

As I was preparing to leave a friend's house after an enjoyable dinner, he asked if I could give him a lift downtown. He said he had taken his car in for a new muffler the previous day, but had to leave it overnight. Sensing a bait-and-switch scam, I suggested, "And they said you also needed ball joints?" His face turned white as he realized then he had been taken in by a service shop fraud.

Dear Vehicle Owner:

If anything like that has ever happened to you, two points:

1. Don't feel bad. Auto repair fraud is the fourth largest scam in America, cheating motorists to the tune of \$20 billion a year in faulty or unnecessary repairs. You're not alone.
2. You need never be "taken" by a repair scam again! I'll tell you why in a minute.

What auto service shops don't want you to know!

Investigations by states' attorneys general, consumer groups and individual lawsuits have turned up an entire "mini-industry" of fraudulent practices that cheat motorists out of anywhere from \$20 billion to \$50 billion a year in overpriced service work and just plain rip-offs! The games some of these repair operations play include everything from "false and misleading statements" to outright fear tactics, designed to get you to accept work you don't need. Some auto service organizations establish contests for their service managers and mechanics to encourage aggressive sales measures that too often cross the legal line while the managers look the other way.

How to avoid the other "sticker shock"!

As the prices of cars have climbed year after year, we've all become accustomed to "sticker shock" at the showroom — and lately, even at the used car lot.

But now there's another sticker shock to deal with — the charges for parts and labor that show up on the bottom line when you pick up your car after service or repair!

Even with advance estimates, stuff happens. A particular part wasn't available so another, more costly part was substituted. Or it wasn't, but they charged you for it anyway. The factory raised their prices. The job took longer than expected, so the hourly charges are higher. And the ever-popular, work that was done that you never asked for!

There are plenty of shops out there who know how to push up those charges in ways that seem normal to you. And even when they're honest, experienced professionals know how to build a little "extra" in to every repair bill. Sometimes not so little. How to protect yourself? Here's how!

(over, please)

Put a professional, ASE-qualified mechanic between you and the repair shop as an advocate, a negotiator and a protector for you and your car!

I know, you're thinking, that's a great idea, but who could I get? And how would I compensate him? Well, that's what this invitation is all about. Consumers Automotive Advocates has done it for you. As a member, you can —

Save on repair costs (save up to 30% on average)

Guard against rip-offs and protect your vehicle from sub-standard parts and phony fixes that can harm it!

With Auto Advocates on the job, you're guaranteed two vital benefits in the uncertain world of auto repair; bottom-line savings, and peace of mind.

Yes, I said "guaranteed" if in the first 60 days, you are dissatisfied with your membership in any way, Consumers Automotive Advocates will refund 100% of your fee. So with nothing to lose and so much to gain, why not complete the enclosed Membership Application now, detach the stub for your records, and mail it today with your membership fee in the postage-paid envelope provided.

For more immediate service, or for further questions, call us directly at 1(800)-711-1169

Sincerely,

Keith Blessing
Director

P.S. The enclosed brochure provides further details on how Consumers Automotive Advocates works for you, plus a helpful Q & A. But act now, so when that next service or repair job puts your car up on the lift, you'll have someone to call.