



PROGRAM DESCRIPTION:

The **I DRIVE GREEN AND CLEAN** program is a joint effort of Northwest Automotive Trades Association and the Pollution Prevention Excellence for Automotive Services Team. The goal of the campaign is two-fold: First, to encourage drivers to become conscientious about the environment and second, to offer Certified Eco-Logical Auto Repair Shops another way to attract new customers to their business.

To participate in this program, an Auto Repair Shop must be a NATA member and a Certified Eco-logical Auto Repair Shop. Coupons are distributed through a number of channels to consumers for a "Free Green and Clean Inspection," which includes inspection for fluid leaks, check air filter, tire pressure check, hoses, gas cap, and check at tailpipe for visible smoke. If the automobile passes this inspection, they receive a cling decal for their auto that says, **I Drive Green and Clean**. It also features the NATA logo and the Certified Eco-Logical Auto Repair Shop logo.

PROGRAM PURPOSE:

- To brand NATA and Eco-Logical Business Certification Program for consumers as company/industry that works to solve environmental problems created by automobiles that are not properly maintained;
- To provide incentives for more automotive business to get their Eco-Biz certification
- To encourage membership in Northwest Automotive Trades Association
- To bring consumers in to NATA member businesses that participate in the Eco-Biz program through the free inspection program
- To educate consumers about ways to improve their fuel economy through the free inspection program
- To educate consumers about the new fuels now being used in Oregon: E-10; E-85; and biodiesel

COUPONS AND CLING DECALS:

Each participating shop/business will receive a starter kit of five **I Drive Clean and Green** decals, and ten coupons for distribution. (You may add your name on the back of the coupon for marketing purposes).

When a customer comes in with a coupon for a free inspection, you will conduct the inspection, and prepare an inspection sheet that includes the items listed on the coupon. The customer should sign-off on the findings when the inspection sheet is completed.

If the vehicle passes, the customer will receive their cling decal, stating **I Drive Green and Clean**.

ADDITIONAL DECALS/COUPONS

Call NATA, 503 253-9898 for more decals and more coupons.

OTHER MARKETING IDEAS:

- Post the **I Drive Green and Clean** logo on your website
- Include the coupon in your company newsletter
- Include the coupon in recommendation and thank-you correspondence
- Ask your local coffee shop, book store, or market to display a stack of coupons with your company name and contact information on the back of the coupon.