

AUTO SENSE

Skimping On Car Care Can Get Expensive

(NAPSA)—Many Americans are finding that not buying a new car makes proper maintenance of their existing car even more important. In fact, according to R.L. Polk & Co., Americans today are keeping their cars for nearly 10 years—an all-time high.

Putting off regular maintenance could lead to engine failure, resulting in thousands of dollars spent on engine parts and labor. Here are several myths about engine maintenance that could actually threaten the life of your car's engine:

Myth 1: I'm not hard on my car, so I can change my oil less frequently. Frequent oil changes are suggested for all cars driven under "severe" conditions, which include stop-and-go traffic, driving at highway speeds in hot temperatures and driving in very hot or cold climates.

According to a recent study by the state of California, 80 percent of U.S. drivers fit the definition of a "severe" driver, though many don't realize it. Auto manufacturers' oil change interval recommendations are dramatically shorter for severe driving conditions, with the majority recommending 3,750 miles or less. To protect the investment you have in your car, be sure to change your oil every 3,000-4,000 miles.

Said Sam Mitchell, president, Ashland Consumer Markets, the makers of Valvoline, "Keeping up on preventative auto maintenance is key to increasing the longevity of your vehicle and making it last for the long haul."

Myth 2: Motor oil quality doesn't matter; it's all the same. Many drivers don't realize that bargain motor oils may not be formulated well. According to industry studies, poorly formulated motor oil can lead to wear, excessive oil consumption,



Experts say using a bargain motor oil may lead to wear, excessive oil consumption, power loss and deposit formation in your engine.

power loss and deposit formation in your engine. Using a premium motor oil can help protect your engine from premature aging and is encouraged.

Myth 3: My car is new, so I don't need to worry about maintenance services. Regular maintenance, starting when your car is new, will keep it running longer and save you money in the long run. Keeping up on car care services, such as air filters, oil changes and transmission check-ups, helps you avoid major expenses in the future.

Another way to make your vehicle last is to enroll in the Valvoline Limited Engine Guarantee. Drivers with fewer than 75,000 miles on their odometers can visit any Valvoline Instant Oil Change Center and get their engine guaranteed by Valvoline for up to 300,000 miles, as long as the oil is changed regularly.

For more information or to enroll in the Valvoline Limited Engine Guarantee, please visit www.engineguarantee.com or www.vioc.com.