

New features make Monroe Safety Specialist program even better in 2008

FOR IMMEDIATE RELEASE

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Monroe's Safety Specialist program will be better than ever this year with some new perks set to have the automotive trade talking.

Designed to reinforce the relationship between shock absorbers and safety and recognise the important role that installers and resellers play in securing the safety of Australian families, the Safety Specialist program delivers excellent value features to members throughout the year.

The introduction of the Monroe Safety Specialist Award this year is set to be particularly exciting with the winner gaining prestigious accreditation and recognition as Australia's best Safety Specialist.

In collaboration with Undercar Review and the Institute of Australian Mechanical Engineers (IAME), Monroe's Safety Specialist Award is exclusive to members – with the winner chosen from the results of an IAME steering and suspension exam.

"The winner of the Safety Specialist Award will receive a 436-piece Master Mechanics Tool Kit - an extremely comprehensive kit for any trade mechanic valued at \$4000," said Roger Lassen, Aftermarket Director for Tenneco.

"Plus, they get the added recognition of being the first ever Monroe Safety Specialist Award winner and they can display their certificate to attract customers to their door."

Upon signing up for the 2008 Safety Specialist program, members will receive an impressive kit with more than \$350 worth of value, including a Falcon shock set and counter mat.

"For just \$150 members get a full year of benefits including the shock set and counter, the Monroe newsletter and a welcome pack which includes Monroe polo shirts, posters, key rings and pens," Roger said.

"What's more, Monroe's new 'Just drive' advertising campaign recommends Monroe Safety Specialists as the go to people for fitting Monroe Shock Absorbers – helping to bring customers direct to your door."

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MEDIA INFORMATION



The 'Just drive' press and radio campaign works in conjunction with Monroe's 'technology driven safety' message to highlight why Monroe Shock Absorbers are the brand of choice when it comes to safety.

Motorists can 'just drive' knowing their safety and control is in the hand of Monroe – the makers of Australia's preferred shock absorbers.

"Being part of the program also gives members the opportunity to benefit from Monroe's national magazine and internet advertising campaigns in 2008, including business listings through Monroe's website and the 1800 number," Roger said.

Call your nearest Monroe state office today to become part of this year's program: NSW/ACT (02) 9756 3722, VIC/TAS (03) 9701 6011, SA/NT (08) 8374 5205, QLD (07) 3268 7800 or WA (08) 9353 3039. Or visit www.monroe.com.au