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Front Range Motorists Offered Chance to Win \$300 in Vehicle Maintenance & Repair
Maintenance Matters campaign seeks to educate motorists and save them money at the gas pump

(October 16, 2012) DENVER, CO – Maintenance Matters—a campaign to promote the impact of vehicle maintenance on air quality—is giving away \$300 a week in vehicle maintenance and repair for three weeks beginning the week of October 15.

Motorists may enter to win at www.MaintenanceMatters.org, or on the Colorado Department of Public Health and Environment’s Air Pollution Control Division Facebook page, <https://www.facebook.com/cdphe.apcd>.

In its sixth year, Maintenance Matters is a public education partnership-building initiative developed and funded by local air quality agencies, repair businesses and Envirotest – Air Care Colorado to inform the public about the importance of vehicle maintenance and the impact it has on air quality and their wallet.

“Regular vehicle maintenance saves people money and helps keep the air clean. A poorly-maintained or malfunctioning vehicle uses up to 20 percent more gasoline and can release as much as 80 times the pollution of a well-maintained vehicle,” said Ken Lloyd, executive director of the Regional Air Quality Council, the state’s air quality planning agency.

The Maintenance Matters partners were spurred to develop an educational program amid rising fuel costs and the need to reduce harmful ground-level ozone pollution. Because vehicles account for more than 25 percent of all air pollution nationwide an education campaign aimed at vehicle maintenance and its benefits targets the right area; Maintenance Matters addresses air quality for all and savings for individuals.

Local repair facility owners and technicians have long known the benefits of regular maintenance, and the Denver metro area’s emissions inspection and maintenance program encourages it. However, keeping it at the forefront of people’s minds has always been a challenge.

“Unless it’s broken, people tend to ignore their vehicle maintenance lights and schedules,” said Donny Seyfer, owner of Seyfer Automotive and past chairman of the Automotive Service Association of Colorado. “We want to change that to benefit the car owner and the community as a whole. We know that just basic maintenance goes a long way in savings at the gas pump and for air quality.”

In addition to the opportunity to win \$300 in maintenance and repairs, motorists can find a coupon good for \$25 toward any maintenance related service, including an oil change, at participating auto repair shops. The coupons underscore the relationship between properly maintained vehicles and clean air, and the ultimate cost-savings to drivers. Participating shops can be found on the web site www.MaintenanceMatters.org.

Coalition partners include Envirotest – Air Care Colorado, the Regional Air Quality Council, the Colorado Department of Public Health and Environment, and several local repair businesses.

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