-25 in Itasca, IL
Midas International HQ

AMRA/MAP Annual Membership Meeting

November 1 in Las Vegas, NV
Monte Carlo Hotel & Casino

Automotive Aftermarket Industry Week

includes AAPEX, SEMA, TIA
Nov. 2-5 in Las Vegas, NV



The Motorist Assurance Program is a consumer outreach program of the Automotive Maintenance & Repair Association

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Send Questions or Comments to: mailto:map@motorist.org

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MAP control meeting expenses. In addition, a member registration fee of \$49 was added to go along with the \$79 fee already being charged to non-members. A fee of \$49 also will be charged to all attendees who wish to attend the traditional Networking Dinner, which will be held at Charlie's Charhouse in Elk Grove Village, IL, on Tuesday, August 24.

Following the conclusion of the Technical Committee meeting at Noon on August 25, a meeting of the Membership Committee will be held and is open to all AMRA members interested in contributing ideas about how to grow the various segments of membership in the association.

Hotel accommodations have been arranged at the **Hyatt Place Chicago/Itasca**, located just one block south of the Midas offices. **A rate of \$89, plus taxes, is guaranteed through August 3.**

A Meeting Notice, Registration Form and Draft Agenda has been sent to regular attendees of the Technical Committee meetings and past guests. If you are interested in attending, please contact **Ben Trittipoe** at **ben@motorist.org**.

AMRA/MAP holds three Technical Committee meetings per calendar year, with gatherings generally in January, April and September. ✨

AMRA/MAP Meets With NHTSA

As a part of the effort to establish better communication between regulatory agencies and the automotive repair industry, AMRA/MAP staff recently met with representatives of the **National Highway Traffic Safety Administration (NHTSA)** to discuss opportunities to work together.

While there are always opportunities to participate in the regulatory process, it became evident that one program stood out where our input could have a direct impact on vehicle safety and provide AMRA/MAP with consumer recognition and support.

The **Office of Defects Investigation (ODI)** regularly encourages consumers and auto service professionals to go online to report potential vehicle defects. **SaferCar.gov**, ODI's website, is the home of the vehicle defects reporting form that individuals can use to notify ODI of potential safety concerns. This form is referred to as a **Vehicle Owner Questionnaire (VOQ)**.

The form is helpful for service professionals acting on behalf of their customers, because it will ultimately be read and assessed by individuals with

Tell a Colleague!

If you are aware of another automotive professional who would be interested in receiving this newsletter, tell him/her to send an e-mail request to **map@motorist.org** with **SUBSCRIBE** in the subject line. His/her e-mail address will not be used for any other purpose, nor will it be given to anyone else. ✨



similarly technical backgrounds.

For example, a service professional might assist a less knowledgeable customer in completing the form, and help them navigate technical terms associated with a vehicle's potential malfunction. Because service professionals are a reliable and knowledgeable source of vehicle information, they are often better equipped to assist their customers in reporting potential problems.



As a division of the NHTSA, ODI is the only federal entity that can mandate car manufacturers to recall defective automobiles and related equipment, including tires and child safety devices. ✨

AMRA Dues Structure Redefined

The AMRA Board of Directors has approved a change in the Membership Dues structure, and it went into effect as of July 1, 2010. The changes were introduced to help clarify the definitions of the various membership categories and, in some cases, expand the categories.

In addition, the Board adopted a measure to offer complimentary membership to other Associations and members of the Automotive Trade Press in return for like membership and/or services, such as free subscriptions to publications.

The current categories are as follows:

- **Service Providers** – Companies whose primary business is providing automotive maintenance and repair services.
- **Auto Manufacturer/Supplier** – Companies whose primary business is manufacturing/supplying/selling of parts, tools, equipment and supplies to automotive maintenance and repair service providers (company owned, franchised and independent locations).
- **WD/Retailer** – Companies whose primary business is distributing/selling parts, tools, equipment and supplies to automotive maintenance and repair service providers (company owned, franchised and independent locations).

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- **Manufacturers' Representative** – Companies or individuals whose primary business is representing manufacturers/suppliers of parts, tools, equipment and supplies sold to automotive maintenance and repair service providers (company owned, franchised and independent locations).
- **Automotive Education** - Individual educators, public/non-profit or private/for-profit educational institutions whose primary business is provide automotive training.
- **Service Consultant – Others** – Companies or individuals whose primary business is consulting, customer relations management (CRM), or other automotive related entities (i.e. Law Firms, Government Agencies).

As current member companies approach their annual membership renewal dates, a letter will be sent asking the company to indicate to the AMRA/MAP office its appropriate dues level. Once the company information is updated, AMRA/MAP will provide an invoice (if requested) showing the revised AMRA dues amount for the company.

For questions or more information, please contact AMRA/MAP President **Barry Soltz** at barry@motorist.org. ✨

Auto Complaints Still Top List in 2009 CFA Survey

According to a recent survey conducted by the Consumer Federation of America (CFA), Automotive complaints remained the top category for Consumer Affairs agencies in 2009, but Credit/Debt is closing the gap.

The 2009 Consumer Complaint Survey was conducted by the CFA in cooperation with the National



Association of Consumer Agency Administrators (NACAA) and the North American Consumer Protection Investigators (NACPI). A total

of 33 state, county and city agencies from 18 states participated in the survey, which covered cases reported in 2009.

The Top 10 categories of complaints, in order (with 2008 rank in parentheses), were Auto (1),

Credit/Debt (3), Home Improvement/Construction (2), Utilities (4), Retail Sales (5), Services (6), Internet Sales (9), Household Goods (7), a tie between Landlord/Tenant (8) and Home Solicitations (9), and Health Products/Services (10).

In regard to auto repairs, the report cited a repair racket uncovered by the Virginia Department of Agriculture and Consumer Services. As a result, the survey recommended consumers should seek a second opinion from a trusted mechanic if an initial repair estimate seems too high or if a repair does not solve the original problem.

Most complaints in the Auto category related to new and used car sales, including major concerns within the federal "Cash for Clunkers" program.

AMRA members can request a full copy of the 2009 CFA Consumer Complaint Survey by contacting **Ben Trittipoe** at ben@motorist.org. ✨

CARB Tire Pressure Regulation to Take Effect September 1

The California Air Resources Board (CARB) has notified the Office of Administrative Law (OAL) that it plans to enact the Regulation to Reduce Greenhouse Gas Emissions from Vehicles Operating with Under Inflated Tires (Section 95550 in Title 17 of the California Code of Regulations) as scheduled on September 1, 2010.



This regulation will require automotive service providers to check and inflate the tires of each passenger car brought in for service. This will be required in order to reduce greenhouse gas emissions from underinflated tires.

Among the requirements automotive service providers will be expected to meet are checking and inflating each vehicle's tires to the recommended tire pressure rating at the time of performing any automotive maintenance or repair service, as well as indicating on the vehicle service invoice that a tire inflation service was completed.

Full information on this regulation can be found at the following web link: www.arb.ca.gov/regact/2009/tirepres09/tirepres09.htm.

For further questions related to the CARB regulation, please contact **Theresa Anderson** at 916-445-2159, or by e-mail at tmanders@arb.ca.gov. ✨