



Car Care Corner

Building Trust Among Motorists, Repair Shops

(NAPSA)—Determining whether or not a vehicle requires a specific service or repair is one of the key tasks of automotive technicians and repair facilities—and one of the great mysteries for the average consumer.

To help build consumer trust and satisfaction with the automotive service industry, a group of business owners, manufacturers and associations created the non-profit Motorist Assurance Program (MAP), which requires member shops to adhere to a strict set of fact-based vehicle inspection and communication standards. MAP establishes criteria not only for recommending replacement of worn parts and other products, but also how these recommendations are communicated to the vehicle owner.

“Sad to say, but many repair professionals and shop owners are so concerned about earning the consumer’s trust that they actually hesitate to recommend parts and services the customer’s vehicle really requires to return it to its proper operating condition,” said MAP President Larry Hecker. “Our Uniform Inspection and Communication Standards make it clear to both the repair provider and vehicle owner when, and under what circumstances, a component or fluid has exceeded or is nearing its effective service life.”

Using these industry standards, the repair facility can provide a factual basis for recommending a specific repair and/or parts replacement. At the same time, the vehicle owner will receive a clear, concise explanation of why the repair is necessary.



By looking for a repair shop’s MAP membership decal, consumers can be sure of trustworthy service.

This way, the vehicle owner can make a more confident, satisfying and informed decision about the care of their vehicle.

Among the most recent MAP guidelines are: the suggested replacement, after 50,000 or more miles, of original equipment shocks and struts; replacement of brake fluid that exceeds specified levels of copper content; and the suggested replacement of a battery when it tests near the “end of its useful life” utilizing a tester or on-board monitor.

MAP offers a comprehensive library of vehicle repair information—including a vehicle repair video, tips for choosing and working with qualified repair providers and a guide to MAP member shops—at www.motorist.org. Most participating repair shops prominently display their “Motorist Assurance Program” decal at their entrance or near their customer waiting areas.