

7 IN 10 OF BRITS PUT OFF EMERGENCY CAR REPAIRS UNTIL THE MOT

Submitted by: 10 Yetis PR and Marketing

Wednesday, 11 February 2009

Shocking statistics show that just 12% of Brits are able to change a wheel should the need arise, whilst more than 60% of drivers have not checked their oil or water since their last MOT.

Simple car maintenance knowledge is lacking in Britain, according to a study of 1,962 UK motorists commissioned by the company behind the recently launched-to-the-UK 'Start Ya Bastard' engine starter.

The research commissioned by www.Nulon-uk.com, whose flagship engine starter product "Start Ya Bastard" has taken the motor trade by storm, found that nearly 9 in 10 people are unaware of simple roadside maintenance such as how to change a wheel should the need arise, meaning that recovery services are being called out for issues that could have been easily fixed by the motorist.

1 in 4 people have called out recovery services in the past to be told that their car was 'out of petrol', and just 37% have checked their oil or water since their last MOT.

The economic situation has meant that people are keeping cars they otherwise may have sold for longer, meaning that everyday wear and tear and neglect has led to an increase in calls to roadside recovery and repair services. 16% of motorists claimed to need roadside assistance in 2007, compared to 25% in 2008.

71% of people said that they often 'ignore warning lights' until the need arises to fix them, such as at their car's MOT or if the car fails to work. 52% of these people claim that they ignore the warnings because they 'cannot afford the repairs', hoping the problem will correct itself. 1 in 5 of the people who participated in the research had in the past ignored problems they were then told could have been 'life threatening', such as problems with brakes and wheel bearings.

Women are more likely to ignore issues, with 86% admitting to disregarding warning lights and sounds. 57% of men admitted to the same.

William Findlay, UK CEO of Nulon had the following to say,

"The reality is that Brits have had to tighten the purse strings. This then is the perfect time for UK drivers to learn a bit more about simple car maintenance to prevent unnecessary spend – the fact that 63% of people haven't checked their oil or water since their last MOT shows that even the most routine car checks aren't being completed, contributing to the increase in car breakdowns and avoidable roadside assistance.

"Maybe maintenance and simple repairs such as changing a wheel should become part of learning how to drive, because it would save so much money in the long run.

"One piece of advice for Brits that could save money in the long run: if a warning light flashes more than a couple of times in your car, it really won't fix itself. Putting it off could end up costing you more than attempting to locate the problem yourself or finding a cost-effective garage. There are often

products out there that correct simple issues such as carbon build up.”

LINK – www.nulon-uk.com and www.startyabastard.com

ENDS

For further information, or to arrange for samples to be sent to your offices, please get in touch with Rich Leigh, 10 Yetis Public Relations (<http://www.10yetis.co.uk>) Agency on 01452 348 211 or with rich@10yetis.co.uk. Find me on Twitter @RichLeighSmith (<http://www.twitter.com/RichLeighSmith>)

EDITORS NOTES

Start Ya Bastard retails for £4.99 in all good retail and trade outlets

'Start Ya Bastard' promotes easy starting of all diesel and petrol engines (both 2 and 4 stroke). Nulon's SYB high potency, highly concentrated, highly flammable formulation is designed to instantly fire-up difficult-to-start engines.

Nulon Ltd is a family owned business based in Sydney, Australia

Nulon have over 70 high performance vehicle products on the market to both trade and retail consumers