



CAR CARE CORNER

Comfortable Car Makes For A Content Commuter

(NAPSA)—Whenever you decide to do your “spring cleaning,” be it April, May or October, you may want to put your vehicle on the list of things that could use some sprucing up.

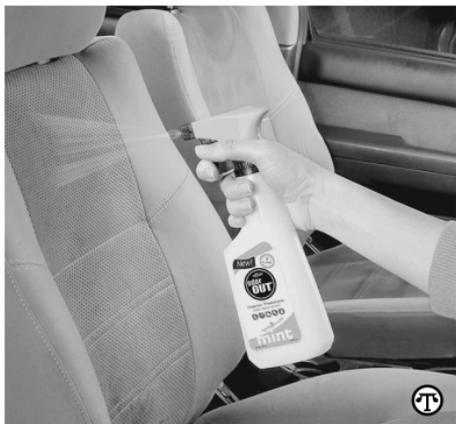
According to a report published by the Transportation Research Board, Americans are continuing to spend more time commuting to and from work—almost a 50 percent increase in the last decade. With an increasing number of commuters spending upwards of 60 minutes traveling in their cars each day, it is important for drivers to make their ride as comfortable and enjoyable as possible.

As the amount of time that people spend in their cars increases, Auto Expressions®, a leading brand of innovative automotive accessories and air care products, continues to develop new products to provide drivers with a more comfortable commute.

“With the extended time spent in their vehicles, drivers are looking to add elements of comfort and personalized appearance to their daily drive,” says John Garrity, director of marketing for Auto Expressions.

One ongoing challenge is the emergence of mysterious odors that can easily develop in vehicles. According to a consumer survey conducted by the International Carwash Association, an estimated 37 million cars actually smell because of interior garbage or neglect.

A common error that owners



Instead of masking automotive odors, a new air freshener gets to the source of bad smells.

tend to make when attempting to eliminate the odor is to simply mask the stench with an ordinary air freshener. Recent advancements in air-care technology have enabled drivers to definitively overcome these odiferous challenges.

One solution is the new Odor Out®, which contains an advanced patented technology called NuAire™, proven to neutralize odors effectively. Instead of masking odors, the product neutralizes foul smells at their source, while also providing continuous odor maintenance. In addition, it provides a fresh and odor-free environment for drivers without the use of overbearing fragrances.

The Odor Out line is available in the automotive aisles of many major retailers and automotive stores. For more information on combating odors in your vehicle, visit www.auto-expressions.net.