



New Auto Service Recommendation Library Leverages the Power of Video to Educate Motorists About Auto Repairs

SANTA BARBARA, CA – April 10, 2013 – [AutoVitals Inc](#), the automotive industry’s leading provider of integrated solutions for internet marketing, motorist engagement and customer retention, today announced the availability of the [AutoVitals TV Service Recommendation Library](#). The video series is positioned to uniquely educate motorists about specific repair topics by answering the three questions they are most likely to have; **What** is this service about, **Why** should I have this work done, and **What if** I don’t do it now?

People are increasingly more likely to watch a short video about a topic that interests them than they are to read about it. In fact, over 105 million Americans now watch online video each day, which is up 43% since 2010, and much of this trend is due to the increase in smart phone ownership. According to BI Intelligence 80% of affluent Americans ages 25-34 have a smart phone.

By leveraging both the popularity of video and the prevalence of smart phones, auto shop owners can provide their customers with a short educational experience about a specific service or repair right at the time they want to know more, and in a form that is easy to obtain. Motorists have immediate access to the video information when the repair shop informs them that they might need service, and they can watch it right at the counter, in the shop or at home.

The AVTV Video Library is designed to support the primary goal of every shop owner. Increase customer retention by providing education to the motorist from a trusted source.

A subscription to the Standard AVTV Video Library gives auto shops unlimited access to continually updated video content on a wide variety of auto repair topics. And according to AutoVitals CEO Uwe Kleinschmidt, “ By choosing to upgrade to a PLUS or [PRO package](#), a shop can have the entire library customized with personalization ranging from static imagery at the shop to full audio and video professionally edited by the AutoVitals TV crew. “

The new AutoVitals TV Service Recommendation Video Library is available online at [AutoVitals.com](#) with subscriptions starting at \$45 month. A Sample PRO Video upgrade can be viewed on the [Westside Auto Pros](#) YouTube channel.

About AutoVitals

Founded in 2009, AutoVitals is the automotive industry’s leading provider of integrated solutions for Internet marketing, motorist engagement and customer retention. AutoVitals focuses on providing high-value management and engagement service for the Independent Automotive Aftermarket. For more information contact AutoVitals at +1(866) 949-2848 or visit on the web at [www.AutoVitals.com](#)

Contact

Patrick Egan
AutoVitals
Patrick.Egan@AutoVitalsinc.com
+1(805) 403-3462