



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

## Automotive Service Councils of California

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**FOR IMMEDIATE RELEASE**

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### **Automotive Service Councils of California Proudly Announces New Corporate Partnership with MotoRad**

SACRAMENTO – The Automotive Service Councils of California is proud to announce its most recent corporate partnership with **MotoRad**, a world-class North American company leading the industry in automotive thermostats, fuel, oil and coolant caps. The company is also a long time OE supplier and is a wholly owned subsidiary of MotoRad Automotive Products (MAP) in Israel.

Using MAP's state-of-the-art manufacturing facility in Israel, MotoRad's line of thermostats has established itself as one of the most sophisticated and advanced in the automotive industry. MotoRad consistently ensures that its products are long lasting and high-quality through functional testing and strict quality control. Every single part manufactured by MotoRad is tested in the factory before being shipped to customers.

“As technology continues to advance and evolve, the automotive industry is finding ways to integrate and even depend on these technologies to deliver a competitive driving experience for the present-day consumer, making it vital to have high-tech products such as those offered through MotoRad,” said John Eppstein, Chair, ASCCA Revenue and Benefits Committee. “As a global leader in the design and manufacturing of original equipment, MotoRad brings immense knowledge of the automotive industry and is dedicated to ensuring your shop succeeds.”

Operating from two locations in North America: Mt. Carmel, Illinois and Monterrey, Mexico, MotoRad has consistently been first-to-market with new aftermarket products and provides superior application coverage to its customers. In recent years, MotoRad has been awarded vendor of the year from three different customers. They continuously stand firm behind their brand promise of “Leading the Way in Coverage & Service.”

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**MOTORAD**®  
Leading the Way in Coverage & Service

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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."***