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Precision Tune Auto Care Injects Web 2.0 with New Customer Retention Tool

*Partnership with DriverSide.com Builds Ongoing Relationship
Directly with Customers*

Leesburg, VA – October 15, 2008 – Precision Tune Auto Care today announced an innovative new program that will promote customer loyalty and drive new leads by using a Web 2.0 technology to interact directly with drivers. Through a partnership with DriverSide.com, a San Francisco-based Web site designed to service all auto owners, Precision Tune will give customers an individual online vehicle profile where they can independently track car maintenance, ask certified mechanics questions for free, interact with other auto owners and more. This service is provided free to all customers.

“Our customers want to be proactive in the maintenance of their cars and trucks and we want to give them every possible tool to make sure their vehicles run strong for a long, long time,” said Robert Falconi, CEO of Precision Tune. “This new Web service gives our franchisees an easy way to build lasting relationships with their customers and another method for attracting more drivers to their service center.”

Precision Tune customers using DriverSide will each have a personal “My Car Page” profile, where information about their vehicle will be stored automatically. Through this information, they will receive service reminders and collect special offers and discounts, in addition to the dozens of other features offered by DriverSide. Each customer’s Precision Tune service history will be saved in their “My Car Page” profile so customers will never again wonder when their next oil change is due or when a major service took place.

“There are a million sites out there for consumers shopping for a new car, but DriverSide is the first to focus on the entire lifecycle of car ownership,” said Jad Dunning, CEO and co-founder of DriverSide. “Precision Tune is far ahead of its competition in terms of offering their customers and franchisees the best technology service available for customer retention and generation. DriverSide is uniquely able to deliver programs like this because of the relationship it has with its users. . We like that drivers will be better informed and that Precision Tune franchisees have a valuable tool to drive business- particularly in this tough economic climate.”

The new service is available now at 245 Precision Tune Auto Care service centers.

About Precision Tune Auto Care:

What started as a small tune-up shop in Beaumont, Texas more than 30 years ago is now a pioneer in advanced automotive diagnostics and the one-stop shop for scheduled maintenance, service and repairs for autos, light trucks, SUVs and minivans. Servicing 2.5 million vehicles each year, Precision Tune Auto Care franchises 380 state-of-the-art professional service facilities throughout the world and is a leader in educating the driving public on the importance of car care for personal safety and the health of the environment.

For more information about Precision Tune Auto Care: <http://www.precisiontune.com>.

About DriverSide

Founded in fall 2007 by Internet Entrepreneurs Trevor Traina, Adam Jackson, and Jad Dunning, DriverSide is the first Web site specifically designed for automobile owners. Funded by Catamount Ventures, DriverSide allows consumers to save money on servicing and maintenance costs as well as buy and sell automobiles. With an in-house editorial staff, DriverSide offers useful advice on how to own and operate a vehicle as well as reviews on new and used automobiles. DriverSide’s community allow consumers to participate in forums, meet other owners of a particular vehicle, share knowledge, and post reviews on mechanics and dealers.

Whether for buying, selling, servicing, maintaining or accessorizing, DriverSide has brought together all the information and resources needed to make automobile ownership an easy and personalized experience. For more information, go to www.driverside.com

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