

# Car Care Corner

## Better Parts Are The Better Choice

(NAPSA)—For millions of consumers looking for ways to extend the lives of their current vehicles, one question may arise: Can I save money in the long run by choosing a low-cost, off-brand replacement part?

The answer, according to automotive experts, is: no. The few bucks you might save today could cost you much more in terms of degraded vehicle reliability and performance—and potentially even your driving safety—down the road.

What characteristics should you look for in replacement auto parts? Consumer research points to four key characteristics that separate premium components from those that may be sold at bargain-basement prices: Premium parts are engineered specifically for the vehicle by a leading original-equipment supplier; they help enhance vehicle performance; they help increase overall reliability; and they help improve vehicle safety.

Sacrificing these benefits can make even the most economically priced replacement parts a poor bargain, according to leading automotive manufacturers.

“Getting the cheapest brake job, ball joint replacement or tune-up often isn’t a good deal for the consumer—not when they have to put up with performance problems and a shorter product service life,” said Michael Proud, North American marketing director for global automotive parts supplier Federal-Mogul Corporation. “Even saving a few dollars on a lesser-quality wiper blade can lead to an installation nightmare and shorter replacement cycle, not to mention potentially dangerous visibility problems.”



**Quality replacement auto parts can extend your car’s life—and help protect your own.**

A growing number of automotive parts providers have recognized that consumers need and want more information about the products installed on their vehicles. To help vehicle owners make informed decisions about auto maintenance and repair, Federal-Mogul, manufacturer of such popular replacement parts as ANCO wipers, Champion spark plugs, MOOG chassis parts, Wagner ThermoQuiet brakes and Wagner lighting products, launched a consumer information portal at [www.FMSmartChoice.com](http://www.FMSmartChoice.com). The site also includes a variety of money-saving offers on premium branded products.

This new Web resource also includes convenient links to a variety of industry-sponsored tools, including the popular “Be Car Care Aware” campaign headquarters, which includes detailed information on dozens of vehicle systems and maintenance requirements.