

# Car Care Corner

## “Make Scents” While In The Driver’s Seat

(NAPSA)—The average person spends more than 32 full days every year locked inside the confines of their car’s interior.

With 39 percent of people realizing they may have to spend even more time inside their cars this year, auto manufacturers and those in the auto accessory industry are constantly developing products to help ease drivers’ month-long inCARceration.

Because smell plays such an important role in people’s sensory perception, it’s no wonder there are more than 46 million vehicles on the road with an air freshener.

What started 50 years ago by simply hanging thick paper that had been doused with cologne inside vehicles, has evolved into a multimillion dollar, sophisticated industry. Today, air fresheners are as high-tech as many electronic devices and come in an endless array of scents, designs, materials and state-of-the-art delivery systems.

Auto Expressions™, a leading brand of automotive air fresheners, has introduced their latest innovation, Vent Fresh®.

This new plastic disposable product features a scented oil diffuser that utilizes patent-pending technology to provide consumers



**Today’s high-tech air fresheners come in an endless array of scents and designs.**

with an adjustable, spill-resistant air freshener. The air freshener is activated by an easy-to-use pull tab on the back. It is clipped directly to your car’s air vent. When the car’s air is turned on, either heat or air conditioning flows through the membrane holding liquid fragrance to freshen your car continually.

The adjustable fragrance dial, coupled with your car’s vent control, creates a truly tailored scent.

Vent Fresh is available to consumers in the automotive aisles of many major retail chains. It is available in three popular fragrance options: Outdoor Breeze®, New Car and Wildberries. To find out more information, visit [www.auto-expressions.net](http://www.auto-expressions.net).