



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

## Automotive Service Councils of California

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## Automotive Service Councils of California Proudly Announces New Corporate Partnership with Mail Shark

SACRAMENTO – The Automotive Service Councils of California is proud to announce its most recent corporate partnership with Mail Shark, a full-service print and direct mail company specializing in helping auto repair shops and tire dealers increase their car count and customer base. Over the past decade, they have helped countless franchise organizations and independent auto shops meet their marketing goals with custom direct mail solutions.

Mail Shark approaches direct mail strategically by providing penetration reports and demographic analysis to make sure you're reaching the right people with a variety of exciting products. Not only do they make direct mail affordable by giving you the flexibility to spread out your mailings and payments on a weekly basis, but they also make it easier for you to manage your car count, budget, and your business.

“A great marketing tool to use when expanding clientele is direct mail and Mail Shark can help with that and more,” said John Eppstein, Chair, ASCCA Revenue and Benefits Committee. “Their full-service approach with targeted mailing will ensure that your business reaches your intended customers and help you accomplish set goals.”

From expert consulting and professional design to commercial printing and postal expertise, Mail Shark is a one-stop-shop for all your direct mail needs. This full-service approach allows them to offer unbeatable pricing and unmatched customer service. Best of all, they're independently owned and operated, which means they work for you, not a group of investors.

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Print & Direct Mail Made Easy

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*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."***