

Are You A Singing Star In Your Car?

National Survey Reveals More People Sing In The Car Than In The Shower

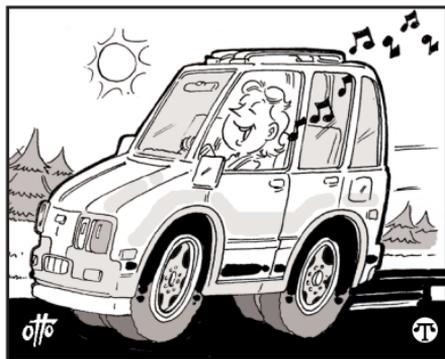
(NAPSA)—When you're driving down the road with the music turned up and your favorite tunes piping through the speakers, do you feel compelled to sing? If so, you are like the majority of Americans who tend to break out into song while cruising in their cars. In fact, according to the Music in Motion survey of more than 1,000 U.S. drivers, conducted by Directive Analytics and commissioned by Auto Expressions™, a leading brand of automotive accessories and car care products, more than nine out of 10 Americans sing in their cars...that's more than the number of people that sing in the shower!

Who are the car crooners?

The survey revealed that redheads, not blondes, have more fun singing in the car, since 53 percent of redheads always sing in the car. The survey also discovered that women, more often than men, sing in their cars; however, both men and women born under the Aries astrological sign are more likely to sing in their car than any other sign. Capricorns are least likely to attempt to carry a tune while driving.

What are they singing?

The preferred genres of song for the car crooners are rock songs, followed closely by music from the '80s and pop music. However, country songs top the charts for older Americans who exercise their vocal cords behind the wheel.



What are their cars like?

Car manufacturers may want to consider renaming SUVs to "Singing Utility Vehicles," since the survey found that drivers of these types of cars tend to sing the most. Car crooners also enjoy having a fragrant, organized "stage" since four out of 10 car stars have air fresheners and organizers in their cars.

Turn It Up and Win

Are you looking for more ways to sing in the car? Now through September 29th, or until supplies last, look for specially marked packages of Auto Expressions™ Vent Fresh® adjustable air fresheners to find a "Turn It Up and Win" scratch-off game piece. Five lucky Grand Prize winners will receive an Alpine music car makeover and 200 First Prize winners will receive an Apple iPod Nano 4GB. All game pieces, whether you are a winner or not, may be redeemed at the iTunes® Music Store for a free song download. For more details and official contest rules, log on to www.ventfreshturnitup.com.