



Automotive Service Councils of California
Professionals in Automotive Service ~ Since 1940

We support ASE

Automotive Service Councils of California

For additional information contact: Gloria Peterson
One Capitol Mall, Suite 320
Sacramento, CA 95814-3229
(916) 924-9054
(800) 810-4272
FAX (916) 444-7462
E-mail: gpeterson@amgroup.us

For Immediate Release

ASCCA Applauds Action of Bureau of Automotive Repair re Preventative Maintenance Services

Sacramento California—September 11, 2013—The Automotive Service Councils of California (ASCCA), the pre-eminent trade association for the independent automotive repair industry in California, applauds the recent decision of the Bureau of Automotive Repair (BAR) not to move forward with its proposed public campaign regarding marketing and disclosure practices for fluid and flush services in the automotive repair industry. The Association also believes that the Bureau's decision to include information regarding these services in its consumer material is appropriate and welcome.

ASCCA and its leadership actively engaged the Bureau for over a year regarding this issue to ensure that inaccurate depictions of such services included in earlier proposals were removed. ASCCA's pro-active efforts in educating regulators regarding the necessity of certain fluid services provided the Bureau with accurate, useful information.

While the Association agrees that educating the public on the importance of regular vehicle maintenance, it also insists on accuracy in any information proposed for dissemination to the public. ASCCA believes that the overselling of unnecessary products and services is a deceptive practice and is contrary to its Code of Ethics.

Attached is the notice to the Bureau Advisory Group regarding this matter.

Founded in 1940, the Automotive Service Councils of California is the largest independent automotive repair organization in California. Its members represent all areas of the automotive repair industry, including mechanical, auto body, suppliers and educators.

"To elevate and unite Automotive Professionals, and give them voice."
