



Car Maintenance Survey

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Kelton
RESEARCH



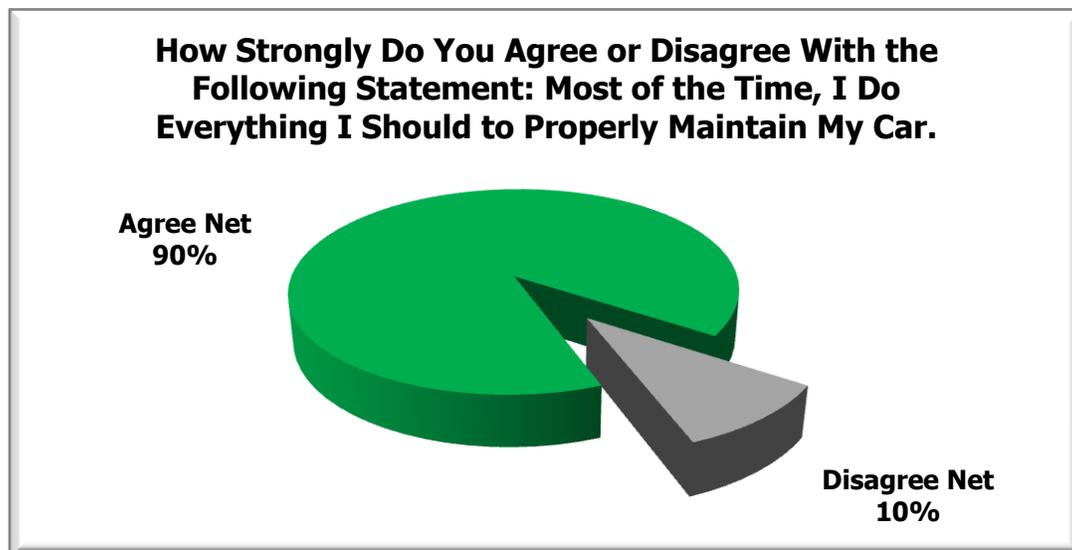
Maintenance 101

American Car Owners Too Lax About Their Vehicles

In recent years, America's driving population has been slowly getting smarter about life on the road, from finding creative ways to conserve gas to buying hybrid cars. And with the federal government now offering incentives for more environmentally-friendly vehicles, millions of drivers will soon find themselves behind the wheel of new, improved models. But after years of caring for inferior vehicles, are they really ready to maintain these new rides? A new study by DriverSide.com finds many car owners rusty at some basic car care duties, despite their claims that they know what they're doing.

1) CAR CONSCIENCE

- **Doubtless Drivers.** Confidence abounds among the majority of American car owners. An overwhelming nine in ten (90%) assert that most of the time, they do everything they should to properly maintain their vehicles.



- Vehicle owners who are 45 and older are quicker than their 18-44-year-old counterparts (93% vs. 86%) to say they take the best possible care of their rides.

- Northeastern car owners are the most confident in the country – 93 percent are sure they are as maintenance-conscious as they could be, compared to 89 percent of the rest of the nation.
- **Getting Off Track.** Yet despite this certainty, many car owners do fall short on some basic tasks:
 - **Straying from Service.** Under one in two (41%) say they carefully follow their manufacturer's recommended service schedule, and even fewer (28%) service their vehicles at dealerships. Less than a quarter (23%) go out of their way to exclusively use original manufacturer parts.
 - **Remiss with Repairs.** Just 16 percent are proactive enough to have a scratch or ding in their car's paint fixed as soon as possible.
 - **Lack of Communication.** Less than one in four (23%) are willing to work with mechanics to develop a maintenance plan for their cars.
 - **Vulnerable Vehicles.** Not even a third (31%) take the initiative to keep their car's exterior protected with a coat of wax.

2) THE GENDER GAP

Though American men and women alike feel they are fairly capable with car maintenance, female car owners are a bit guiltier of letting some duties slide.

- **Quick Fixes.** Fewer women than men (61% vs. 66%) fix something on the cars they own within a few days after it breaks. Similarly, women are less likely than men (14% vs. 19%) to have a scratch or ding in their car's paint repaired as soon as possible.
- **The Clean Team.** Guys may not be particularly tidy around the home, but the roles are reversed when their beloved cars are involved. More men than women (60% vs. 55%) maintain a clean exterior and interior, and go out of their way to keep the outside of their car protected with a coat of wax (37% vs. 24%).
- **Mind the Manufacturer.** Female car owners are less likely than male car owners to assert they carefully follow their manufacturer's service schedule (37% vs. 46%). They're also less apt to solely use original manufacturer parts in their vehicles (20% vs. 27%).