

# Automotive Answers

## Auto Sense: If Squirrels Could Talk About Car Maintenance

(NAPSA)—When it comes to car versus squirrel, the car usually wins. But an innovative consumer awareness campaign from one automotive parts manufacturer is doing its best to alter the balance of power in favor of North America's furry backyard friend.

Tenneco Inc., manufacturer of Monroe® shock absorbers and struts, has launched a campaign to urge consumers to think about squirrels when it's time for a vehicle repair or safety inspection. Why? Research by industry specialists has shown that a single worn shock or strut can increase the time and distance needed to avoid hitting an object, such as another car or, that's right, a squirrel.

Monroe's "Saving Squirrels" campaign is designed to help motorists understand that shocks and struts, along with tires, brakes and steering components, help determine a vehicle's steering, stopping and stability characteristics. Worn shocks and struts also can lead to accelerated wear of tires and other parts. Ultimately, ride-control replacement can help save money in the long run.

"The 'Squirrel' campaign is a fun way to tell a compelling story. Brought to you by a squirrel, the message communicates that worn shocks and struts can affect the driver's safety and the safety of others," said Mark Christiaan, director of product management



**Avoiding road obstacles (including squirrels) is one of the jobs of a vehicle's shocks and struts.**

for the Monroe brand. "It's also very important in today's economic environment to invest in maintenance that can help extend the life of tires, tie rods, ball joints and other expensive components, such as ensuring properly functioning shocks and struts."

Automotive industry experts recommend replacing worn shocks and struts at 50,000 miles. For many popular-selling vehicles, replacing worn ride-control parts that have been driven for 50,000 miles or more can improve the vehicle's handling characteristics and comfort, according to Christiaan. (Actual mileage may vary depending on driver ability, vehicle type, and type of driving and road conditions.)

To learn more about the "Save the Squirrels" campaign and to access important vehicle maintenance and repair tips, videos, online games and local traffic reports, visit [www.savingsquirrels.com](http://www.savingsquirrels.com).