

# WOMEN AT THE WHEEL

## Regular Maintenance Helps Save Time And Money

(NAPSA)—Many of today's women are on the move. They work full time, they take their kids to day care and after-school activities—and a lot of women have the additional responsibility of being the household “car care manager.”

Research by the Car Care Council shows that women represent 60 percent of automotive service customers in North America. Women spend more than \$300 billion annually on vehicle maintenance, repairs and used vehicles, according to American Woman Road and Travel (AWRT).

Fortunately, even the busiest women may be able to save time—and keep their families safe—by getting regular vehicle inspections and maintenance work done. That's one reason Mr. Goodwrench encourages women to visit their GM dealership to help ensure that their vehicle is up to date on its maintenance needs. The maintenance inspections can point out items needing service that can help a vehicle run better, last longer, retain its value and provide optimal safety and security.

### Tips From Mr. Goodwrench

- Batteries: A weak battery can leave you stranded—possibly at the worst time and place.
- Brakes: An expert inspection

### Maintenance Check List To Keep Your Car Moving

- ✓ Batteries
- ✓ Brakes
- ✓ Windshield Wipers
- ✓ Headlamps
- ✓ Oil
- ✓ Fluid Levels
- ✓ Belts and Hoses



can determine whether your brakes are functioning properly with full braking capability.

- Windshield wipers: Old or worn windshield wipers can lead to poor visibility in adverse weather conditions.

- Headlamps: Properly aimed headlamps are a must for optimizing your visibility—both your seeing and your being seen.

- Oil: Owners of vehicles equipped with the GM Oil Life System (OLS), can use the Simplified Maintenance plan to save time, money and oil. The plan calls for people to visit their GM Goodwrench dealership only when the “Change Oil” light comes on, instead of every 3,000 miles. If you

don't have the system, change your oil and filter at intervals recommended in your owner's manual to minimize engine wear and reduce the possibility of internal damage.

- Fluid levels: Improper fluid levels—including coolant, oil, power steering, transmission, brake fluid and even washer solvent—can negatively affect vehicle durability, performance and safety.

- Belts and hoses: A broken belt or ruptured hose can cause costly engine damage and travel delays.

### Women On The Move

So just how busy are today's women? According to the U.S. Department of Labor's Bureau of Labor Statistics:

- In 2002, nearly four in every five mothers of school-aged children were in the paid workforce.

- In 2003, there were 3.7 million female multiple jobholders.

- The number of working women has grown from 18.4 million in 1950 to nearly 65 million in 2003.

In addition, the American Federation of Labor Congress of Industrial Organizations (AFL-CIO), reports that 63 percent of women work 40 or more hours per week.

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