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PRESS RELEASE

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Automotive Service Association of Michigan launches NEW consumer focused website for its Members – www.MichiganCarCare.com

The Automotive Service Association of Michigan (ASAM) launched a new consumer focused website on behalf of their members. “We have continually heard about the challenges reputable repair facilities face with steering, inferior parts and the lack of awareness for consumer’s”, Fisher states. “We looked at methods of communicating the message that would be cost effective and effortless; we feel this website meets these goals. We also wanted to also utilize ASA’s ‘shop locator’ feature that assists consumers in finding an ASA shop; driving them to our members.”

The new website contains helpful tips, consumer brochures that can be downloaded, two video streams along with other helpful pieces of information, including a chart that ranks the top 19 insurance carriers in Michigan. The chart was based on surveys performed in 2008 & 2009 with the collision repair industry, focusing on their overall claim handling. “Just like there are very good repair facilities, there are also some good insurance carriers out there too. Advertisements on television often reflect pricing among the carriers which is what consumer’s are looking at, never expecting to have an accident. Our goal was to be able to give consumers some data to ask their carriers when shopping for insurance and I think the chart does just that”, Fisher mentions. “We also wanted to let consumers know that not all parts are the same – and Michigan law has certain requirements about replacement parts”.

“Our intention is to update the site quarterly with seasonal maintenance tips and articles,” Fisher goes on. “With the next generation, we needed to make information available quickly and able to hit the ‘social networks’ – and our site does that.”

“I can’t thank the team at Automotive Video Inc. enough for their endless cooperation in doing the video’s and to Angie Kilbourne at ASA for her tireless work in putting the site together.” Visit the new site by clicking on www.MichiganCarCare.com