

# Automotive Topics

Shop's Name: \_\_\_\_\_

**Please Note:** There is usually only enough room for two to three articles in a two-page newsletter and about seven in an four page. Please number your choices in order of preference. We'll fit in as many as we can, in that order. Keep this master topics list to refer to each issue.

## Ownership Issues

- 10 things to know before getting your car repaired
- Acid rain damage
- After an accident...
- Air bags, what you need to know
- Avoid stalling
- Auto insurance terminology
- Auto theft, don't be a victim
- Avoiding fender benders
- Avoiding vehicle theft
- Be prepared
- Bird droppings, what to do
- Buying a new car
- Buying a used car
- Buying auto insurance
- Calling all dog lovers
- Car wash tips
- Carpet stains
- Caring for your car
- Cell phone safety
- Check-ups for your car
- Choosing a shop
- Clearcoat care
- Compact cars vs. hybrids
- Coping with a car crisis
- Cost of car ownership
- Dangerous drive times
- Dealing with distractions
- Distracted driving
- Driver vision tips
- Driving SUVs
- Emergency items
- Financial sense of maintenance
- "First aid" for roadside emergencies
- Flares
- Fuel saving tips
- Handling emergencies
- High tech TLC
- High water damaged vehicles
- How to test drive a car
- Interior maintenance
- It sounds kinda' like...
- Jumpstarting a car
- Keep your car clean... and valuable
- Listen to your vehicle
- Maintaining your current vehicle versus buying new
- New to car care?
- Nighttime driving
- On the road alone?
- Per-mile tax deduction
- Preventing rollovers, crashes and injuries
- Proper use of lights
- Proper washing and waxing
- Protecting your car's finish in the winter
- Protect your investment with maintenance
- Rights of a new car owner
- Safe driving tips for everyone
- Safeguarding teen drivers
- Scratches on the finish
- Seat belt usage
- Seat belts and pregnancy
- Seeing and being seen
- Seldom seen parts can cause trouble
- Sharing the road with big rigs
- S.I.R.E.N. savvy
- Skid control
- Small cars
- Start, travel, and stop
- Taking a test drive
- Taking corners
- Teen driver tips
- Tips for the new driver
- Tips for the older driver
- Tips for the young driver
- TLC for cars
- Towing a trailer
- Traveling with pets
- Troubleshooting
- Under the hood

- Vehicle neglect
- Washing and waxing
- Watch those bumps in the road (alignment)
- What to do in a breakdown
- What to do in case of an accident
- Women maintaining the family car

## Associations/ Certifications

- AAA
- AASP
- AC/Delco
- American Car Care Center
- ASE
- ASE Master Tech
- ATRA
- Bosch
- Car Care Council
- Emissions Repair
- iATN
- I-CAR
- I-CAR Gold
- NAPA
- TechNet
- TireStarz
- What is ASE certification?

## Services

- 1/3/6/9/12 month services
- 30/60/90 maintenance
- 100,000 mile tune-up?
- Alignment
- An ounce of prevention
- Brake inspection
- CCC Certified Inspections
- Collision repair
- Computerized diagnostics
- Drive train inspection
- Engine rebuild/replace
- Facing the consequences (maintenance)
- Maintaining modern vehicles

- Maintenance secrets
- MODIS
- MotorVac
- Oil change
- Preventive maintenance
- Radiator flush
- Repair schedule
- Servicing your new vehicle
- Tire balancing
- Tire rotation
- Transmission flush
- TransTech service
- Tune ups

## Quiz/Tests

- Brake I.Q.
- Braking system
- Car care savvy
- Car care aware
- Cooling system
- Do you know your car?
- Drive train
- Electrical system
- Fluids & filters
- Keeping up appearances
- Lighting
- Steering & suspension
- Tire care
- Tune up
- Vision and visibility
- Winter quiz

## Parts/Systems

- ABCs of ABS
- ABS brakes
- ABS do's and don'ts
- AC & heating systems
- AC basics
- AC—getting ready for summer
- Aftermarket vs. OEM parts
- Air filters
- Alternator, take care
- Automatic transmission tips

more topics ➡

# Automotive Topics *continued*

- \_\_\_ Belts
- \_\_\_ Batteries
- \_\_\_ Batteries and hot weather
- \_\_\_ Battery basics
- \_\_\_ Brake fluid contamination
- \_\_\_ Brake inspections
- \_\_\_ Brake problems/symptoms
- \_\_\_ Cabin air filters
- \_\_\_ Can you count on your brakes?
- \_\_\_ Check Engine light
- \_\_\_ Cooling system
- \_\_\_ Drive train
- \_\_\_ Filters
- \_\_\_ Fluid situation
- \_\_\_ Fuel economy
- \_\_\_ Fuel level importance
- \_\_\_ Fuel saving tips
- \_\_\_ Gas mileage calculation
- \_\_\_ Gas wasters
- \_\_\_ Get the most out of your gas tank
- \_\_\_ Get the spark back
- \_\_\_ Get your car in line (wheel alignment)
- \_\_\_ Give your brakes a break
- \_\_\_ Headlights
- \_\_\_ Heater problems
- \_\_\_ Hoses
- \_\_\_ It's a matter of timing
- \_\_\_ It's not just oil (what all oil does for your engine)
- \_\_\_ Keeping your engine cool
- \_\_\_ Marginal parts
- \_\_\_ Morning sickness (transmissions)
- \_\_\_ Oil—your first line of defense
- \_\_\_ Old batteries
- \_\_\_ Oxygen sensors
- \_\_\_ Parking brake: Use it or lose it
- \_\_\_ Reading a tire sidewall
- \_\_\_ Reflections on safety (mirror use)
- \_\_\_ Ride control
- \_\_\_ Safe braking
- \_\_\_ Safety equipment
- \_\_\_ Shocks

- \_\_\_ Steering
- \_\_\_ Struts
- \_\_\_ Suspension
- \_\_\_ Timely tire tips
- \_\_\_ Timing belt
- \_\_\_ Tire care
- \_\_\_ Tire maintenance
- \_\_\_ Tire penny test
- \_\_\_ Tire pressure
- \_\_\_ Tire quality vs. life span
- \_\_\_ Tire wear
- \_\_\_ Tires help fuel economy
- \_\_\_ Transmission repair
- \_\_\_ Transmission tips
- \_\_\_ Windshields
- \_\_\_ Wiper blades
- \_\_\_ Wiper lifespan

## General Info

- \_\_\_ Automotive definitions
- \_\_\_ Common problems
- \_\_\_ Don't let vehicle trouble stop you (wide range of symptoms)
- \_\_\_ Dozen most wanted
- \_\_\_ Extended warranties
- \_\_\_ Early warning signs
- \_\_\_ It sounds kinda like...
- \_\_\_ Nat'l. Car Care Month
- \_\_\_ New car maintenance (you don't have to go to the dealer)
- \_\_\_ Symptoms to watch for
- \_\_\_ Your vehicle is in good hands
- \_\_\_ What's that noise?
- \_\_\_ What's that smell?

## Seasonal

- \_\_\_ Autumn tire neglect
- \_\_\_ Avoid holiday accidents
- \_\_\_ Back to school time
- \_\_\_ Bad weather driving
- \_\_\_ Beat the heat!
- \_\_\_ Change of season reminders
- \_\_\_ Cold weather car care
- \_\_\_ Driving in snow
- \_\_\_ Fall driving tips
- \_\_\_ Fall paint tips
- \_\_\_ Favorite car games

- \_\_\_ Get ready for holiday travel
- \_\_\_ Get ready for summer
- \_\_\_ Gifts for your vehicle
- \_\_\_ Going on a trip?
- \_\_\_ Halloween warnings
- \_\_\_ Harsh weather driving
- \_\_\_ Holiday gift ideas
- \_\_\_ Hot tips in hot weather
- \_\_\_ Hydroplaning
- \_\_\_ Last minute gift ideas
- \_\_\_ Long car trips & kids
- \_\_\_ New Year's Resolutions for you and your car
- \_\_\_ Pothole damage
- \_\_\_ Protecting your car's finish in the winter
- \_\_\_ Spring cleaning
- \_\_\_ Spring into summer
- \_\_\_ Springtime 10-pt check list
- \_\_\_ Springtime ritual
- \_\_\_ Summer crashes, avoiding
- \_\_\_ Starting your car in the cold
- \_\_\_ Time to check your automobile's health
- \_\_\_ Tips for holiday party hosts (avoiding drunk drivers)
- \_\_\_ Tires and atmospheric pressure
- \_\_\_ Traveling with your pet
- \_\_\_ Trip planning
- \_\_\_ Summer driving tips
- \_\_\_ Vacation driving tips
- \_\_\_ Vacation to-do list
- \_\_\_ Wet weather driving
- \_\_\_ Winter driving tips
- \_\_\_ Winterizing your vehicle

## Filler

- \_\_\_ Access to express lanes
- \_\_\_ Automotive history
- \_\_\_ Big rigs on the road
- \_\_\_ Bumper stickers
- \_\_\_ Car covers
- \_\_\_ Car gifts
- \_\_\_ CCC survey
- \_\_\_ Drunk & Drugged Driving Month

- \_\_\_ Favorite car games
- \_\_\_ From the glove box (factoids)
- \_\_\_ History of air conditioning
- \_\_\_ Hold the wheel
- \_\_\_ Insurance humor
- \_\_\_ Officer protection laws

## Shop Issues

- \_\_\_ After-hours drop offs
- \_\_\_ Alldata
- \_\_\_ CarCareONE
- \_\_\_ Computerized maintenance schedule
- \_\_\_ Contest
- \_\_\_ Financing options
- \_\_\_ Importance of trust
- \_\_\_ Making a service appointment
- \_\_\_ Need a loaner (rental)?
- \_\_\_ Product promotion \_\_\_\_\_
- \_\_\_ Referral contest
- \_\_\_ Referral list
- \_\_\_ Referral thanks
- \_\_\_ Service guarantee
- \_\_\_ Shop policies
- \_\_\_ Shop report card
- \_\_\_ Shop you can trust
- \_\_\_ Staff intro
- \_\_\_ Staff news
- \_\_\_ Success story (testimonials)

## Custom Topics

- \_\_\_ Provide a description below
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