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The 3,000 mile oil change is a myth.
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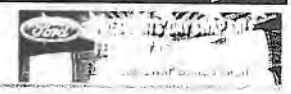

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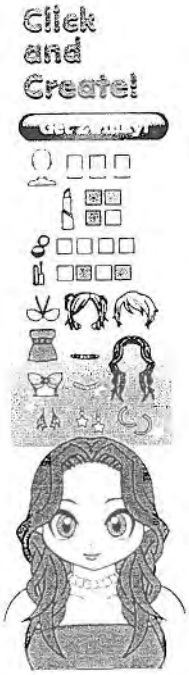

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California EPA and General Motors Team up to Help Drivers Reduce Motor Oil Consumption

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General Motors, the California Environmental Protection Agency (CalEPA) and the California Integrated Waste Management Board (CIWMB) announced today that they are partnering to encourage drivers to follow their vehicle manufacturers' recommendations on oil changes, which for millions of GM vehicles could be much longer than the decade-old standard of 3,000 miles.

The campaign, General Motors will support online activities, further CalEPA and the CIWMB's ongoing efforts to educate and raise awareness about how to reduce fossil fuel emissions and the proper method of recycling oil.

According to a study by the National Highway Traffic Safety Administration and Oil Industry Engineering Committee, as much as 10% of the oil sold for passenger vehicles is used to lubricate engines that are no longer in use. Additionally, that might refer to engine oil technology, such as the GM 6.0L V8 engine, which reduces the frequency by up to 50% by using synthetic engine oil.

"Changing oil doesn't vary from one driver to another," said Peter Lord, executive director of GM Service Operations. "The GM Oil Life System is a sophisticated technology that determines the oil life to help you maximize oil life but still not fully empty the tank just to refill it. This same technology applies to all vehicles, should not waste by-product that still has life."

According to Bob Graves, president of the Chevy Motor Division, more than 1 billion gallons of motor oil are sold each year in the U.S. Environmental Protection Agency estimates that about 185 million gallons of used oil are improperly disposed of each year, dumped on the ground, tossed into the trash or poured down storm drains.

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According to research conducted for the state of California, the need to reduce waste oil is significant. "Today, California generates more than 150 million gallons of used oil. If that oil isn't recycled it can find its way into our lakes, streams and oceans," said CWMB Chair Margo Reid Brown. "And just one gallon of oil can contaminate 1 million gallons of drinking water."

The GM Oil Life System

Motorists can help prevent the unnecessary use of motor oil by following their automaker's recommendations for oil change intervals. For drivers of GM vehicles equipped with the GM Oil Life System, your car or truck can "tell" you when it's time for a change the oil.

The GM Oil Life System can extend oil change intervals significantly compared to the normal 3,000-mile recommended rule, depending on the vehicle's engine, driving style and other factors. The system's [illegible] calculated algorithms that monitor key engine functions to determine the ideal time for an oil change. Because vehicles are driven differently and under different operating conditions, the rate of oil [illegible] varies from vehicle to vehicle.

"As vehicles are driven more than 3 million GM vehicles are equipped with the GM Oil Life System," said Brian Simpson, regional service manager, GM – Western Region. "Owners of these vehicles can reduce the amount of oil they consume if they're following their GM Oil Life System, which for many drivers can be three- and four-miles between changes as opposed to the old standard recommendation."

The average GM vehicle equipped with the GM Oil Life System typically needs an oil change half as often as the 3,000-mile recommendation based on driving 15,000 miles per year, that would be, between [illegible] and three oil changes annually. If used as intended by all drivers of GM vehicles equipped with the system in the U.S. of California, more than 3 million fewer gallons of motor oil would be consumed annually, [illegible] a 5,000-mile interval. That would help [illegible] environmental [illegible] Chevrolet, Pontiac, Saturn.

All 2001 and newer GM vehicles, as well as certain qualified 2000 model year and newer GM-certified [illegible] vehicles, are covered by GM's five-year/100,000-mile Powertrain Limited Warranty. [illegible] GM dealer, who follows their GM Oil Life System recommendation can have peace of mind [illegible] their vehicle is being well maintained.

Due to the fact that under the best conditions the GM Oil Life System might not indicate that an oil change is necessary for more than a year. However, the engine oil and filter must be changed at least every 12 months, and at this time, the system must be reset. For vehicles not equipped with the GM Oil Life System, owners should follow the recommended maintenance schedules in their owner's manual.

For more information on the GM Oil Life System, go to www.gm.com. Motorists should check their owner's manual for their specific oil change and waste oil recycling recommendations.

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General Motors, the California Environmental Protection Agency (Cal/EPA) and the California Integrated Waste Management Board (CIWMB) announced today that they are joining forces to encourage drivers to follow their vehicle manufacturer's recommendations on oil changes, which for millions of GM vehicles could be much longer than the decades-old standard of 3,000 miles between changes.

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California EPA and General Motors Team up to Help Drivers Reduce Oil Consumption

GM joins campaign to educate Californians about oil changes – helping reduce environmental impact

Sacramento, Calif. – General Motors, the California Environmental Protection Agency (CalEPA) and the California Integrated Waste Management Board (CIWMB) announced today that they are joining forces to encourage drivers to follow their vehicle manufacturer's recommendations on oil changes, which for millions of GM vehicles could be much longer than the decades-old standard of every 3,000 miles.

This summer, General Motors will support public outreach efforts by the CalEPA and the CIWMB to help motorists understand how frequently they need to change their engine oil and the proper methods of doing so.

The traditional 3,000 mile oil change recommendation was based on engine and oil technologies of the past. Today's engines are built to strict tolerances using advanced technology, reducing or eliminating contaminants that might enter the engine. In-vehicle technologies like the GM Oil Life System can also reduce the frequency between oil changes by determining each engine's oil "life."

"Driving conditions vary from one driver to another," said Peter Lund, executive director of GM Service Operations. "The GM Oil Life System is a sophisticated technology that determines the ideal time to change your oil. A driver whose fuel tank is still half full wouldn't empty the tank just to refill it. This same logic applies to oil changes. We should not waste motor oil that still has life."

The American Petroleum Institute states that more than 1 billion gallons of motor oil are sold each year in the U.S. The U.S. Environmental Protection Agency estimates that about 180 million gallons of used motor oil are improperly disposed of each year – dumped into the ground, tossed into the trash, or poured down the drain.

According to research conducted for the state of California, the need to reduce waste oil is significant. "Today California generates more than 150 million gallons of used oil. If that oil isn't recycled it can find its way into our lakes, streams and oceans," said CIWMB Chair Margo Reid Brown. "And just one gallon of oil can contaminate a million gallons of drinking water."

The GM Oil Life System

While motorists cannot solve this problem on their own, they can help prevent the unnecessary use of motor oil in the first place by following their automaker's recommendations for oil change intervals. For drivers of GM vehicles equipped with the GM Oil Life System, *your car or truck can tell you* when it's time to change the oil.

The GM Oil Life System can extend oil change intervals significantly compared to the former 3,000 mile recommendation depending on the vehicle/engine combination and other factors. The system is based on a sophisticated algorithm that measures key engine functions to determine the ideal time for an oil change. Because people drive differently, and under different operating conditions, the rate of oil breakdown will vary from vehicle to vehicle.

"In California alone, more than 2.5 million GM vehicles are equipped with the GM Oil Life System," said Ron Strayhorn, regional service manager, GM's Western Region. "Owners of these vehicles can reduce the amount of oil they consume simply by following their GM Oil Life System, which for many drivers can be thousands of miles further than the old standard recommendation."

Equipped with the GM Oil Life System, the average GM vehicle typically needs oil changes half as often as the 3,000 mile recommendation. Based on driving 15,000 miles per year, this could mean between two and three less oil changes annually. If used as intended by all drivers of GM vehicles equipped with the system in the state of California, that would equal more than 8 million fewer gallons of motor oil would be consumed annually, compared to a 3,000 mile interval. That would help reduce the environmental impact and help the pocketbook as well.

All 2007 model year and newer GM vehicles are backed by GM's 5 year, 100,000 Mile (whichever comes first) Powertrain limited warranty. So, GM customers who follow their GM Oil Life System recommendation can have the peace-of-mind of knowing that their vehicle is being well maintained.

It is possible that under the best conditions the GM Oil Life System would not indicate that an

It is possible that under the best conditions, the GM Oil Life System might not indicate that an oil change is necessary for more than a year. However, the engine oil and filter must be changed at least every 12 months and at this time the system must be reset. For vehicles not equipped with the GM Oil Life System, owners should follow the recommended maintenance schedules in their owner's manual.

For more information on the GM Oil Life System, go to www.gm.com. Motorists should check their owner's manual for their specific oil change and waste oil recycling recommendations.

General Motors Corp. (NYSE: GM), the world's largest automaker, has been the annual global industry sales leader for 77 years. Founded in 1908, GM today employs about 266,000 people around the world. With global headquarters in Detroit, GM manufactures its cars and trucks in 35 countries. In 2007, nearly 9.37 million GM cars and trucks were sold globally under the following brands: Buick, Cadillac, Chevrolet, GMC, GM Daewoo, Holden, HUMMER, Opel, Pontiac, Saab, Saturn, Vauxhall and Wuling. GM's OnStar subsidiary is the industry leader in vehicle safety, security and information services. More information on GM can be found at www.gm.com.

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General Motors Announces Education Partnership To Reduce Oil Consumption Via Less Frequent Oil Changes

Press Release

General Motors, the California Environmental Protection Agency Air Resources Board and the California Integrated Waste Management Board (CIWMB) have announced they're joining forces to encourage drivers to follow vehicle manufacturer recommendations on oil changes.

And for millions of GM vehicles, that could be means of changes with much longer durations than decades-old standard of every 3,000 miles.

General Motors will support public outreach efforts by the CalEPA and the CIWMB to help motorists understand how frequently they need to change their engine oil and the proper methods of doing so.

The traditional 3,000-mile oil change recommendation was based on past engine and oil technologies.

Today's engines are built to tighter tolerances using advanced technology, reducing or eliminating contaminants that might enter the engine. In-vehicle technologies like the GM Oil Life System™ also reduce the frequency between oil changes by determining each engine's oil life

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"Driving conditions vary from one driver to another," said Peter Lord, executive director of GM Service Operations. "The GM Oil Life System is a sophisticated technology that determines the ideal time to change your oil. A driver whose fuel tank is still half full wouldn't empty the tank just to refill it. This same logic applies to oil changes. We should not waste motor oil that still has life."

The American Petroleum Institute states that more than 1 billion gallons of motor oil are sold each year in the U.S. The U.S. Environmental Protection Agency estimates that about 185 million gallons of used motor oil are improperlydisposed of each year – dumped into the ground, tossed into the trash, or poured down the drain.

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According to research conducted by the State of California, the need to reduce waste oil is significant. Today, California generates more than 150 million gallons of used oil. If that oil isn't recycled, it can find its way into our lakes, streams and oceans," said CIWMB Chair Margo Reid Brown. "Just one gallon of oil can contaminate a million gallons of drinking water."

While motorists cannot solve this problem on their own, they can help prevent the unnecessary use of motor oil in the first place by following their automaker's recommendations for oil change intervals. For drivers of GM vehicles equipped with the GM Oil Life System, your car or truck can tell you when it's time to change the oil.

The GM Oil Life System can extend oil change intervals significantly compared to the longer 3,000 mile recommendation depending on the vehicle/engine combination and other factors. The system is based on a sophisticated algorithm that measures key engine functions to determine the ideal time for an oil change. Because people drive differently, and under different operating conditions, the rate of oil breakdown will vary from vehicle to vehicle.

In California alone, more than 2.5 million GM vehicles are equipped with the GM Oil Life System.

Equipped with the GM Oil Life System, the average GM vehicle typically needs oil changes half as often as the 3,000 mile recommendation. Based on driving 15,000 miles per year, this could mean between two and three less oil changes annually. Assuming that all drivers of GM vehicles equipped with the system in the State of California, that would equal more than 6 million fewer gallons of motor oil would be consumed annually, compared to a 3,000 mile interval.

Motorists should check their owner's manual for their specific oil change and oil recycling recommendations.

For more information on the GM Oil Life System, visit

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California EPA And General Motors Team Up To Help Drivers Reduce Motor Oil Consumption

Posted Jun 11, 2008, 2:23 ET by Jason

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The traditional 3,000-mile oil change recommendation was based on engine and oil technologies of the past. Today's engines are built to stricter tolerances using advanced technology that reduces or eliminates contaminants that might enter the engine. In-vehicle technologies such as the GM Oil Life System can also reduce the frequency between oil changes by determining each engine's oil "life."

"Driving conditions vary from one driver to another," said Peter Lord, executive director of GM Service Operations. "The GM Oil Life System is a sophisticated technology that determines the ideal time to change your oil. A driver whose fuel tank is still half full wouldn't empty the tank just to refill it. This same logic applies to oil. We should not waste motor oil that still has life."

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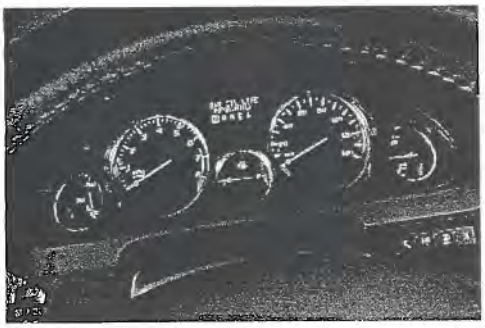

Using [illegible] oil does [illegible] merely cutting back on refined gasoline [illegible] car uses oil every day, and changing it at 3,000-mile intervals has been the time-honored recommendation for ages—to the tune of 1 billion gallons each year in the U[illegible] alone.

Only [illegible] with the invention and innovation of oil-life monitors, the 3,000-mile oil change could be history. And that could [illegible] of the estimated 185 million gallons of used oil that are disposed of improperly each year—dumped on the ground, poured down drains, or thrown in the trash, according to the Environmental Protection Agency. One gallon of that used oil can contaminate 1 million gallons of drinking water, the EPA says.

General Motors is working with the California Integrated Waste Management Board (CIWMB) and the state's version of the EPA to make sure drivers know that they don't necessarily have to change their oil at the 3,000-mile interval. Many cars, including those from GM, have oil-life monitors that use sensors to detect debris and color changes in oil that can indicate when it's time for a change. The gauges can read like the one shown here—or as on the Toyota Prius in my driveway, a dash light illuminates when it's time to schedule a service and to swap oil. It's a great convenience not to have to worry about keeping track of mileage, not to mention those peel-off stickers in the windshield.

What say you—do you still change your oil every 3,000 miles, do you just neglect to do it, or does your car tell you what's best? Let us know in the comments, and keep it clean.

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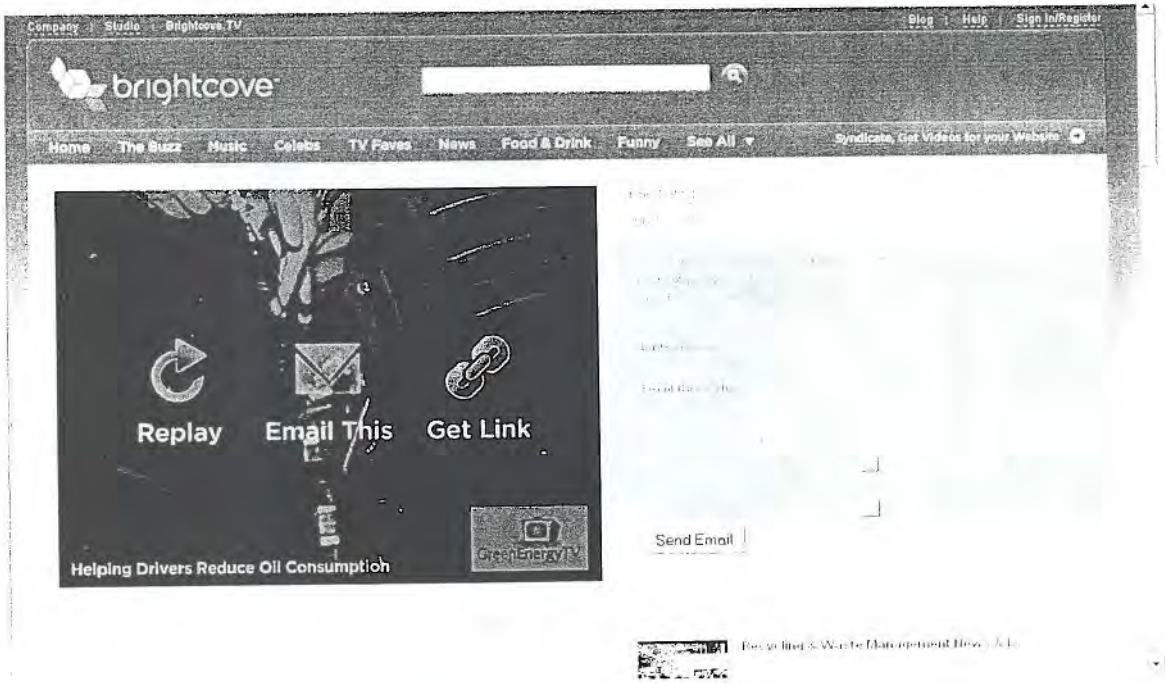
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GM joins California EPA campaign to reduce motor oil consumption

Not long ago a campaign by the California Integrated Waste Management Board (CIWMB) that recommended to verify how often motor oil had to be changed. General Motors has joined the campaign and will support CIWMB in informing motorists that millions vehicles can be driven much longer than the old standard of 3,000 miles between changes. Driver farther, save oil.

GM also took the chance to speak about its Oil Life System, which checks the quality of motor oil for the driver, informing about its "life." The system uses an algorithm based on key engine functions to determine when oil should be changed. This usually extends oil change intervals to 6,000 miles (although it depends on vehicle usage). According to GM, this would save more than eight million gallons of motor oil per year in California alone.

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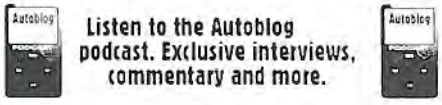

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SACRAMENTO, Calif. - General Motors, the California Environmental Protection Agency (Cal/EPA) and the California Integrated Waste Management Board (CIWMB) announced today that they are joining forces to encourage drivers to follow their vehicle manufacturer's recommendations on oil changes, which for millions of GM vehicles could be much longer than the decades-old standard of 3,000 miles between changes.

This summer, General Motors will support public outreach efforts by the Cal/EPA and the CIWMB to help motorists understand how frequently they need to change their engine oil, and the proper methods of doing so.

The traditional 3,000-mile oil change recommendation was based on engine and oil technologies of the past. Today's engines are built to stricter tolerances using advanced technology that reduces or eliminates contaminants that might enter the engine. In-vehicle technologies such as the GM Oil Life System can also reduce the frequency between oil changes by determining each engine's oil life."

"Driving conditions vary from one driver to another," said Peter Lord, executive director of GM Service Operations. "The GM Oil Life System is a sophisticated technology that determines the ideal time to change your oil. A driver whose fuel tank is still half full wouldn't empty the tank just to refill it. This same logic applies to oil. We should not waste motor oil that still has life."

According to the American Petroleum Institute, more than 1 billion gallons of motor oil are sold each year in the U.S. The U.S. Environmental Protection Agency estimates that about 185 million gallons of used motor oil are improperly disposed of each year - dumped onto the ground, tossed into the trash or poured down the drain.

According to research conducted for the state of California, the need to reduce waste oil is significant. "Today, California generates more than 150 million gallons of used oil. If that oil isn't recycled it can find its way into our lakes, streams and oceans," said CIWMB Chair Margo Reid Brown. "And just one gallon of oil can contaminate a million gallons of drinking water."

The GM Oil Life System

Motorists can help prevent the unnecessary use of motor oil by following their automaker's recommendations for oil change intervals. For drivers of GM vehicles equipped with the GM Oil Life System, your car or truck can "tell" you when it's time to change the oil.

The GM Oil Life System can extend oil change intervals significantly compared to the former 3,000-mile recommendation, depending on the vehicle/engine combination and other factors. The system is based on a sophisticated algorithm that measures key engine functions to determine the ideal time for an oil change. Because people drive differently, and under different operating conditions, the rate of oil breakdown varies from vehicle to vehicle.

Address http://blogs.automotive.com/62516S6/miscellaneous/gm-california-to-plug-motor-oil-leak/index.html

"In California alone, more than 2.5 million GM vehicles are equipped with the GM Oil Life System," said Ron Strayhorn, regional service manager, GM's Western Region. "Owners of these vehicles can reduce the amount of oil they consume simply by following their GM Oil Life System, which for many drivers can be thousands of miles between changes as opposed to the old standard recommendation."

The average GM vehicle equipped with the GM Oil Life System typically needs oil changes half as often as the 3,000-mile recommendation. Based on driving 15,000 miles per year, this could mean between two and three fewer oil changes annually. If used as intended by all drivers of GM vehicles equipped with the system in the state of California, more than 8 million fewer gallons of motor oil would be consumed annually, compared to a 3,000-mile interval. That would help reduce the environmental impact and save motorists money.

All 2007 model year and newer GM vehicles, as well as certain qualified 2003 model year and newer GM Certified Used Vehicles, are backed by GM's five-year/100,000-mile Powertrain Limited Warranty. So, GM customers who follow their GM Oil Life System recommendation can have peace of mind of knowing that their vehicle is being well maintained.

It is possible that under the best conditions, the GM Oil Life System might not indicate that an oil change is necessary for more than a year. However, the engine oil and filter must be changed at least every 12 months and at this time, the system must be reset. For vehicles not equipped with the GM Oil Life System, owners should follow the recommended maintenance schedules in their owner's manual.

For more information on the GM Oil Life System, go to www.gm.com. Motorists should check their owner's manual for their specific oil change and waste oil recycling recommendations.

Press release via *General Motors*

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By • Published June 12th, 2008 •

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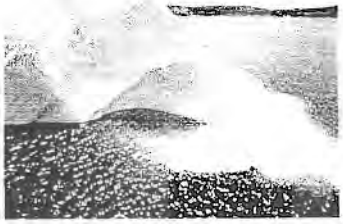

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We read a lot about conserving gasoline, but engine oil is a valuable commodity, too. General Motors announced this week that it will team with California's EPA to develop ways to stretch the life of motor oil. Likely to be key: GM's new Oil Life System, which continuously monitors the performance of engine oil. Extending service intervals to 6 thousand miles would save 8 million gallons of oil per year among California drivers. (Autoblog Green)

Wow. That sounds incredible—and of course, something that the airlines would jump on, if it doesn't require them to buy new aircraft, a very real possibility

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[illegible] Automobile EPA [illegible] to help drivers reduce motor oil consumption

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Courtesy: General Motors, USA

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According to a recent study by the California Integrated Waste Management Board, 73 percent of California drivers change their oil more frequently than required. This same scenario no doubt repeats itself across the country. Besides wasting money, this translates into unnecessary consumption of $100-a-barrel oil, much of it imported.

Using 2005 data, the Board estimates that Californians alone generate about 153.5 million gallons of waste oil annually, of which only about 60 percent is recycled. Used motor oil poses the greatest environmental risk of all automotive fluids because it is insoluble, persistent, and contains heavy metal and toxic chemicals. One gallon of used oil can foul the taste of one million gallons of water.

It's been a misconception for years that engine oil should be changed every 3000 miles, even though most auto manufacturers now recommend oil changes at 5,000, 7,000, or even 10,000 mile intervals under normal driving conditions.

Greatly improved oils, including synthetic oils, coupled with better engines mean longer spans between oil changes without harming an engine. The 3000 mile interval is a carryover from days when engines used single-grade, non-detergent oils.

For several years, automakers like , and have installed computerized systems that alert drivers via an instrument panel light when it's time to change oil. As an example, the General Motor Oil Life System (GMOLS) analyzes the engine temperature, rpms, vehicle speeds, and other driving conditions to calculate the rate of engine oil degradation. Then, software calculates when the oil needs to be changed. Other systems work similarly.

Because of the many external conditions and parameters that have to be taken into account, calculating the precise maximum service interval using mathematical models alone is difficult. Now, Daimler AG has developed a more direct and precise way to monitor oil quality directly on board a vehicle.

Daimler uses a special sensor integrated into the oil circuit to monitor engine oil directly. Oil doesn't wear out, but rather dirt and impurities cause oil to lose its ability to lubricate properly, dictating the need for a change. Daimler uses the oil's "permittivity," that is, the ability to polarize in response to the electric field. If the engine oil is contaminated by water or soot particles, it polarizes to a greater extent and its permittivity increases.

To evaluate the quality of the oil, permittivity is measured by applying an AC potential between the interior and exterior pipes of an oil-filled sensor to determine how well the oil transmits the applied electric field.

Because not all impurities can be measured with sufficient precision via the electric field method, Daimler also measures the oil's viscosity to detect any fuel that may have seeped into the oil. Daimler researchers measure viscosity while the vehicle is in motion by observing the oil's side-to-side motion in the oil sump. The slower the oil moves, the higher its viscosity. This movement is registered by a sensor and the viscosity is calculated on this basis.

A single sensor, along with the information already monitored by on-board computers, is sufficient to determine the various parameters of the engine oil. Daimler will likely use the technology first on its commercial vehicles. Here, large oil reservoirs mean larger quantities of oil can be saved. Plus, a predicted 25 percent increase between service intervals and reduced downtime will be of interest to fleets, and thus justify the added cost of installation.

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The 3,000 Mile Oil Change Myth

Taken from http://www.green-a.com/
The 3,000 Mile Oil Change Myth
By Bill Stutu

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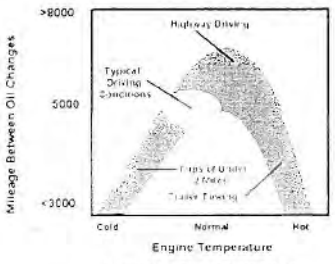

How Driving Style Affects Oil Life

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[illegible]

According to a recent study by the California Integrated Waste Management Board, it may not be necessary to change the oil in your car every 3000 miles as previously recommended. Under normal driving conditions, auto manufacturers are now recommending the oil in your car be changed in intervals of 5,000, 7,000 or even 10,000 mile intervals.

This signal is well [illegible] without having to have the oil changed as frequently in our cars, we can conserve on [illegible] not to mention the cost savings from not having to change the oil as frequently.

For more information on the subject, please click on the following link.

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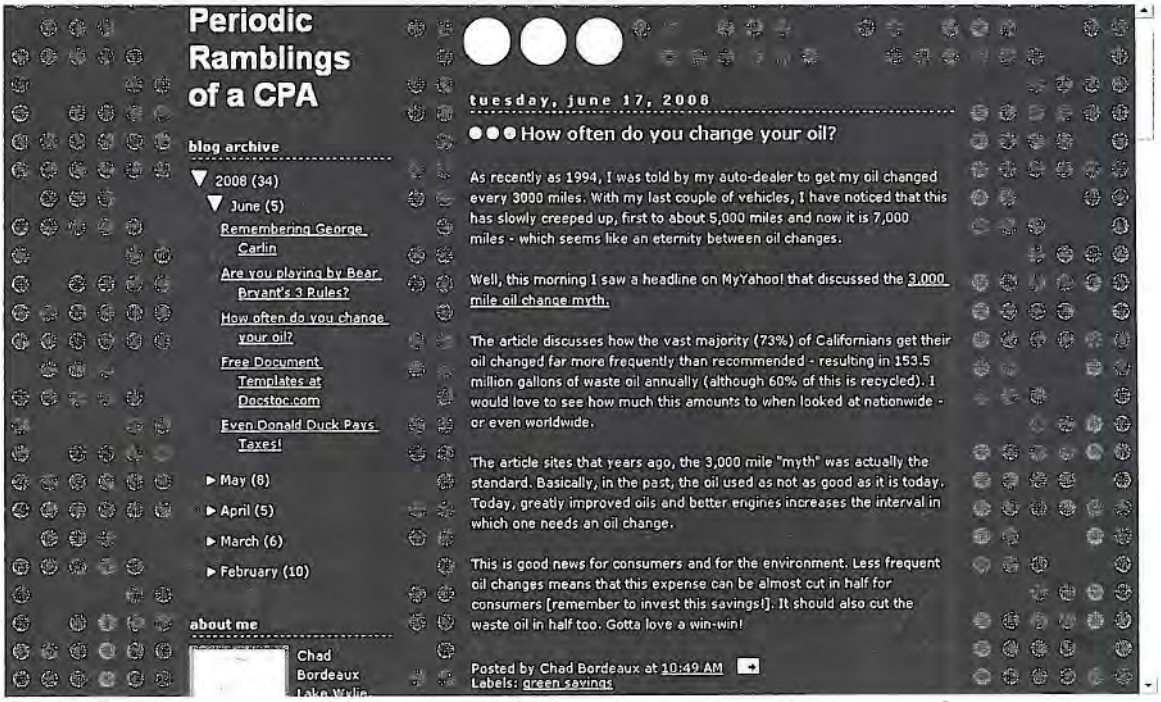
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How often do you change your oil?
As recently as 1994, I was told by my auto-dealer to get my oil changed every 3000 miles. With my last couple of vehicles, I have noticed that this has slowly creeped up, first to about 5,000 miles and now it is 7,000 miles - which seems like an eternity between oil changes.
Well, this morning I saw a headline on MyYahoo! that discussed the 3,000 mile oil change myth.
The article discusses how the vast majority (73%) of Californians get their oil changed far more frequently than recommended - resulting in 153.5 million gallons of waste oil annually (although 60% of this is recycled). I would love to see how much this amounts to when looked at nationwide - or even worldwide.
The article sites that years ago, the 3,000 mile "myth" was actually the standard. Basically, in the past, the oil used as not as good as it is today. Today, greatly improved oils and better engines increases the interval in which one needs an oil change.
This is good news for consumers and for the environment. Less frequent oil changes means that this expense can be almost cut in half for consumers [remember to invest this savings!]. It should also cut the waste oil in half too. Gotta love a win-win!
Posted by Chad Bordeaux at 10:49 AM
Labels: green savings

Tuesday, June 17, 2008

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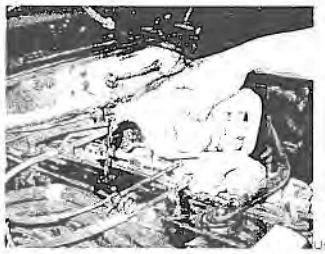
Trading Idea - Salesforce.com Monday 6/23

It always seemed to me that those little stickers the oil change shops put on the inside of your windshield - the ones that tell you to return in another 3,000 miles for another oil change - were an exceptionally good sales tool.

It says right in the back of the owners manual that unless you operate your vehicle under "extreme" conditions or unless you prefer "premium" care, anything under 5,000 miles between oil changes is just a waste of money and oil.

This [illegible] from GreenCar.com via Yahoo! Finance confirms that view and provides evidence of just how successful those little stickers are in generating more business for Jiffy Lube and their competitors.

> According to a recent study by the California Integrated Waste Management Board, ***73 percent of California drivers change their oil more frequently than required***. This same scenario no doubt repeats itself across the country. Besides wasting money, this translates into unnecessary consumption of $100-a-barrel oil, much of it imported.



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It's been ***a misconception for years that engine oil should be changed every 3000 miles***, even though most [illegible] now recommend oil changes at 5,000, 7,000, or even 10,000 mile intervals under normal driving conditions.

Now you don't have to feel guilty anymore about exceeding the mileage on that little sticker before your next oil change. What's more, you can still make good use of the information it provides - just add 3,000 miles to it.

BTW - have the cost of oil changes gone up much lately as a result of higher oil prices? It's been quite some time (at least 5,000 miles) since we've had any oil changes.

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How often to change oil? Every 3k miles is a waste and very "ungreen"

as_long_as_it_runs
Enthusiast | Posts: 561 | Joined: 05/08

Posted: 06/17/08 06:26 AM

Personally, I change every 8k using synthetic for normally aspirated engine, or 5-6k using synthetic in a turbo.

"According to a recent study by the California Integrated Waste Management Board, 73 percent of California drivers change their oil more frequently than required. This same scenario no doubt repeats itself across the country. Besides wasting money, this translates into unnecessary consumption of $100-a-barrel oil, much of it imported.

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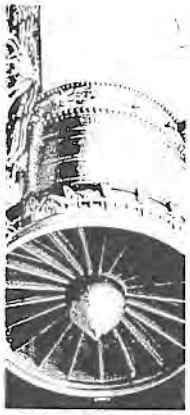
oil changes



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A recent article over at **Yahoo Autos** talks about how the 3,000 mile rule is a misconception and was only necessary back in the day when single-grade, non-detergent oil were used. These days the oil is a complexed product that lasts a lot longer than it used to, and the engines are better too. Because of that, most manufacturers now recommend that the oil get changed at [illegible] mile, or 10,000 miles under "normal driving conditions."

Obviously the oil companies along with the companies that provide oil changes, like Jiffy Lube, are going to continue to promote the myth to get the business. Just know that even the manual for your vehicle will probably recommend an oil change at about every [illegible] miles and not 3,000 miles if it's newer. Of course every vehicle will be different and it does all depend on the driving conditions, so look at your manual and see what the car manufacturer recommends. I checked out the manual for my vehicle - it's a 2000 Ford Ranger, and it says an oil change is needed every 5,000 miles.

It's probably worthwhile for you to [illegible] suggested because it could save you some money in the end.

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The 3,000 mile

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The 3,000-Mile Oil Change Myth

According to a recent study by the California Integrated Waste Management Board, 73 percent of drivers change their oil more frequently than required. The result contributes no doubt to pollution across the country. Besides wasting money, this translates into unnecessary consumption of $100 million of used oil imported.

Using 2005 data, the Board estimates that Californians alone generate about 153.5 million gallons of waste oil annually, of which only about 60 percent is recycled. Used motor oil poses the greatest environmental risk of all automotive fluids because it contains persistent, bioaccumulative, toxic metals and other chemicals. One gallon of used oil can foul the taste of one million gallons of water.

- [illegible]
- [illegible]

It's been a long-standing belief that engine oil should be changed every 3,000 miles, even though most car manufacturers now recommend oil changes at 5,000 or 7,500 or even 10,000 miles, depending on driving conditions.

Overall improved oils and long-lasting oils, coupled with better engines, mean more miles between oil changes without harming an engine. The 3,000 mile interval is a carryover from the days when engines used single-grade, non-detergent oils.

For several years, automakers like [illegible] and [illegible] have installed computerized systems that alert drivers via an instrument panel when it's time to change oil. [illegible] Oil Life System (GMOLS) analyzes the engine's temperature, rpms, load, speed and other driving conditions to determine the rate of engine oil deterioration. It can [illegible] when the oil needs to be changed. Other systems work similarly.

[illegible] of the many factors, conditions and parameters that have to be taken into account, [illegible] the precise moment to change oil by using mathematical models alone is difficult. Now, Daimler has developed a more [illegible] and precise way to [illegible] oil quality directly on board a vehicle.

Daimler uses a special sensor integrated into the oil circuit to monitor engine oil directly. Oil doesn't wear out, but rather dirt and impurities cause oil to lose its ability to lubricate properly, [illegible] the need for a change. Daimler uses the oil's "permittivity," that is, the ability to polarize in response to the electric field. If the engine oil is contaminated by water or soot particles, it polarizes to a greater extent and its permittivity increases.

To evaluate the quality of the oil, permittivity is measured by applying an AC potential between the internal and external pipe. A level-filled sensor to determine how well the oil transmits the applied electric field.

Because not all impurities can be measured with sufficient precision via the electric field method, Daimler also measures the oil's viscosity to detect any fuel that may have seeped into the oil. Daimler researchers measure viscosity while the vehicle is in motion by observing the oil's side-to-side motion in the oil sump. The slower the oil moves, the higher its viscosity. This movement is monitored by a sensor and the viscosity is calculated on this basis.

A single sensor, along with the information already monitored by on-board computers, is sufficient to determine the various parameters of the engine oil. Daimler will initially use the technology first in its commercial vehicles. Here, large oil reservoirs mean larger quantities of oil can be saved. Plus, a predicted 25 percent increase between service intervals and reduced downtime will be of interest to fleets, and thus justify the added cost of installation.

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This is true for years. Â I've been saying it is far more important to [illegible] miles-not change the oil.

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VIDEO from Medialink and General Motors: The 3,000 Mile Oil Change Myth

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NEW YORK, June 18, 2008 /PRNewswire via COMTEX/ -- GM | Quote | Chart | News | PowerProfile

Everyone knows you need to change your car's oil every 3,000 miles, right? Well, maybe not. The traditional oil change recommendation was based on decades-old engine and oil technologies. Today's engines are built using advanced technology, reducing or eliminating contaminants and increasing the recommended time between oil changes.

(See video from General Motors (NYSE: GM | Quote | Chart | News | PowerProfile) at: http://media.medialink.com/WebNR.aspx?story=35261)

According to organizations like the California Integrated Waste Management Board, the need to reduce waste oil is significant. The U.S. Environmental Protection Agency estimates that about 185 million gallons of used motor oil are improperly disposed of each year, dumped onto the ground, thrown in the trash, or poured down the drain. And the CIWMB says that just one gallon of used motor oil can contaminate a million gallons of drinking water.

New in-vehicle technologies, like GM Oil Life System, can reduce the frequency between oil changes by calculating each engine's oil "life." The system is a sophisticated technology that determines the optimum oil change interval for each vehicle, based upon how individual drivers have used it. This can add up to two or three less oil changes a year, saving more than 100 million gallons of oil annually. Less motor oil consumed helps to reduce environmental impact and saves drivers money.

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THE 3.000 MILE OIL CHANGE MYTH

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According to a recent study by the California Integrated Waste Management Board, 75 percent of California drivers change their oil more frequently than required. This same scenario no doubt repeats itself across the country. Besides wasting money, this translates into unnecessary consumption of $100-a-barrel oil, much of it imported.

It's been a misconception for years that engine oil should be changed every 3000 miles, even though most auto manufacturers now recommend oil changes at 5,000-7,000 or even 10,000 mile intervals under normal driving conditions.

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more people should read their owners manuals

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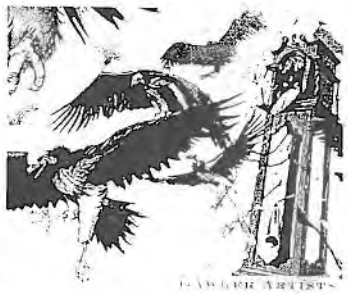

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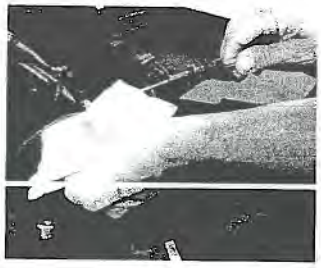

The commonly-held belief that [illegible] needs [illegible] [illegible] and [illegible] and [illegible] and [illegible] and [illegible] the environment.

It's been a misconception [illegible] that engine [illegible] [illegible]

The article highlights that improved oils and better engines have dramatically increased the [illegible] you can get on the change of oil and [illegible] your engine may not be a [illegible] 10,000 type [illegible] changing every 5,000 can [illegible] a huge difference. So [illegible] the lines of oil, [illegible] may still recommend an oil change every 3,000. It's worth double-checking with your car's manufacturer to see if they've got different standards. Let's hear how often you change your oil in the comments. Photo [illegible]

[Yahoo Autos]

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Should You Change Your Oil Every 3000 Miles?

In a recent study performed by the California Integrated Waste Management Board, it was shown that an astounding **73% of California drivers change their oil more than necessary**. If it's happening in California it must be happening all across the country, right? So what does that mean?

Well besides being a waste of money for the individual person, premature oil changes are causing unnecessary consumption of oil, which is imported at $130.00 per barrel and in most cases is being imported

Used motor oil poses the greatest environmental risk of any motor vehicle fluid because it is insoluble and contains both heavy metal and toxic chemicals. When you look at the fact that in California alone there is a reported 135.5 million gallons of waste oil each year and of that figure only about 60 percent is being recycled. Now are you getting the picture?

People are reporting that some gas stations are ripping them off!

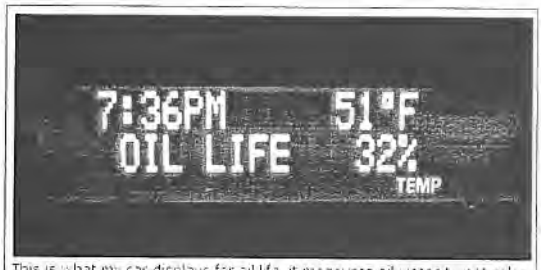
Here is how to check a pump to see if you are getting the right amount.

Whichever grade you are using, put EXACTLY 10 GALLONS in your tank, then look at the dollar amount. If the dollar amount is not EXACTLY 10 times the price of the fuel you have chosen, then the pumps are rigged. In my case as I said the mid-grade was $4.71 9/10 per gallon, my dollar amount for 10 gallons should have been $47.19. If I had only check the pump, It doesn't matter where you pump gas, please check the 10 gallon price.

If you do find a station that is cheating, contact the Secretary of Consumer Affairs office.

Back in the day, the auto manufacturers did recommend that your engine's oil be changed once every 3,000 miles. Even though there has been improvements in both the engines themselves and the oils we are using it seems that this old way of thinking is sticking around.

A lot of car manufacturers have upped the mileage in between oil changes. It usually ranges now from 5,000 up to an outstanding 10,000 miles in between oil changes. Unfortunately, it seems that the old **3,000 miles in between oil changes** is what people are still going by, today. I prefer about 6000 miles or when the truck says it needs to be changed.



This is what my car displays for oil life, it measures oil viscosity, not miles driven. Thanks Daimler

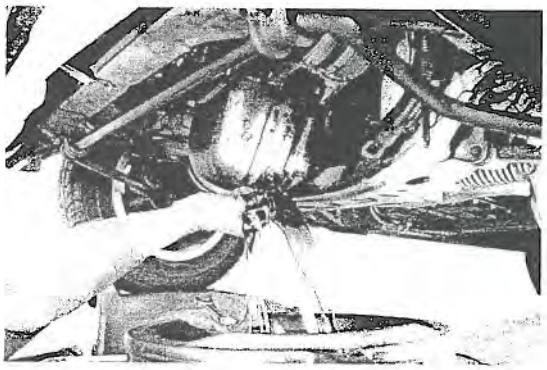
In recent years, auto manufacturers have been installing computerized systems that alert the driver when it's time for the vehicle's oil to be changed. There are many systems out there but most of them work by analyzing the engine temperature, rpms, vehicle speeds, and other driving conditions to calculate the rate of engine oil degradation.

These type of systems have worked, ok, but there are many outside conditions that cannot be regulated, like...

Daimler AG has come up with a more precise way of **evaluating the actual quality of the engine oil**. Permittivity of the oil, it's ability to polarize in response to the electric field, is measured by applying and AC potential between the interior and exterior pipes of an oil filled sensor. This will determine how well the oil transmits the applied electric field. The more impurities that are in the oil (metal shavings from your engine) the higher the increase of permittivity.

There are certain impurities that cannot be monitored through permittivity. That is why Daimler also measures the oil's viscosity. This will detect any fuel that has seeped into the oil. The viscosity is measured while the vehicle is in motion. It detects the oil's side to side motion in the oil sump. The slower the motion, the higher the viscosity. The movement is registered by a sensor and the viscosity is calculated.

So it would appear that the long lived 3,000 miles in between oil changes has now become a myth on today's newer vehicles. As always you should follow the manufacturer's recommendations on how often your engine oil must be changed. These days, you may be pleasantly surprised.



[illegible] the California Integrated Waste Management Board [illegible] This [illegible] $100 [illegible]

[illegible] **most auto manufacturers now recommend oil changes at 5,000–7,000, or even to 10,000 mile intervals** [illegible]

[illegible] **General Motors, BMW, and Mercedes-Benz** [illegible] ***longer spans between oil changes without harming an engine*** [illegible]

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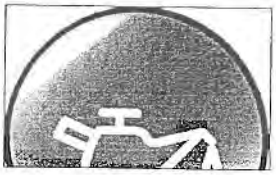
Analysts say some motorists change oil too often



Some auto analysts say people have been changing their oil too often and that the rule of changing it every 3,000 miles is bogus. But mechanics say waiting too long to change it could do more damage than people realize.

For years, mechanics have recommended changing the oil in your vehicle every 3,000 miles. Now, some people say that's was just a myth. Recently, General Motors teamed with the California Integrated Waste Management Board to tell drivers to have their oil changed every 5,000 miles. Some mechanics say, in some cases, a change every 3,000 miles might be excessive.

Mark Miller Toyota foreman Brian Lawrence said, "Sometimes people do put a lot of mileage on their cars quickly, like a salesman, for example, that has to go between here and Idaho all the time. He may have 25,000 miles on his car in a year.

If that salesman followed the 3,000 mile rule, he'd make eight oil changes every year. Lawrence says Toyota recommends getting a change between 5,000 and 7,500 miles, or every six months, and under certain circumstances, the closer to 3,000 miles the better.

"Circumstances are climate changes, so they have extreme hot to extreme cold, which we have here in this area. [Also,] salty roads, dusty roads or anything that's going to cause contamination in the engine," he said.

But Lawrence says if someone wanted to change their oil every 3,000 miles, he wouldn't stop them.

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But Lawrence says if someone wanted to change their oil every 3,000 miles, he wouldn't stop them.

"You start to their turn your oil and it could become acidic, it could become corrosive, and things like that. It could have moisture in it," he said.

Other mechanics, like Michael Robinson with the Salt Lake City Midas, are holding tight to the 3,000 mile rule.

"We always done my own on 3,000 miles, and I think it's a cheap way, an inexpensive way, to keep the preventive maintenance, to keep your engine lasting and performing to its peak," he said.

"I know what you're thinking, because I thought the same thing. You're thinking." Of course he says you should change your oil more frequently. He sells oil changes. "Well, he says they really don't make much money changing oil.

"Our oil changes haven't changed in years. Our prices are still the same as they were two years ago," he said.

Robinson says the company makes its real money on bigger repairs, often caused when people don't change their oil often enough.

[illegible]

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We were talking about oil changes the other day and one of the ladies in our office noted how she always gets her oil changed every 3,000. A couple of us asked her if that's what her owner's manual suggested and she said she didn't know -- that she just gets it changed every 3,000 because that's what she's always done. That's what you're "supposed" to do in her opinion.

So consider this a news flash for those of you still changing your car's oil every 3,000 out of habit -- you may not need to. Consider this piece from Yahoo:

Not only is the outdated 3,000-mile rule costing you more money, but it's contributing to other problems:

In other words, we're throwing away (and using) much more oil than we need to be. Bad for our pocketbooks and bad for the environment.

Car service shops do all they can to perpetuate the 3,000-mile myth. Even my dealership -- who KNOWS that my car requires an oil change only every 7,500 miles -- puts a sticker on the top left side of my windshield reminding me to bring the car back in for an oil change in 3,000 miles. They even send me letters reminding me that it's probably been about 3,000 miles since I was in last -- and that I need an oil change. The place I regularly go to get my oil changed (I only go to the dealership when other works needs done -- they're too expensive otherwise) does the same thing with the window sticker. They want me to come back in 3,000 miles.

I take the stickers off the car and throw them away. I track my miles and have a note that reminds me when a change is really needed. I do this for both of our cars.

So if you're getting your oil changed every 3,000 miles simply because you're "supposed" to -- check your owner's manual and see what the real mileage should be. It could be 3,000 miles, but it's more likely that it's a lot higher than that.

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July 01, 2008

California EPA, General Motors, and 3000milemyth.org Team up to Help Drivers Reduce Oil Consumption

General Motors, the California Environmental Protection Agency (Cal EPA), and the California Integrated Waste Management Board (CIWMB) are joining forces to encourage drivers to follow their vehicle manufacturer's recommendations on oil changes, which for many vehicles could be much longer than the decades-old standard of every 3000 miles.

This summer, General Motors will support public outreach efforts by the Cal EPA and the CIWMB to help motorists understand how frequently they need to change their engine oil, and the proper methods of

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When Next To Change Oil In The Car

7/6/2008

According to a recent study by the California Integrated Waste Management Board, 73 per cent of California drivers change their oil more frequently than required. This same scenario no doubt repeats itself across the country. Besides wasting money, this translates into unnecessary consumption of $100-a-barrel oil, much of it imported.

Using 2005 data, the Board estimates that Californians alone generate about 153.5 million gallons of waste oil annually, of which only about 60 per cent is recycled. Used motor oil poses the greatest environmental risk of all automotive fluids because it is insoluble, persistent, and contains heavy metal and toxic chemicals. One gallon of used oil can foul the taste of one million gallons of water.

It's been a misconception for years that engine oil should be changed every 3000 miles, even though most auto manufacturers now recommend oil changes at 5,000, 7,000, or even 10,000 mile intervals under normal driving conditions. Greatly improved oils, including synthetic oils, coupled with better engines mean longer spans between oil changes without harming an engine. The 3000 mile interval is a carryover from days when engines used single-grade, non-detergent oils.

For several years, automakers like General Motors, BMW, and Mercedes-Benz have installed computerized systems that alert drivers via an instrument panel light when it's time to change oil. As an example, the General Motor Oil Life System (GMOLS) analyzes the engine temperature, rpms, vehicle speeds, and other driving conditions to calculate the rate of engine oil degradation. Then, software calculates when the oil needs to be changed. Other systems work similarly.

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3000 Mile Oil Change Myth BUSTED!

California Integrated Waste Management Board (CIWMB), the California Environmental Protection Agency (Cal-EPA), and General Motors Corporation (GM) announced their partnership to educate Californians about the need to change their vehicles' oil based on manufacturers' guidelines and not automatically follow the long-standing 3,000 mile standard.

When it comes to oil changes, less is more. You'll have more money in your wallet by changing your oil less—and fewer oil changes means less oil that needs to be safely managed and recycled.

SOURCE:
[illegible]

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3000 mile oil change myth

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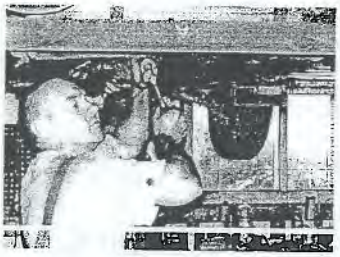

For many years it's been common knowledge that most modern vehicles do not require an oil change ever 3000 miles. But then you drive by the quick lube shop on the way to work every day with a lingering thought: jeez, I must be overdue for an oil change - it has been three months. DON'T pull in! Open your owners manual and you'll likely be surprised to find you can travel 5,000, 7,500 or even up to 15,000 miles between oil changes. Often times, many late-model cars will tell you with an on-screen message that it's time to change the oil. So don't waste the money and the oil, until it's time.

Although oil companies and quick-lube shops like to promote this idea that engine oil should be changed ever 3,000 miles, it's usually not necessary. Go by the recommended oil-change schedule in your vehicle's owner's manual. Most vehicles driven under normal conditions can go 7,500 miles or more between oil changes. Some models now come with a monitoring system that alerts the driver when the oil needs changing. Depending on driving conditions, these can extend change intervals to 10,000 or 15,000 miles.
– *Consumer Reports*, December 2006

For the last majority, 5,000-mile oil changes will help your engine last to a ripe old age.
–Tom and Ray Magliozzi, hosts of NPR's *Car Talk*, on *MSNBC*, April 17, 2006

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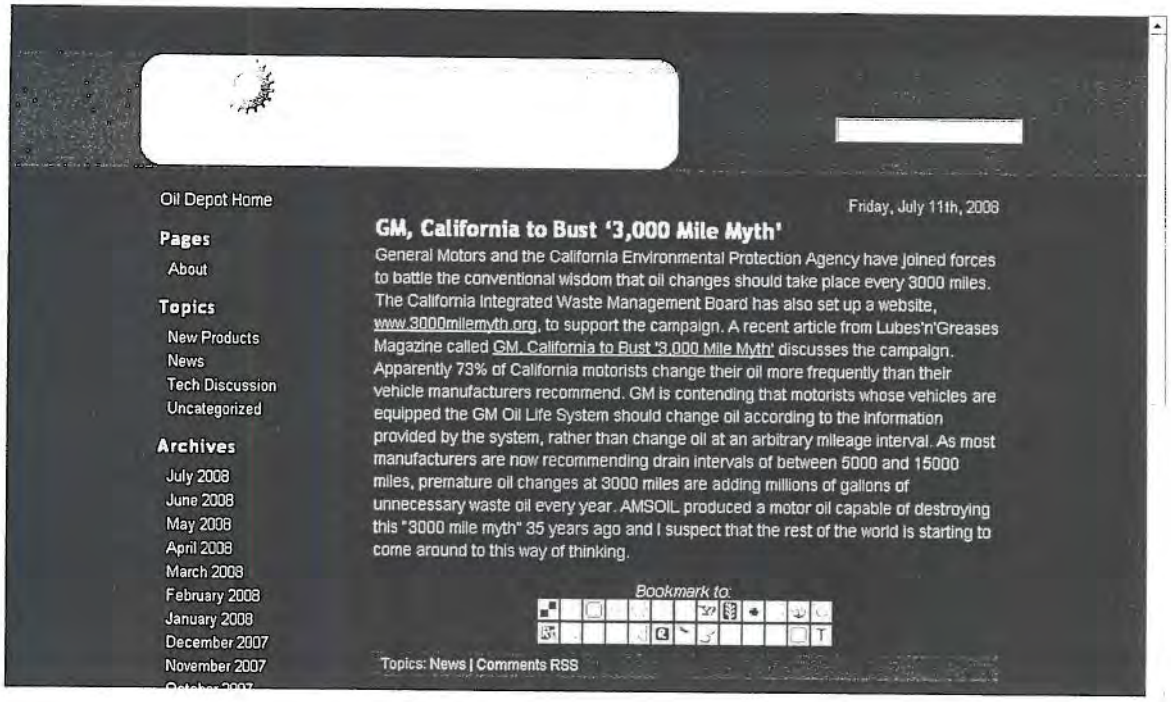

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Friday, July 11th, 2008

GM, California to Bust '3,000 Mile Myth'

General Motors and the California Environmental Protection Agency have joined forces to battle the conventional wisdom that oil changes should take place every 3000 miles. The California Integrated Waste Management Board has also set up a website, www.3000milemyth.org, to support the campaign. A recent article from Lubes'n'Greases Magazine called GM, California to Bust '3,000 Mile Myth' discusses the campaign. Apparently 73% of California motorists change their oil more frequently than their vehicle manufacturers recommend. GM is contending that motorists whose vehicles are equipped the GM Oil Life System should change oil according to the information provided by the system, rather than change oil at an arbitrary mileage interval. As most manufacturers are now recommending drain intervals of between 5000 and 15000 miles, premature oil changes at 3000 miles are adding millions of gallons of unnecessary waste oil every year. AMSOIL produced a motor oil capable of destroying this "3000 mile myth" 35 years ago and I suspect that the rest of the world is starting to come around to this way of thinking.

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The Visual Newsletter

July 2008

Let US Markerboard Guide You This Summer

Hello,

With gas prices climbing, we all need a little guidance on how to save money at the pumps this summer. Better yet, if you're planning a non-travel 'stay-cation' instead of a vacation, this newsletter gives you helpful hints on how to have some inexpensive summer fun!

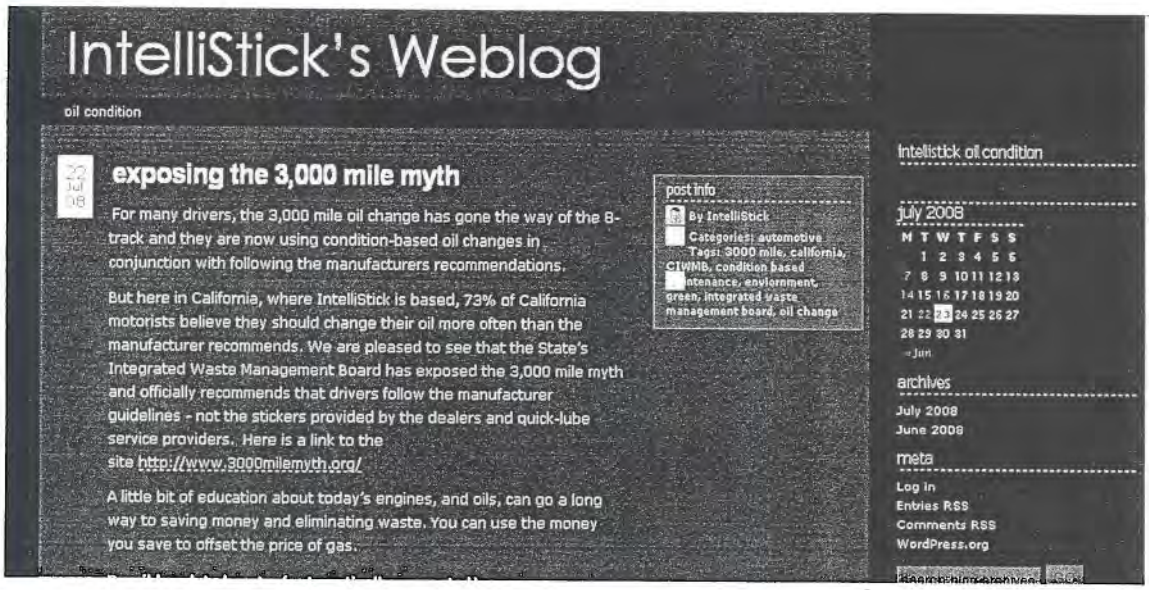
Speaking of guidance, US Markerboard is proud to introduce **WhiteboardGuide.com**, an insider's guide to whiteboards, markerboards, copyboards and everything in between. Weâ€™ve also just completed our new '**Help Center**' that will direct you through our easy ordering process and answer your questions about custom options, shipping and returns, general account information and policies. Everything you need to know and more is just a click away! As always, you can also call 800-791-2946 for a live customer service representative.

For some of us, Summer means the end of school and two months off. But if you're involved in teaching or buying for your school, it's also a great time to make the most of whatâ€™s left from last year's budget. Think of it this way - it's never too early to start fresh for next year. And when September rolls around, you hit the ground running and stay a step ahead of the school-year buying frenzy. How? Read the article below about our new site at SchoolDesksandChairs.com.

3. Great tips on how to save gas and oil for your vehicle

Quick auto-saving tips

If you're like most Americans, you spend a lot of time in your car, whether youâ€™re driving to and from work, picking up the kids from soccer practice, or running errands. As a result, it's important to find ways to save at the pump as gas prices rise to all-time highs. Click here for seven quick and easy gas-saving tips from eHow. In addition, read this Yahoo Autos article to learn about the 3,000 mile myth and find ways to save money and save the environment when it comes to vehicle maintenance. Also, you can save money and help reduce gas consumption through US Markerboardâ€™s FedEx Shipping Program â€“ call 800-791-2946 for more information.



IntelliStick's Weblog

oil condition

22 Jul 08

exposing the 3,000 mile myth

For many drivers, the 3,000 mile oil change has gone the way of the 8-track and they are now using condition-based oil changes in conjunction with following the manufacturers recommendations.

But here in California, where IntelliStick is based, 73% of California motorists believe they should change their oil more often than the manufacturer recommends. We are pleased to see that the State's Integrated Waste Management Board has exposed the 3,000 mile myth and officially recommends that drivers follow the manufacturer guidelines - not the stickers provided by the dealers and quick-lube service providers. Here is a link to the site http://www.3000milemyth.org/

A little bit of education about today's engines, and oils, can go a long way to saving money and eliminating waste. You can use the money you save to offset the price of gas.

post info

By IntelliStick

Categories: automotive

Tags: 3000 mile, california, CIWMB, condition based maintenance, enviornment, green, integrated waste management board, oil change

Intellistick oil condition

july 2008

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Ray Thomas

I've been publishing the since 2000. It is about life and philosophy in general. But since you can't divorce philosophy from politics, it's about that, too. I have several blogs about specifics. This is one of them. The new is now hosted on Town Hall.com

The "3,000 Mile Myth"

How many times have you been told to "change your oil every 3,000 miles' with the unsaid threat that something bad might happen to your engine if you don't? That's what I've heard all my life, but I've never done it. And nothing bad ever happened to my engine because of poor lubrication. So why should I do it? Because "conventional wisdom" says I must. Unfortunately, "conventional wisdom" is usually wrong. The "3,000 mile myth" is a scam to increase sales of oil. That's it. The has launched a campaign to "Break the 3,000 mile myth. ( )

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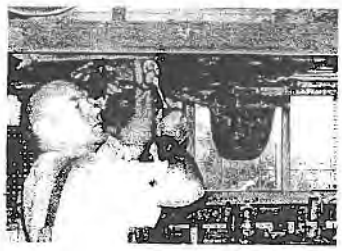

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"Although oil companies and quick-lube shops like to promote this idea [that engine oil should be changed every 3,000 miles], it's usually not necessary. Go by the recommended oil-change schedule in your vehicle's owner's manual. Most vehicles driven under normal conditions can go 7,500 miles or more between oil changes. Some models now come with a monitoring system that alerts the driver when the oil needs changing. Depending on driving conditions, these can extend change intervals to 10,000 or 15,000 miles."
– *Consumer Reports*, **December 2006**

"... for the vast majority, 5,000-mile oil changes will help your engine last to a ripe, old age."
–**Tom and Ray Magliozzi, hosts of NPR's *Car Talk*, on *MSNBC*, April 17, 2006**

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This is a very informative article. Much seemed quite obvious but very complete. Ideally if you clean your
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GM Joins Extended Drain Interval Club

Business & Marketing

If you're new here, you may want to subscribe to my Rss feed. Thanks for visiting!

In June, General Motors partnered with the California Environmental Protection Agency and its Integrated Waste Management Board in the state's "3,000 Mile Myth" campaign to educate drivers on reducing motor oil consumption by following their automakers' recommended oil drain intervals. An article titled "*GM, California to Bust '3,000 Mile Myth*" by Nancy DeMarco in the June 11 edition of Lube Report stated that "73 percent of California drivers change their oil more frequently than their vehicle manufacturers recommend."

The result of all these oil changes is millions of gallons of unnecessary oil consumption in California alone, according to GM's Pay Strahorn. And according to the California Waste Management Board, unnecessary oil changes not only generate millions of gallons of waste oil per year, they have the potential to pollute the state's natural resources.

The Lube Report article could be something of a "shot heard round the world" since it is a clear indication that GM is no longer going to sit on the sidelines and allow the major oil companies dictate drain interval levels. The auto manufacturer has more than 25 years of data supporting its Oil Life System and a great deal of confidence in extended drain intervals. "The traditional 3,000-mile oil change recommendation was based on engine and oil technologies of the past," GM was quoted as saying. There are more than 31 million cars on the road today utilizing the GM's Oil Life System, which evaluates oil life based on a computer algorithm.

The article includes a link to the Integrated Waste Management Board's website www.3000mileMyth.org, an intelligently assembled site designed to debunk.

The 3,000 mile drain interval has been eroding for more than a decade. Today the average interval between oil changes in this country is approaching 5,000 miles. Despite these circumstances, many quick lubes have learned to adjust and are making more money than ever.

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Every sign seems to indicate that these trends will continue. Some accuse the automakers of putting cars at risk, that it is all part of their planned obsolescence strategy. Whether this is so or not so is utterly irrelevant. If there is any concern about the engine being amply protected for enduring vehicle performance, then we should most definitely be promoting the use of premium synthetic motor oils. Synthetic oils keep engines cleaner for optimal performance, and resist the formation of varnish and sludge caused by oxidation and break down.

Things are changing in our industry, and will continue to change. But it's not the end of the world. Recommending a properly priced switch to synthetic motor oil for the new longer drain intervals is the best way to protect your customers' vehicles and your own bottom line. It's the right thing to do.

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SATURDAY, AUGUST 23, 2008

The 3,000 Mile Myth

There is something out there that costs most people in money and time, but it is unnecessary. I see it all over the place, in TV commercials, at auto parts stores and on signs in front of the "quickie change" places. It is the 3,000 mile oil change. The myth says "if you change your oil every 3,000 miles your engine will run and wear better", but it has been proven many times that this is just not true.

If you follow the money, you can see where this comes from. It is very good marketing, not some conspiracy, that uses the common sense of most motorists. When you hear the this, it seems to make sense that changing your oil often will do just what the marketers say. Instead of listening to marketers, I would like to give you some info that will help you understand why spending up to an hour in time and extra $$$ for extra oil changes can be avoided.

I believe most people are misled by where their information comes from. As I said before, the marketers want you to change your oil every 3,000 miles, but to find out if that is really necessary you need check your owner's manual that comes with the automobile. There are some cars that require a 3,000 mile oil change, but today that is few and far between. When you think about it the people who built your car are going to know much more about what it really needs than anyone else. If your manual calls for a 7,500 mile oil change, then that is what they have determined is optimal.

As an example of how much of a difference this can make, I will use our cars. In our household, we have three cars. Car 1 is a six cylinder car, holds 4.5 quarts of oil and costs $40 per oil change. Car 2 is a six cylinder, holds 5.5 quarts of oil and costs $60 per oil change. Car 3 is a V-8, holds 7.5 quarts of oil and costs $65 per oil change. My oil changes are a little more expensive because I only use Mobil 1 synthetic oil in our cars. **If the average on all these cars is 15K miles per year, then I would spend $925 on 15 oil changes.** (Keep in mind I do my own oil changes so they would cost a good bit more if I took my cars somewhere and had it done for me.)

If you look at the owner's manual for the cars, ***Car 1 calls for an oil & filter change every 6,000 miles, Car 2 calls for one every 15,000 miles and Car 3 every 7,500 miles.*** With those intervals, I should have only changed the oil in Car 1 2 1/2 times, Car 2 only once in a year and car 3 twice in a year. **My total expense for what is called for in the owner's manuals would be $322.50 for 5 1/2 oil changes over the year. I saved $602.50!!!**

So what is the proof that this causes no more engine wear or degraded oil? First was a test done by Consumer Reports a few years ago. They took two identical cars and ran them 100K miles. In one car they changed the oil every 3,000 miles and in the other they changed it when the owner's manual said to do it. At the end they tore down the engines and measured the wear on both. The engine wear was the same on both cars so their conclusion was the 3,000 mile oil change was not necessary.

My own proof for my cars comes from the oil reports. Since I do all of the work on my own cars, every time I complete an oil change I send a sample in to Blackstone Labs. They test it to see if the oil has degraded and also list any metals or contaminants they find in the oil. My reports always come back saying the oil is still performing to standards and the contaminants and metals are normal. In fact, in Car 1, because I use Mobil 1 oil those tests actually came back saying the oil was still like new and I can extend the use. That car is up to a 9,000 mile oil change now and the reports always say the engine is in great shape and so is the oil.

[illegible] such as marketers when it comes to your automobiles. **Save yourself time and money by listening to the manufacturer and changing the oil when they recommend.** On the other end, never extend your oil changes past the manufacturer's suggested cycle without a proper oil testing that shows it does not harm your engine to do so.

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August 30, 2008

Take Control of Your Car after College: Driving Tips for Women on the Move

Graduating from college brings on many new challenges, one thing young women don't take into consideration when moving to a [illegible] car maintenance and driving conditions. Many of the women I know, including my self-refined on-lads, brothers, boy friends, or roommates to handle the maintenance of their cars or to [illegible] during harsh conditions. But what happens after graduation when they are not there to help. Taking the time to understand car maintenance and driving conditions can save you more than just money.

The Oil Change Myth

Every time I go get my oil changed, the mechanics put a sticker on the windshield indicating either a three-month or a [illegible] mark on both. I hold first started driving I got paranoid thinking that my engine was going to burn up if I didn't change my oil by the indicated time or mileage. I hold but 4,000 miles and the engine was still intact. I began to wonder.

The truth is that there is no exact science of measuring when to change the oil in a car. Ask temperature, reserve tension, [illegible] with the advent of [illegible] and better oil as well as more efficient cars, [illegible] to seem to save your money.

The California Integrated Waste Management Board [illegible] released a [illegible] earlier this year indicating that 75% of Californians change their oil [illegible]. This leads to 153.4 million gallons of waste each year. I can only imagine the waste percentage in other states where the temperatures aren't as high.

I change my oil every 5,000 miles [illegible] or take [illegible] of thumb [illegible] check your owner's Manual for the recommended mileage for your car.

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Union of Concerned Scientists

September 2008

A regular oil change can improve your car's fuel economy and maintain its oil pollution and global warming emissions. But what about the environmental impact of that oil change itself? According to the Environmental Protection Agency (EPA), nearly 200 million gallons of used motor oil are improperly disposed of in the United States each year. The oil from just one oil change can contaminate one million gallons of water—a year's supply for 50 people.

If you are a do-it-yourself oil changer, the EPA has provided the following guidelines to ensure the process is as clean as possible:

- After draining the oil, but before removing the drip pan from under the car, close and secure the drain plug and check for leaks.
- If you are changing the oil filter, drain it for a minimum of 12 hours into a clean plastic container with a tight-fitting lid (do not use a container that once held chemicals, food, or beverages). Then carefully pour the oil from the drip pan into the container.
- Before your drip pan, do not rinse residual oil down the drain or into a storm drain.
- If you do accidentally spill any oil, use absorbent material (like sawdust or cat litter) to clean the spill, then dispose of it in the trash.

Used motor oil from cars, trucks, boats, motorcycles, or lawn equipment can be recycled to make new motor oil—2.5 quarts of new lubricating oil can be made from one gallon of used motor oil—or processed into fuel oils or other materials. After you have changed your oil, take it to a local service station or recycling center that collects used motor oil for recycling (see related links for a recycling directory). Some facilities will collect used filters as well; if not, ask your waste collection service if the filter can be disposed of with your household trash.

You may be able to further reduce your oil consumption (regardless of whether or not you do your own oil changes) by changing your oil less often. A 2000 study conducted by the California Integrated Waste Management Board shows that many vehicles can go more than the standard 3,000 miles between oil changes, depending on driving conditions and motor oil type. Before you skip your next oil change, however, be sure to follow your car manufacturer's recommendations, listed in the owner's manual.

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Volume 1, Issue 4

A Greener Oil Change

By The Union of Concerned Scientists

A regular oil change can improve your car's fuel economy and minimize its air pollution and global warming emissions. But what about the environmental impact of that oil change itself? Not as green. According to the Environmental Protection Agency (EPA), nearly 200 million gallons of used motor oil are inappropriately disposed of in the United States each year. The oil in one such oil change can contaminate one million gallons of water—a year's supply for 50 people.

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- If you are changing the oil filter, drain it for a minimum of 12 hours into a clean plastic container with a tight fitting lid (do not use a container that once held chemicals, food, or pesticides). Then carefully pour the oil from the drip pan into the container.
- Reuse your drip pan; do not allow residual oil down the drain, ground or your yard.
- If you do accidentally spill any oil, use absorbent material like sawdust or cat litter to clean the spill, then dispose of it in the trash.

Used motor oil from cars, trucks, boats, motorcycles, or lawn equipment can be recycled to make new motor oil. Five gallons of new lubricating oil can be made from one gallon of used motor oil—by processed into road oil or other materials. After you have changed your oil, take it to a local service station or recycling center that collects used motor oil (see related links for a recycling directory). Some facilities will collect used filters as well; if not, call your waste collection service if the filter can be disposed of with your household trash.

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Changing Times

The little plastic sticker in the corner of the windshield plays on your guilt: "Next oil change," it says, listing an odometer reading 3,000 miles higher than the last time you had the car into the shop. Your odometer rolled past that number 1,500 miles ago without so much as a sip of fresh oil for the engine.

Are you driving down the road to ruin? After all, the conventional wisdom says oil should be changed every 3,000 miles. Then, just as you're figuring out what your car's tombstone should say, along comes a campaign claiming that the conventional wisdom is a fabrication.

The campaign, "The 3,000-Mile Myth," originated with the California Integrated Waste Management Board, a state agency charged with reducing landfill junk and pollution. In a survey, the board found that 73 percent of Californians took the conventional wisdom to heart, changing their cars' oil most often at 3,000 miles - more frequently than their cars' manufacturers' recommended. Moreover, it discovered, only 60 percent of used engine oil is turned in for recycling.

The result was that more oil than necessary is consumed and more used oil is going into landfills, where it could potentially contaminate water supplies. Changing motor oil less frequently saves oil, money and the environment, the board contends.

"While the old standard for oil change frequency was every 3,000 miles, advances in car engines and oils have made that obsolete," says the campaign's Web site, 3000milemyth.com, where the word "debunked" greets visitors in large orange letters. "Many of today's automakers recommend oil changes at 5,000, 7,000 or even 10,000 miles."

Word of the campaign, which is being conducted in print and on radio, has rolled across the nation. The American Automobile Association and Enterprise Rent-a-Car have signed on. But not everyone is so ready to abandon the wisdom they've heard their entire car-owning lives.

"Changing your oil every 3,000 miles or three months, whichever comes first, is generally recommended," says the American Oil Change Association, a lube industry organization. "Your car may be clean on the outside, but is it clean on the inside? The life expectancy of your car depends on your answer."

Oil to an engine is like lotion, makeup and makeup remover rolled into one. It lubricates, fills minor flaws and carries away impurities. It also helps cool the engine and protects against corrosion. It's a necessary fluid for engine life.

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NEWS

House arrest for Mendte

Disgraced former CBS3 anchor Larry Mendte will serve six months of house arrest for his guilty plea to reading the e-mails of former co-anchor Alycia Lane and feeding the details to newspaper gossip columnists.

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With use, oil becomes dirty as the oil filter picks out contaminants. It also begins to break down, losing some of its viscosity, or thickness, because of exposure to heat. So automakers assign various life spans to oil, depending on the engines in which it's used.

Some driving conditions hasten the oil-breakdown process. They're called "severe" conditions, even though drivers may experience them every day. These conditions include long periods of idling (such as in traffic jams), driving in weather colder than 10 degrees and hotter than 90 degrees, high humidity and towing a trailer.

Some manufacturers have devised computerized sensors to detect when it's time for the old engine oil to go. General Motors, BMW and Mercedes-Benz all have them. The sensors measure factors such as engine temperature and vehicle speed to make their calculations. Mercedes has developed sensors that gauge viscosity and measure the contaminants in oil based on the oil's response to an electric field. The idea is to relieve drivers of the responsibility for remembering when to change the oil.

Left in drivers' hands, what's right? Only a car's owner's manual knows for sure, so be sure to check it before heading in for an oil change.

If your car is from the 2000 model-year or later, you also can check its maker-recommended oil-change frequency at the 3,000-Mile Myth Web site, 3000milemyth.org. Although the site doesn't list every vehicle, it shows a wide range of possibilities. For example, the BMW 3 Series' frequency is determined "by inspection," while the Honda Accord and Civic can go a year between changes under ideal driving conditions. The range for most of the models on the list is 3,000 to 7,500 miles.

But since few motorists drive under ideal conditions all the time, what's reasonable? The oil-change industry association suggests sticking to 3,000 miles between changes. It's not a matter of making lube shops rich - they say they don't make much money on oil changes. Some experts suggest that, if you must have a rule of thumb, make it 5,000 miles. And if you have an older car - built before the days of 21st century engine efficiency and better, longer-lasting oil - and want to change the oil every 3,000 miles, nobody will stop you.

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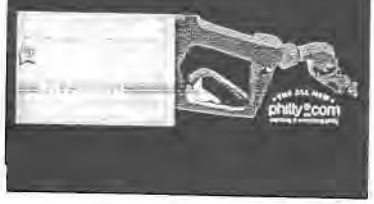


The following is a summary of media coverage and interviews conducted to date related to General Motors' and the California EPA's joint 3,000 oil change myth busting campaign.

Media activities included a radio media tour, B-roll development and distribution, video news release creation and distribution, online outreach and targeted media pitches to a variety of radio, televisions and print media outlets.

Click the hyperlinks next to each outlet or story for more information or to read the complete article.

Radio Media Tour Results "GM 3,000 Mile Myth English RMT"

	Hits	Audience
RMT Placements (English - Calif)	5	936,700
RMT Placements (English – National)	3	114,000,000 +
RMT Placements (Spanish)	4	270,200
Generic Placements (Spanish)	72	1,130,300
Local Generic Placements (English)	426	9,820,634
Satellite & Cable Radio	N/A	41,500,000
TOTAL	***510***	***167,567,834***

RMT interviews ran in 83 of the top 100 media markets including New York, Los Angeles and Chicago.

RMT (English) Interview Placements Include:

1. Cable Radio Network – Peter Lord Interview, June 23, 2008 (transcript) (pg. 26)
2. KFBK-AM NewsTalk 1530 – Sacramento – Interview, June 11, 2008
3. KHSU-FM 90.5 (NPR) – Eureka – Interview, June 16, 2008
4. KNCO-AM NewsTalk 830 - Sacramento – Matt Snider interview, June 10, 2008
5. Michigan Talk Radio Network – Interview, June 11, 2008
6. Voice of America Network – Peter Lord Interview, June 24, 2008 (transcript) (pg. 30)
7. Wall Street Journal Radio Network (National) – Peter Lord interview, June 10, 2008
8. WWRM-FM 94.9 – Tampa Bay – Interview, June 11, 2008

RMT (Spanish) Interview Placements Include:

1. KCEL-FM 106.9 - Los Angeles (Spanish) – Ganzalo Baez interview, June 10, 2008
2. KPAY-AM News-Talk 1290 - Chico / Redding – Ganzalo Baez interview, June 10, 2008
3. KUTY - Los Angeles (Spanish) – Ganzalo Baez interview, June 10, 2008
4. UNI RADIO Tijuana - San Diego (Spanish) – Ganzalo Baez interview, June 10, 2008

Other Radio Coverage & Radio Interviews

1. KCBS-AM 740 All News – San Francisco – Interview, June 11, 2008
2. KFOG-FM (San Francisco) – Spare the Air, July 5, 2008
3. KLOQ-FM 98.7 - Fresno – Interview, June 10, 2008
4. KNBR-AM (San Francisco) – Spare the Air, July 5, 2008
5. KSAN-FM (San Francisco) – Spare the Air, July 5, 2008
6. KTAR-FM NewsTalk 92.3 - Cut down on oil changes to save oil and money (no GM or CIWMB mention), June 18, 2008 (pg. 19)
7. KTCT-AM (San Francisco) – Spare the Air, July 6, 2008

Print

1. Kalamazoo Weekly – An old wives' tale?, by Amy Bell, June 2008 (pg. 33)
2. Kennebec Journal (Maine) - Oil changes needn't be so soon, June 23, 2008 (pg. 22)
3. Lubes-n-Greases Magazine - GM, California to Bust '3,000 Mile Myth', by Nancy DeMarco, June 11, 2008 (pg. 5)
4. Women's Health Magazine – article planned for November issues, "Planet Report"

Publication	Circulation
Kalamazoo Weekly	20,000
Kennebec Journal (Maine)	16,702
Lubes-n-Greases	16,226
TOTAL	***52,928***

Television

1. KGTV-TV ABC 10 (San Diego) – Debunking the Oil Change Myth, June 18, 2008
2. KMPH-TV FOX 26 (Fresno) - GM, Groups Bust Oil Change Myth in Fresno, June 12, 2008 (pg. 11)
3. KRCG-TV (Jefferson City, MO) - 30 Ways to save: oil change myths, by Amelia Waters, July 3, 2008 (pg. 38)
4. KSL-TV NBC 5 (Salt Lake City, UT) - Analysts say some motorists change oil too often, by Paul Nelson, July 1, 2008 (pg. 36)
5. KUSI-TV (San Diego) – Busting the 3,000-Mile Myth, June 18, 2008 (pg. 21)
6. NBC 11 (San Jose) – Interview, June 11, 2008
7. Univision (Fresno) – Interview, June 19, 2008
8. WTVH-TV CBS 5 (Syracuse, NY) - Oil Change Myth? (no GM or CIWMB mention), by Jon Dougherty, June 18, 2008 (pg. 21)

Television B-Roll Results "Helping Drivers Reduce Oil Consumption" (English & Spanish)

National Hits:	35
Local Market Hits:	284
Total Audience Impressions:	54,610,550
Web Clippings:	126 clips for an estimated online audience of 127,914,000

B-roll was picked up by 43 of the top 100 media markets including New York, Los Angeles and Chicago.

Video News Release "The 3,000 Mile Oil Change Myth"

The VNR reached an estimated audience of 5,336,455.

National hits include the Independent News Network, the Women's Entertainment channel, and WXYZ-TV in Detroit ran the VNR during Good Morning America. The VNR was picked up by 43 of the top 100 media markets including New York, Los Angeles and Chicago.

Newswires / News Release & VNR Postings

1. Bloomberg.com newswire, June 10, 2008 (pg. 10)
2. Reuters.com – newswire, June 10, 2008
3. Wall Street Journal/Dow Jones Newswire, June 10, 2008 (pg. 10)
4. Webwire.com – newswire, June 10, 2008

Online Coverage / News Release & VNR Postings

1. 5thgen.org - The GM Oil Life Monitor System (message board), June 13, 2008
2. About.com: Cars - GM vs. Jiffy Lube?, by Aaron Gold, June 11, 2008 (pg. 7)
3. AskPatty.com – California EPA, General Motors, and the 3000milemyth.org Team Up to Help Drivers Reduce Oil Consumption, by Brandy Schaffels, July 1, 2008 (pg. 39)
4. Auto News Review.org, (ran GM vs. Jiffy Lube story), June 11, 2008
5. AutoblogGreen.com - GM joins California EPA campaign to reduce motor oil consumption, by Xavier Navarro, June 11, 2008 (pg. 15)
6. AutomobileInfo.com – news release, June 10, 2008
7. AutomobilesReview.com, news release, June 11, 2008
8. Automotive Fleet.com - Calif. EPA, GM Educate Drivers on 3K Oil Change Myth (news release), June 12, 2008
9. Automotive.com – news release, June 11, 2008
10. Autonewscast.com – news release, June 10, 2008
11. AutoSpectator.com – news release, June 10, 2008
12. Big Papa Blog - The 3,000 Oil Change Myth Debunked (VNR posting), June 22, 2008
13. Brightcove.tv – Helping Drivers Reduce Oil Consumption (VNR posting), June 11, 2008 (pg. 14)
14. BusinessWeek.com, news release, June 10, 2008 (pg. 18)
15. Caddyinfo.com – news release, June 10, 2008
16. Cars-portals.com, news release, June 11, 2008
17. CNNMoney.com - Helping Drivers Reduce Oil Consumption (VNR posting), June 10, 2008
18. ConsciousMamas.com – 3,000 Mile Oil Change Myth (poster GreenCar.com story), June 19, 2008
19. Digaids.com – 2008 GM Tries to Get Greener, June 2008
20. DogCars.com - Busting the myth about changing your oil, by Keith Turner, June 24, 2008 (pg. 24)
21. Ecotechdaily.com – (posted Autobloggreen.com story), June 12, 2008
22. Finchannel.com – news release, June 10, 2008
23. Forbes.com – news release, June 10, 2008
24. Fox Business.com – The 3,000 Oil Change Myth (VNR posting), June 18, 2008
25. Green Energy TV - Helping Drivers Reduce Oil Consumption (VNR posting), June 10, 2008 (pg. 9)
26. GreenCar.com – The 3,000 Mile Oil Change Myth, by Bill Siuru, June 16, 2008 (pg. 12)
27. Infibeam.com – news release, June 10, 2008
28. International Business Times - Helping Drivers Reduce Oil Consumption (VNR posting), June 10, 2008
29. Kensavage.com – Should you change your oil every 3,000 miles? (no GM mention), June 24, 2008
30. Lifehacker.com – The 3,000 Oil Change Myth Debunked (posted Yahoo! story), June 21, 2008
31. Linkfilter.net - The 3,000 Mile Oil Change Myth (posted Yahoo! story), June 21, 2008
32. Motor Trend - Helping Drivers Reduce Oil Consumption (online only, VNR posting), June 10, 2008
33. Motortrend.com - How often to change oil? Every 3k miles is a waste and very "ungreen" (online forum), June 17, 2008
34. MSN Money - Helping Drivers Reduce Oil Consumption (VNR posting), June 10, 2008 (pg. 17)
35. Myspacetv.com - Helping Drivers Reduce Oil Consumption (VNR posting), June 10, 2008 (pg. 16)

36. Newsblaze.com - (VNR posting), June 10, 2008
37. Newsroom.com - Change your oil *habits* (no GM mention), June 26, 2008
38. Paddocktalk.com – news release, June 10, 2008
39. Pontiac High Performance Magazine - GM WANTS YOU TO REDUCE OIL CONSUMPTION (online only, news release posting), by Tom DeMauro, June 10, 2008
40. Portfolio.com – (VNR posting), June 18, 2008
41. Prius Chat.com – Oil life gauge? (interesting message board), June 22, 2008
42. Propeller.com Autos - 2008 GM Tries to Get Greener (ran Digidas posting), June 13, 2008
43. Real Estate43.com - Change Your Car's Oil Only When You Need To (no GM mention), July 1, 2008
44. Roadst3r.com – (ran AskPatty.com story), July 1, 2008
45. RonPaulForums.com - 3000 Mile Oil Change Myth BUSTED!, July 8 ,2008
46. SmartMoney.com – news release, June 10, 2008
47. Stockhouse.com - The 3,000 Mile Oil Change Myth (VNR posting), June 18, 2008
48. Streetinsider.com – news release, June 10, 2008
49. Streetside Investor.com - The 3,000 Mile Oil Change Myth, June 26, 2008 (pg. 35)
50. The Undercurrent (Fresno, CA) – State Focuses On Environmental Hazards of Used Motor Oil (online only, news release posting), June 10, 2008
51. Theautochannel.com – news release, June 10, 2008
52. TheCarConnection.com - Is the 3000-Mile Oil Change Dead?, by Marty Padgett, June 11, 2008 (pg. 8)
53. TheWeeklyDriver.com – news release, June 10, 2008
54. Topix.net – news release, June 11, 2008
55. TradingMarkets.com - The 3,000 Mile Oil Change Myth (VNR posting), June 18, 2008
56. Truckblog.com – news release, June 10, 2008
57. Vette Magazine - Changing Trends in Changing Oil (online only, news release posting), June 10, 2008
58. Yahoo!Autos - The 3,000 Mile Oil Change Myth (posted GreenCar.com story), June 17, 2008 (pg. 17)
59. YouTube.com – (VNR posting), June 18, 2008
60. YouTube.com - GM and EPA Report That 3,000 Miles Oil Change Not Needed (B-roll posted by TheAutoChannel.com), June 11, 2008 (pg. 16)
61. ZDCD.org - Take Care Of Your Car And Don't Change The Oil To Save Money (posted Yahoo! story), June 22, 2008
62. http://blogs.vetteweb.com/6263190/miscellaneous/innovative-oil-life-system-yields-more-precise-intervals/index.html

GM, California to Bust '3,000 Mile Myth'

By Nancy DeMarco

General Motors yesterday joined the California Environmental Protection Agency and its Integrated Waste Management Board in the state's "3,000 Mile Myth" campaign to educate drivers on reducing motor oil consumption by following their automakers' recommended oil drain intervals.

In response to research showing that 73 percent of California drivers change their oil more frequently than their vehicle manufacturers recommend, the Board has launched a new public information program to educate drivers to follow automaker guidelines for oil change frequency. The program, said the Board, is "designed to bust the 3,000-mile myth, the old mantra that drivers should change their oil every 3,000 miles."

Unnecessary oil changes, the Board said, generate millions of gallons of waste oil per year and have the potential to pollute the state's natural resources.

GM said yesterday that it will support the Board's program to help motorists understand how frequently they need to change their engine oil and the proper methods of doing so. "The traditional 3,000-mile oil change recommendation was based on engine and oil technologies of the past," GM said.

"General Motors and the California Integrated Waste Management Board share the common goal of reducing the amount of both new and used oil in order to help protect the environment," said Peter Lord, executive director of GM Service Operations.

"In California alone, more than 2.5 million GM vehicles are equipped with the GM Oil Life System," said Ron Strayhorn, regional service manager, GM's Western Region. "Owners of these vehicles can reduce the amount of oil they consume simply by following their GM Oil Life System, which for many drivers can be thousands of miles between changes as opposed to the old standard."

These 2.5 million vehicles will save 8 million gallons of oil a year if their drivers follow the Oil Life System rather than following a 3,000-mile oil change interval, according to GM. With the Oil Life System, a computer-based software algorithm, vehicles typically need oil changes every 5,000 to 7,000 or even 10,000 miles, depending on operating conditions.

Nationally, there are 31 million GM vehicles with the Oil Life System, GM spokesman Tom Henderson told Lube Report. Following the System rather than a 3,000-mile drain interval could save 100 million gallons of oil annually.

Auto manufacturers today are calling for 5,000-mile to 15,000-mile drain intervals, Jon Myers, communications director for the Board, told Lube Report, "but quick lubes are still saying 3,000 miles, so we need to educate drivers."

Radio public service announcements are running in California now, Myers said, to convey the message that drivers need to check their auto manufacturers' recommendations. The Board has also set up a web site, www.3000milemyth.org, with consumer information to support the campaign.

The campaign urges motorists to check and follow their vehicle manufacturers' guidelines for oil changes, and also to consider using synthetic oils that will allow longer drain intervals.

Estimating that each driver in California drives about 15,000 miles per year, the Board noted that changing oil at 5,000 miles instead of 3,000 miles will reduce the amount of used oil generated by seven or eight quarts, keeping the oil from entering the waste stream and saving the driver about $76 per year.

"When it comes to oil changes, less is more," said the Board. "You'll have more money in your wallet by changing your oil less, and fewer oil changes mean less oil that needs to be safely managed and recycled."

The Board, part of the California EPA, is based in Sacramento, Calif.
[PRINTER FRIENDLY VERSION]

GM vs. Jiffy Lube?

Aaron's Cars Blog

From Aaron Gold,
Your Guide to Cars.

General Motors is partnering with the California Environmental Protection Agency to educate consumers about the myth of the 3,000 mile oil change. The goal is to not only reduce the amount of oil we consume, but to reduce the amount of waste oil we generate. "A driver whose fuel tank is still half full wouldn't empty the tank just to refill it," says Peter Lord, Executive Director of GM Service Operations. "This same logic applies to oil changes. We should not waste motor oil that still has life."

While there was a time when cars required oil changes every 3,000 miles, most of today's cars are designed to go between 5,000 and 10,000 miles between changes. Some cars -- including several GM models -- have an electronic system that tells the driver when to change the oil based on driving conditions and engine performance.

I'm sure this isn't going to sit well with quick-lube shops, motor oil manufacturers, and other businesses that make money off frequent oil changes -- the ones that run ads promising mayhem and destruction for those who dare to exceed the 3,000 mile interval. It'll be interesting to see what happens once their own PR machines kick into gear.

My take on this? I used to think of the 3,000 mile oil change as cheap insurance, but now I follow the maintenance guidelines in the owner's manual. Actually, I don't even do that -- our Accord has a little mechanical dealiebob connected to the odometer. When it changes from green to yellow, I know it's time to change the oil. The way I figure it, Honda built their reputation on cars that run forever, and there's no upside for them if my engine throws in the towel at 150k. Why would they steer me wrong? -- Aaron Gold

Related articles from About.com Auto Repair:

- New oil change intervals are good news
- How to change your own oil
- Should you switch to synthetic oil?

Photo: Tim Boyle/Getty Images

LINK: http://cars.about.com/b/2008/06/11/gm-vs-jiffy-lube.htm

Is the 3000-Mile Oil Change Dead?

By Marty Padgett

Using less oil doesn't mean merely cutting back on refined gasoline. Your car uses oil every day, and changing it at 3000-mile intervals has been the time-honored recommendation for years--to the tune of 1 billion gallons each year in the U.S. alone.

Only now, with the invention and innovation of oil-life monitors, the 3000-mile oil change could be history. And that could save some of the estimated 185 million gallons of used oil that are disposed of improperly each year--dumped on the ground, poured down drain or thrown in the trash, according to the Environmental Protection Agency. One gallon of that used oil can contaminate a million gallons of drinking water, the EPA says.

General Motors is working with the California Integrated Waste Management Board (CIWMB) and the state's version of the EPA to make sure drivers know that they don't necessarily have to change their oil at the 3000-mile interval. Many cars, including those from GM, have oil-life monitors that use sensors to detect debris and color changes in oil that can indicate when it's time for a change. The gauges can read like the one shown here--or as on the Toyota Prius in my driveway, a dash light illuminates when it's time to schedule a service and to swap oil. It's a great convenience not to have to worry about keeping track of mileage, not to mention those peel-off stickers in the windshield.

What say you--do you still change your oil every 3000 miles, do you just neglect to do it, or does your car tell you what's best? Let us know in the comments, and keep it clean.

Posted in Maintenance |

LINKS & COMMENTS: http://blogs.thecarconnection.com/blogs/marty_blog/maintenance/is-the-3000-mile-oil-change-dead/

Helping Drivers Reduce Oil Consumption

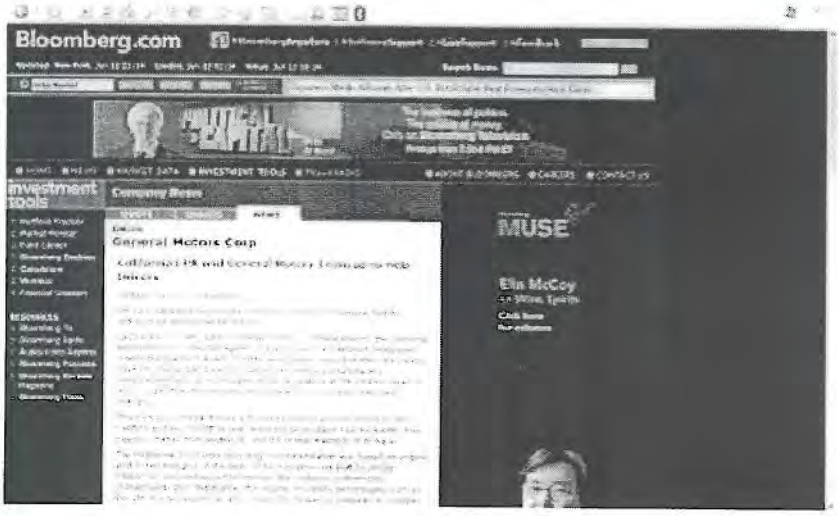
More information:
The California Environmental Protection Agency, the California Integrated Waste Management Board and the Leading U.S. Auto Manufacturer Launch New Campaign to help combat the rising waste of oil.

LINK: http://www.greenenergytv.com/Browse/Recent.aspx

Circ: N/A **Wall Street Journal / Dow Jones** **June 10, 2008**

LINK: http://online.wsj.com/article/PR-CO-20080610-902421.html?mod=wsjcrmain

Circ: N/A **Bloomberg.com** **June 10, 2008**



LINK:
http://www.bloomberg.com/apps/news?pid=conewsstory&refer=conews&tkr=GM:US&sid=afmHEkDRfbFU

GM, Groups Bust Oil Change Myth in Fresno

3,000 Mile Myth
By: Clint Olivier

Lynette Freeman is picking up her car after maintaining it with several quarts of fresh motor oil.

"I try to get it changed every three to five thousand miles," she said.

Thursday two environmental agencies joined auto manufacturing giant General Motors in smashing what they call the "3,000 Mile Myth."

The groups say it's unnecessary to change the oil that often and recommend 5,000 miles between maintenance sessions instead.

"The technology in engines has changed quite a bit from 20 years ago," Rick Suarez said.

Suarez says today's engines are better engineered to deal with heat and other factors.

A study by the California Integrated Waste Management Board found says 73% of drivers in California change their oil more than the manufacturer recommends.

And that means people are throwing money away.

Having a car maintained every 5,000 miles instead of three could save almost $100 a year.

"If you change oil every three thousand miles you're not hurting except making a lot of oil waste that's not necessary," Suarez said.

And those quarts of waste oil add up, about 150 million gallons of them are recycled in California each year.

Lynette Freeman says she'll be back to the garage somewhere between three and 5,000 miles from now, and she supports any effort to keep California clean.

"It's going to be better for us, better for the environment, I think our future depends on it," she said.

Some manufacturers even recommend drivers wait 7,500 miles between oil changes.

To find out when your car needs to be maintained, check the owner's manual or with your car's maker.

LINK: http://www.kmph.com/Global/story.asp?s=8485633

The 3,000 Mile Oil Change Myth

By Bill Siuru

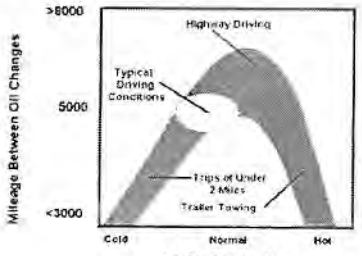
Digg This Story

According to a recent study by the California Integrated Waste Management Board, 73 percent of California drivers change their oil more frequently than required. This same scenario no doubt repeats itself across the country. Besides wasting money, this translates into unnecessary consumption of $100-a-barrel oil, much of it imported.

Using 2005 data, the Board estimates that Californians alone generate about 153.5 million gallons of waste oil annually, of which only about 60 percent is recycled. Used motor oil poses the greatest environmental risk of all automotive fluids because it is insoluble, persistent, and contains heavy metal and toxic chemicals. One gallon of used oil can foul the taste of one million gallons of water.

It's been a misconception for years that engine oil should be changed every 3000 miles, even though most auto manufacturers now recommend oil changes at 5,000, 7,000, or even 10,000 mile intervals under normal driving conditions. Greatly improved oils, including synthetic oils, coupled with better engines mean longer spans between oil changes without harming an engine. The 3000 mile interval is a carryover from days when engines used single-grade, non-detergent oils.

For several years, automakers like General Motors, BMW, and Mercedes-Benz have installed computerized systems that alert drivers via an instrument panel light when it's time to change oil. As an example, the General Motor Oil Life System (GMOLS) analyzes the engine temperature, rpms, vehicle speeds, and other driving conditions to calculate the rate of engine oil degradation. Then, software calculates when the oil needs to be changed. Other systems work similarly.



How Driving Style Affects Oil Life

Because of the many external conditions and parameters that have to be taken into account, calculating the precise maximum service interval using mathematical models alone is difficult. Now, Daimler AG has developed a more direct and precise way to monitor oil quality directly on board a vehicle.

Daimler uses a special sensor integrated into the oil circuit to monitor engine oil directly. Oil doesn't wear out, but rather dirt and impurities cause oil to lose its ability to lubricate properly, dictating the need for a change. Daimler uses the oil's "permittivity," that is, the ability to polarize in response to the electric field. If the engine oil is contaminated by water or soot particles, it polarizes to a greater extent and its permittivity increases. To evaluate the quality of the oil, permittivity is measured by applying an AC potential between the interior and exterior pipes of an oil-filled sensor to determine how well the oil transmits the applied electric field.

Because not all impurities can be measured with sufficient precision via the electric field method, Daimler also measures the oil's viscosity to detect any fuel that may have seeped into the oil. Daimler researchers measure viscosity while the vehicle is in motion by observing the oil's side-to-side motion in the oil sump. The slower the oil moves, the higher its viscosity. This movement is registered by a sensor and the viscosity is calculated on this basis.

A single sensor, along with the information already monitored by on-board computers, is sufficient to determine the various parameters of the engine oil. Daimler will likely use the technology first on its commercial vehicles. Here, large oil reservoirs mean larger quantities of oil can be saved. Plus, a predicted 25 percent increase between service intervals and reduced downtime will be of interest to fleets, and thus justify the added cost of installation.

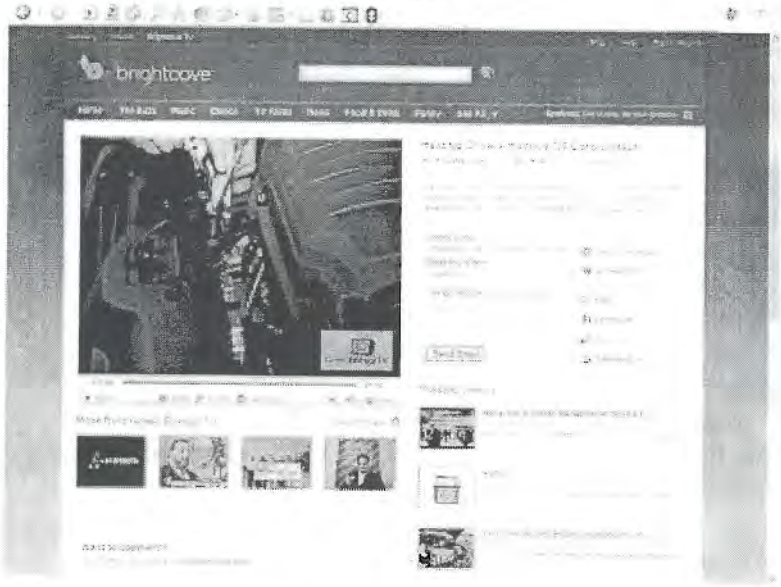
Want to know more about how to reduce oil consumption? Be sure to check out these articles on GreenCar.com:
Driving for Maximum MPG
Natural Gas Vehicles Burn Cleaner and Cheaper
Ethanol and Biodiesel in the United States

LINK: http://www.greencar.com/features/oil-change/

Helping Drivers Reduce Oil Consumption

Added 60 Views 0 Comments

The California Environmental Protection Agency, the California Integrated Waste Management Board and the Leading U.S. Auto Manufacturer Launch New Campaign to help combat the rising waste of oil.



LINK: http://www.brightcove.tv/title.jsp?title=1600050740

GM joins California EPA campaign to reduce motor oil consumption

Posted Jun 11th 2008 6:01PM by Xavier Navarro

Filed under: Etc., GM, Green Daily, USA

Not long ago we spoke about a campaign by the California Integrated Waste Management Board (CIWMB) that recommended to verify how often motor oil had to be changed. General Motors has joined the campaign and will support CIWMB in informing motorists that millions vehicles can be driven much longer than the old standard of 3,000 miles between changes. Driver farther, save oil.

GM also took the chance to speak about its Oil Life System, which checks the quality of motor oil for the driver, informing about its "life." The system uses an algorithm based on key engine functions to determine when oil should be changed. This usually extends oil change intervals to 6,000 miles (although it depends on vehicle usage). According to GM, this would save more than eight million gallons of motor oil per year in California alone.

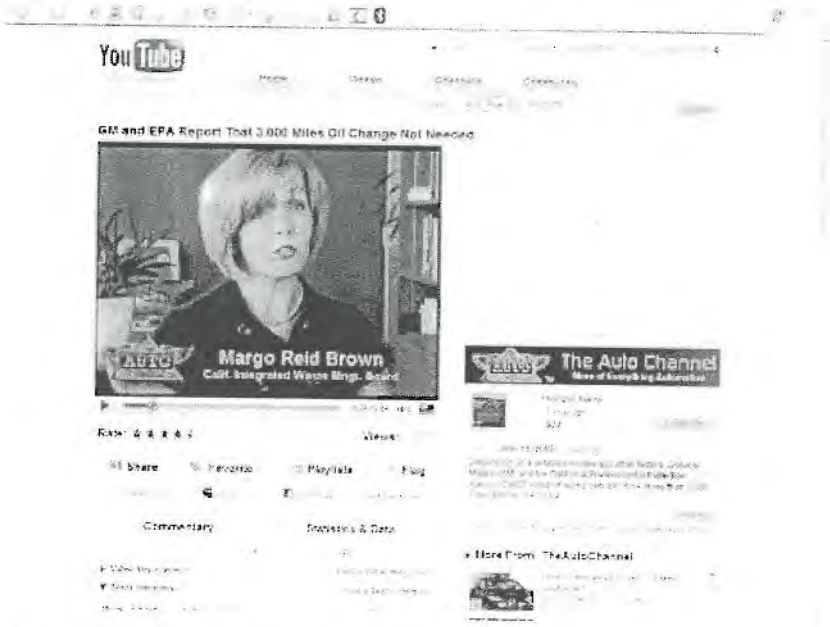
[Source: GM]

LINK: http://www.autobloggreen.com/2008/06/11/gm-joins-california-epa-campaign-to-reduce-motor-oil-consumption/

Circ: N/A **MySpacetv.com** **June 10, 2008**

LINK: http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=35914457

Circ: 1,113 Views **YouTube.com** **June 10, 2008**

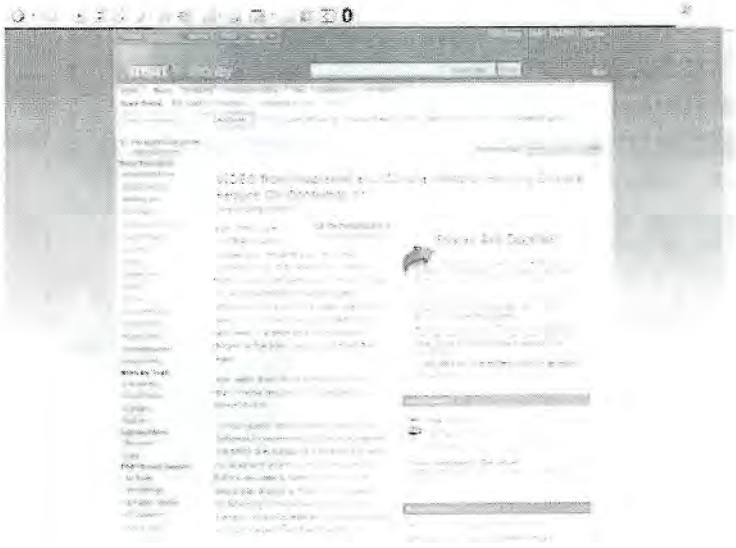


LINK: http://youtube.com/watch?v=PGlkrWYI-CY&feature=user

Circ: N/A **Yahoo! Autos** **June 17, 2008**

LINK: http://autos.yahoo.com/articles/autos_content_landing_pages/586/the-3000-mile-oil-change-myth/;_ylc=X3oDMTE0cnVqb3Q4BF9TAzI3MTYxNDkEc2VjA2ZwLXRvZGF5BHNsawMzMDAwLW9pbA

Circ: N/A **MSN Money.com** **June 10, 2008**

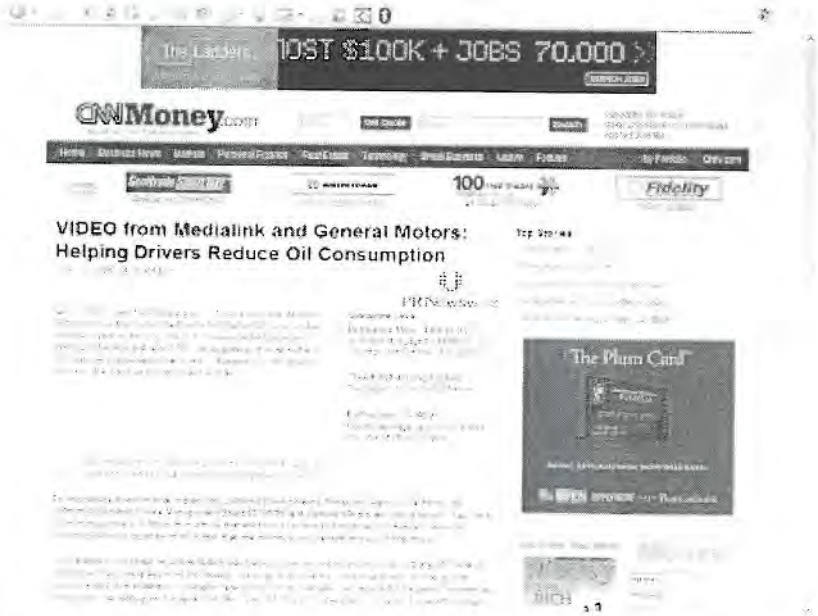


LINK:
http://news.moneycentral.msn.com/provider/providerarticle.aspx?feed=PR&date=20080610&id=8755255

Circ: N/A **BusinessWeek.com** **June 10, 2008**

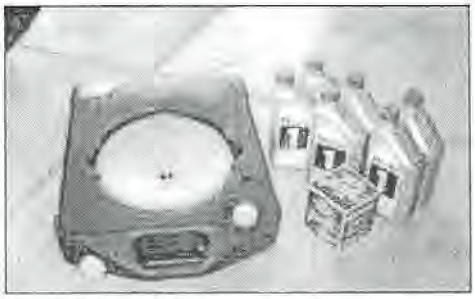
LINK: http://investing.businessweek.com/research/stocks/news/article.asp?docKey=600-200806100800PR_NEWS_USPR_____CLTU009-5C57G32JKE0H99CF3IFLJFVQB5&timestamp=06/10/2008%208:00%20AM%20ET&headline=California%20EPA%20and%20General%20Motors%20Team%20up%20to%20Help%20Drivers%20Reduce%20Motor%20Oil%20Consumption&docSource=PR%20Newswire&provider=ACQUIREMEDIA&realtedsyms=%7CUS%3BGM&symbol=GM

Circ: N/A **CNNMoney.com** **June 10, 2008**



LINK: http://money.cnn.com/news/newsfeeds/articles/prnewswire/200806101639PR_NEWS_USPR_____NETU124.htm

Cut down on oil changes to save oil and money



Conventional wisdom that a car should have an oil change every 3,000 miles is going down the tubes in the face of skyrocketing oil prices.

Mark Salem, New/Talk 92-3 KTAR's ``Car Guy,'' said cars newer than 1996 models don't need an oil change that often.

``In today's world, at 3,000, you're throwing some good oil away,'' Salem said. ``I would recommend your default be moved from 5,000 to 7,500 miles.''

The car won't know the difference, whether the oil is changed at 2,500 or 7,500 mile intervals, he said.

``Let's everybody agree to move up to 5,000- to 7,500-mile intervals and, right off the bat, we can cut our oil consumption in half,'' Salem said.

He said car owners can save not only oil, but money, by going longer than 3,000 miles.

``The going average is about 30-dollars for a conventional oil change, about 38-dollars for a semi-synthetic and then 60 to 70 dollars for a full-synthetic,'' said Salem. ``We never saw those prices before we saw this increase in oil.''

Driving more than 3,000 miles without an oil change does not hurt a car, Salem said.

``The fact of the matter is the average person drives 15,000 miles a year, and, at 3,000 miles, that's five oil changes. If they go 7,500, it's two. Who wins there? The customer wins, the car wins and our environment wins.''

Salem says, ``Every day of my life, I hear people say to me, `I change my oil every 2,500 miles' as if their car's going to love them because they give it an extra oil change. I want to really take those people and put my arms around them and say, `You're wasting so much oil, please don't do that.'''

Salem also has some advice for saving more money -- by avoiding all those gizmos advertised as gas savers.
Alan Archer sells a product called the adaptive gas blaster, which clips to your fuel line with two magnets.

Archer said the product ``helps rearrange the molecular structure of gas molecules.''

He adds it takes a few months to get full benefits.

Salem said forget it.

``Your car is a stupid piece of equipment and there's no way that it knows, or is going to know, that in 30 days, it's okay to reabsorb the molecular structure,'' he said.

The best way to get good mileage is to use the right engine oil, roll up the windows and clean out your car, Salem said.

``Those of you who have only seen one gas crunch are seeing these gizmos for the first time," he said. ``Those of us grisly son-of-a-guns, who have gray hair growing out of our ears, we've seen it two or three times already."

LINK: http://www.ktar.com/index.php?nid=388&sid=870721

Circ: N/A **WTVH-TV CBS 5** **June 18, 2008**

Oil Change Myth?

For years it's been a misconception. The oil in your car should be changed every 3,000 miles. Read your owners manual and you'll find most auto manufacturers recommend waiting longer. Better engines and improved oil keeps a cars motor oil good for an average of 5,000 to 7,000 miles before getting it changed.

Oil changes are really based on your driving style. "Severe Driving", such as frequent short trips, stop-and-go city traffic driving, and driving above the speed limit in hot weather often requires service every 3 months. Under normal conditions, a cars oil should only have to be changed once or twice a year.

Click the video icon to see Jon Dougherty's full report

Link: http://www.wtvh.com/news/local/20489349.html

Circ: N/A **KUSI-TV** **June 18, 2008**

Busting the 3,000-Mile Myth

It is now being called the "three-thousand-mile myth." When it comes to changing your car's oil experts say we are changing it too often. Jon Meyers, from the California Integrated Waste Management Board, was here to explain how waiting an extra few thousand miles is actually better for your car and the environment, and can save you money.

To view this segment, click on the video icon above.

For more information, visit http://www.3000milemyth.org.

LINK: http://www.kusi.com/news/goodmorning/20407739.html

Circ: 16,702 Kennebec Journal June 23, 2008

Oil changes needn't be so soon

The Kennebec Commuter is about to say something that will cause our trusted mechanic to smack us: Changing your car oil every 3,000 miles could be a waste of time and an unnecessary consumption of oil.

No, we haven't cracked. No, we haven't been drinking the Kool-aid.

Most drivers have had this advice ingrained in their heads since the days of Driver's Ed: Have the oil in your vehicle changed every 3,000 miles. The Kennebec Commuter must have played hooky the day that particular class was in session, because we've been known to drive the truck until the oil light comes on and a burnt stench starts to waft from under the hood (oy, gelvalt!).

Maybe that's taking it to an extreme, but some automobile manufacturers are now recommending drivers can go anywhere between 5,000 to 10,000 miles between oil changes. It's a new era, automakers are saying, and the introduction of synthetic oils and improved engines means getting more mileage for your buck (if only this were true of gasoline).

We first heard about this while perusing one of our favorite consumer and commuting web sites, www.greencar.com. Writer Bill Siuru called the 3,000-mile myth a "misconception", and a "carry-over".

Makes sense to us. At the same time, however, we can hear our trusted, not to mention very competent, mechanic reciting his mantra: All good car maintenance starts with a routine oil change, and that's usually every 3,000 miles.

Sigh.

We checked in with Lauren Fix, America's "Car Coach." Fix, an upstate New York-based Auto Service Excellence technician and author, knows a thing or two about treating your baby (er, we mean vehicle) with tender loving care.

"Changing the oil every 3,000 (miles) is kind of a hoax," Fix said. "Engines in both European and American cars are much more advanced now. Everyone's picked up their game."

Fix cited Audi, Mercedes and BMW as foreign car manufacturers who are perfecting the advanced engine. On this side of the big drink, Ford and General Motors have been turning out engines that last longer and ensure less-frequent oil changes.

The best secret to knowing how often to change your vehicle's oil?

"Follow your owner's manual," Fix said. "You should always follow what the manual says, not the 3,000-mile myth."

For those with an older vehicle or those who can't find their owner's manuals, Fix said an oil change should be scheduled about every 5,000 miles. Synthetic oil can make the time between changes even longer.

"Use synthetic oil in your car if you can," Fix advised. "The benefit is, you can change (your oil) every 5,000 to 7,500 miles and the engine will last you forever."

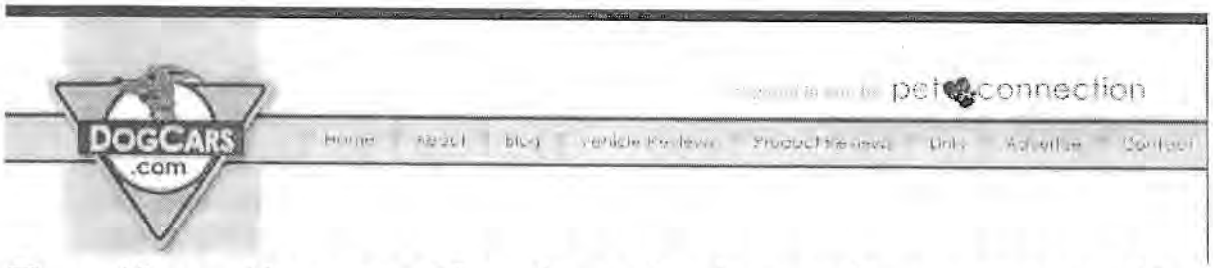
Warning: This is not an excuse to neglect your car's needs.

Fix proceeded to tell us a horror story of a woman who decided to not change her car's oil for the sake of saving a few bucks. The oil got so thick, it turned to sludge and damaged the engine. The woman's car, Fix said, broke down in the middle of an intersection and shelled out a cool $9,000 to get the car repaired.

"Look, you can go over 3,000 before changing the oil, but it's important to do maintenance," Fix said. "Any red light is bad. If you see that, there's a real problem and you need to get the oil changed immediately."

Follow Meghan Malloy's commuter blog and track the cheapest gasoline prices in town daily at www.kjonline.com.

Link: http://kennebecjournal.mainetoday.com/news/local/5169028.html



Busting the myth about changing your oil

By Keith Turner

The word "oil" has become a dirty word.

It causes wars; dirties our shores, and empties our wallets at the gas pump.

We can't live without oil, but living with it is becoming more frustratingly expensive by the minute.

So what's a concerned, dog-loving citizen to do to help make things right with our relationship to oil? There are many ideas floating around, but it all starts with training.

Just as you would train your pup to learn what's permitted and what is not, people can be trained as well. We can learn to drive slower, or more efficiently, on our daily rounds. We can focus on grouping errands together to save fuel, and we can shop for alternative vehicles that get the best gas mileage while still fulfilling our daily DogCar needs.

And we can keep an eye out for other ways to save fuel. General Motors is currently promoting a campaign in California that busts open the traditional idea that every car needs to have its oil changed every 3,000 miles.

Here's what GM has to say about the oil change myth:

The old mantra that drivers should change their motor oil every 3,000 miles is not always the case – it's a myth.

Many automakers recommend oil changes at 5,000, 7,500 or even 10,000 miles depending on your vehicle's model, make and driving conditions.

Research shows that nearly 3/4 of California drivers change their motor oil more often than recommended by their automaker.

Environmental Impacts: Nationwide, if all GM vehicle owners used the GM Oil Life System (calibrated indication system based on driving conditions), 100 million gallons of motor oil could be saved annually

Currently, California generates more than 153 million gallons of waste oil each year. Only 59 percent of that oil is recycled.

One gallon of used oil pollutes one million gallons of water.

Money saving: Additionally, it's estimated that each driver in California drives approximately 15,000 miles a year. If your car manufacturer recommends changing your oil at 5,000 miles instead of every 3,000 miles – motorists reduce 8-10 quarts of used oil from entering the waste stream per vehicle, and save an average of $76 a year.

Here's the complete oil change press release from General Motors.

Cutting back on oil changes may seem like a little thing in the grand scheme of things, but it's something. And right now, with gas prices shooting through the roof, we need all the help we can get.

Cable Radio Network – Peter Lord Interview Transcript

Cable Radio Network
Tape CRN
MEDIALINK

M: Hey, Peter, welcome to the program. Thank you so much for joining us. Now tell us, first of all, tell us how are things going with General Motors?

P: Well, I think everybody knows, we've got, not without our challenges, but we've got tremendous new products that, like the Chevy Malibu that really is selling well, and so there's plenty of good news, if you just dig below the surface.

M: Boy, that's what we'd like to hear, nothing like our auto industry, you know we're the nation of automobiles, driving is as much a part of the American fabric as anything, and we kind of look to our automobile manufacturers, especially those that are here in the United States, to try to kind of help us through these times. And it's a heavy responsibility, it's quite a weight to put on your shoulders, but you know, when we think of the industries that have been with us through thick and thin, the automobile industry, very important, needless to say.

P: It is very, very important, although my specialist area is in the maintenance of vehicles, and so that's where I spent my career.

M: And certainly not to take a back seat to anybody, maintenance is just as important as the design, the distribution, the manufacturing of the automobiles as well. Without those people taking care of our vehicles, we'd be in a much worse state of affairs, wouldn't we?

P: Absolutely. And with the complexity on today's vehicles as well, in order to meet emissions requirements and customer expectations, we've got more computing power on the average vehicle today than the man on the Moon

M: Good to hear that, because again, since the situation, as we all know that it is, with the high price of fuel and gasoline, we need to make the most out of our vehicles.

P: Absolutely, and properly maintaining a vehicle will not only optimize the amount of money you spend on maintenance, but also it'll improve your fuel efficiency as well.

M: Very glad to hear this. Now tell us, what should we know about, again, that proper maintenance and care of our vehicles?

P: I think the important thing is to follow the manufacturers recommended maintenance intervals. The idea that oil needs to be replaced every 3,000 miles is, quite frankly, outdated for the majority of vehicles, and so first and foremost, follow the manufacturers recommendation in terms of frequency of maintenance.

M: Very important. Now what about, again, a lot of people go with the synthetic brand oils that has been a kind of a consideration for many of our listeners. Is that something that is useful for people to have in modern vehicles today?

P: Certainly if the factory fill is a synthetic oil, then it's important that you continue to use the synthetic grade of oil. If the factory fill is just a normal mineral oil, then buying a synthetic is going to cost you more, and it'll give you additional protection, but it really is not necessary.

M: You know, that is such a good point, and Peter, I really thank you for kind of making it very clear that if the manufacturers let's what is it, the book says a certain thing, I guess they mean what they say. (Overlap)

P: Absolutely.

M: And a lot of people go to the gas station, they put in a higher grade octane gasoline, because they think it's going to make their vehicle perform better, when let's say on the gas cap it says, regular unleaded only.

P: Yes. Again, just follow the manufacturers recommendations. We really are wanting to ensure that our customers enjoy their ownership experience and so we don't want to do anything, or make any recommendations that will be harmful, or damaging. We just want them to optimize the experience and not spend unnecessary money.

M: Would General Motors vehicles, can the manufacturers recommendation change from one car to another?

P: Well, this is where we've tried to make it a little easier for our customers. We have a patented oil life system that basically tells the customer when they need maintenance based upon exactly how they've used the vehicle. So you and I could have identical vehicles, and if you do a lot of long journeys on open highways you will get a different interval than I would if I was using mine for a lot of little short stop-start journeys. And so ... (Overlap)

M: That is so interesting and such useful information to know, that based on your own driving habits, that can adjust, again, the performance capabilities of the products that you use and how much of it that you may need to use.

P: Yeah, and that can, depending on the vehicle and how it's used, the message may come on as soon as, you know, four or five thousand miles, it may come on as long as 12 or 13 thousand miles, it really does depend, and this is very, very well programmed technology. (Overlap)

M: You know, I got to tell you, I think GM has done something that nobody else has yet to do, they've actually kind of given the consumer a little more information I think, or perhaps even given a little, the consumer a little more credit, to be able to kind of compute for themselves, based on their own driving habits, how it is that they would then take a look at the, if you will, the information that's presented within their own vehicle guidebook.

P: Yeah, absolutely, and the important thing is that this is unique to each customer and how they've used their vehicle, and if they follow that recommendation, they will not spend unnecessary money on unnecessary oil changes, which obviously conserves crude oil, and also avoids disposing of all those gallons of waste oil, and there are 31 million vehicles running round with this system, and if everybody used it as was intended, we'd save over one hundred million gallons of oil every year.

M: That's very smart. Does GM have any Web sites where people can get additional information if needed?

P: gmgoodwrench.com is a good starting point, and you'll find all sorts of useful information on there, not only about this, but also around fuel saving tips and things like that.

M: Sounds like Mister Goodwrench is keeping up with the times.

P: Absolutely. Absolutely.

M: (Laughs) Peter, thank you so much for joining us, we appreciate it so much.

P: You're more than welcome. Thank you.

(END OF TAPE)

Voice of America – Peter Lord Interview Transcript

General Motors EPA
Tape GM
MEDIALINK

W: We know that this is a very tough time for car and drivers, so we need to talk about what can we do to make it easier on ourselves when it comes to car and the cost of driving today.

J: Sure, sure. You know, it is a tough time, and when we're looking at the price of oil going up and up, we're trying to take a look at things that we can do to ease that burden on ourselves. And one of the things that we found in California here, with the California Integrated Waste Management Board, we took a look at how we're using motor oil these days, and we did a study and found that, a study a couple of years ago actually, and found that many people, actually three-quarters of the drivers out there, are changing their oil much more frequently than they have to, and started crunching some numbers and found that there could be hundreds of thousands of dollars saved, not to mention the hundreds of millions of gallons of oil that can be saved each year, just by following some simple manufacturer recommendations of oil change frequency.

W: And I think this is a very helpful piece of information, because otherwise people are under impression that they should change oil more often.

J: Sure. You know, for decades now we've been hearing the old standby, change your oil every 3,000 miles. And I think it's something that, you know, I learned from my father growing up and getting my license and getting a car, and many other people have done the same, so it just became the standard. But the way cars are being manufactured these days, and the way the oil technology has advanced, that's really not the case any more. And we discovered that you can go 5,000, 7500, even up to 10,000 miles with some of the synthetic oils that are out there before you need to change your oil.

W: We also need to know more about the partnership between government agencies and GM part(?).

J: You know, we discovered, in our doing our study, that it's not even always based on a number(?). GM has done some great things now that are helping the consumer save money and time, and they're actually helping us with the environment by producing less oil than we have to. And they're doing this through their oil monitoring system, and we are just fascinated by this technology that, the cars are actually telling the drivers now when the oil change is needed. You don't have to rely on this specific number. It calculates, and I'm sure GM can tell you a lot more about this than I can, but the car is calculating the driving conditions of the driver, and knows best when that oil needs to be changed.

P: And so you're right, John, so this is unique technology that GM developed back in the late '80s, and we've not got over 31 million vehicles on the road across U.S. and Canada that are equipped with the technology, there's two and a half million of those specifically in California. And to put it in some numbers, if everybody in California with a GM vehicle equipped with oil life monitoring technology were to follow that recommendation, that would save eight million gallons of oil a year. And if all 31 million vehicles across the country followed the recommendation, that would be over one hundred million gallons of motor oil that we could save annually, and of course that's one hundred million gallons of waste oil that doesn't need to be disposed of as well.

W: Yeah, it's really a good opportunity to ask you about what's new that will make it easier on us driving our cars? Do you think that the technology will develop further to help us deal with the high costs of driving today?

P: Yeah, I think there's many things that are going to help. In terms of maintenance costs, as I say, optimizing the oil change intervals and the maintenance intervals, awfully important, so that it's a bit like tires. Everyone can see when a tire's got half its tread left on it, and we don't throw them away at that point, we use it until the wear bars show. And it's the same with oil. Oil has a life and there's no need to change it and dispose of it before that life has all been used up, and that's what the oil life system does, and it advises the customer via a light on the dash when it's due to be changed, based upon how they've used their vehicle.

So that's one area where technology helps, and then of course if you look at fuel economy and fuel efficiency, tremendous advances in engine management systems that improve fuel economy, and so that's where technology helps as well. And of course owners can help themselves just in simple things, like keeping their tires properly inflated and changing air filter elements as when recommended, will all help fuel efficiency as well.

W: And Peter, is there a Web site that our listeners can go to, to get more information on that?

P: gmgoodwrench.com is a really good Web site that not only contains information about the oil life system, but also about fuel economy tips and other things that would help your listeners better maintain their vehicles.

W: Okay. Peter, do you have any final thought you would like to share with us?

P: Yeah, I think the important thing is to follow the manufacturers recommendations in terms of maintaining your vehicle and things have certainly moved on since our parents' generation, where these things had to be done very 3,000 miles. We've got better engines, we've got better oil and we've got better control of the fueling of the engine, so the things that used to make us have to do these things every 3,000 miles have long since changed.

W: Thank you so much.

P: Thank you.

(END OF TAPE)

An Old Wives' Tale?

By Amy Bell

Is it fact or fiction?

Traditionally, motorists have been told to have their oil changed on their vehicles every 3,000 miles. However, with gas prices being so high and concerns over our consumption of oil, is this still really necessary?

The time between oil changes varies depending on the manufacturer of the vehicle. For example, automakers like General Motors, BMW, and Mercedes-Benz have installed computerized systems that alert drivers with a light that indicates it's time to change the oil.

Bill Garnett, Service Manager of Denooyer Chevrolet, said that most GM vehicles made during 2004 and after have oil light monitors that turn on based on the number of key starts, how often the vehicle is driven, the amount of stop and go traffic encountered and RPM's.

According to Garnett, an average customer at his dealership only requires an oil change two to three times a year due to their driving habits and on average, customers have their oil changed every 5,000 to 7,000 miles. He also advises motorists to check their oil levels on a regular basis.

"The key is definitely checking the oil once a month," he said.

He also recommends those that have models made before 2004 check their owner's manual to see how often they should have their oil changed.

Tom Barnett, Service Manager of Galesburg Ford, said recommendations for time between oil changes vary between different models. One example is the Ford Fusion that can go 7,500 miles between oil changes, he said.

However, he said, these are Ford's recommendations and they are ok for people putting a lot of miles on their car. But, for people that do not drive their car very often, he recommends getting the oil changed every 3,000 miles to keep good oil running through the engine and to stop problems such as condensation build-up from occurring.

Barnett also said, if a motorist is racking up 5,000 miles in a three month time period, to change the oil. But if it takes six months to put 5,000 miles on the car, change it at 3,000 miles.

According to Barnett, changing the oil on a vehicle is the cheapest maintenance that can be performed, but it can also cause the most damage if it's not done when it's supposed to be.

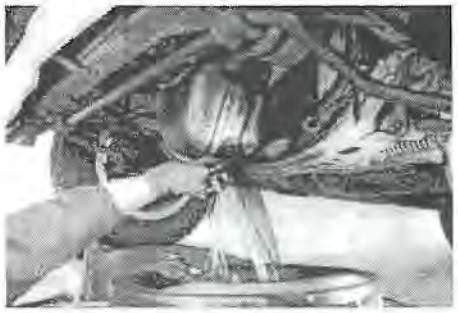
"For the price of oil, it's money well spent," he said.

If it is not changed when it should be, it can cause "catastrophic engine damage" and can lead to issues such as engine failure. He also notes that people need to focus on other services for their cars, such as servicing their transmission, because a lot of people only focus on the oil changes.

"Take care of your car and it will take care of you," he said.

LINK: http://www.kalamazooweekly.com/articles.php?id=179

The 3,000 Mile Oil Change Myth



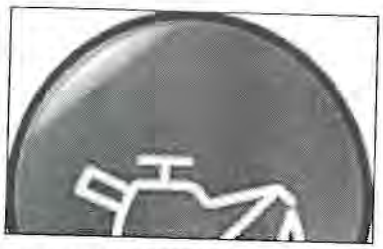
According to a recent study by the **California Integrated Waste Management Board**, **73%** of **California drivers change their oil more frequently than required**. This same scenario no doubt repeats itself across the country. Besides wasting money, this translates into unnecessary consumption of $100-a-barrel oil, much of it imported.

It's been a misconception for years that engine oil should be changed every 3000 miles, even though **most auto manufacturers now recommend oil changes at 5,000, 7,000, or even 10,000 mile intervals** under normal driving conditions.

For several years, automakers like **General Motors**, **BMW**, and **Mercedes-Benz** have installed computerized systems that alert drivers via an instrument panel light when it's time to change oil. Greatly improved oils, including synthetic oils, coupled with better engines mean ***longer spans between oil changes without harming an engine***. The 3000 mile interval is a carryover from days when engines used single-grade, non-detergent oils. So no need to change every 3,000 miles for modern cars.

LINK: http://streetsideinvestor.com/index.php/2008/06/26/the-3000-mile-oil-change-myth/

Analysts say some motorists change oil too often



Some auto analysts say people have been changing their oil too often and that the rule of changing it every 3,000 miles is bogus. But mechanics say waiting too long to change it could do more damage than people realize.

For years, mechanics have recommended changing the oil in your vehicle every 3,000 miles. Now, some people say that's was just a myth. Recently, General Motors teamed with the California Integrated Waste Management Board to tell drivers to have their oil changed every 5,000 miles. Some mechanics say, in some cases, a change every 3,000 miles might be excessive.

Mark Miller Toyota foreman Brian Lawrence said, "Sometimes people do put a lot of mileage on their cars quickly, like a salesman, for example, that has to go between here and Idaho all the time. He may have 25,000 miles on his car in a year."

If that salesman followed the 3,000 mile rule, he'd make eight oil changes every year. Lawrence says Toyota recommends getting a change between 5,000 and 7,500 miles, or every six months, and under certain circumstances, the closer to 5,000 miles the better.

"Circumstances are climate changes, so they have extreme hot to extreme cold, which we have here in this area. [Also,] salty roads, dusty roads or anything that's going to cause contamination in the engine," he said.

But Lawrence says if someone wanted to change their oil every 3,000 miles, he wouldn't stop them.

"You start to then turn your oil and it could become acidic, it could become corrosive, and things like that. It could have moisture in it," he said.

Other mechanics, like Michael Robinson with the Salt Lake City Midas, are holding tight to the 3,000 mile rule.

"I've always done my own on 3,000 miles, and I think it's a cheap way, an inexpensive way, to keep the preventive maintenance, to keep your engine lasting and performing to its peak," he said.

I know what you're thinking, because I thought the same thing. You're thinking: "Of course he says you should change your oil more frequently. He sells oil changes." Well, he says they really don't make much money changing oil.

"Our oil changes haven't changed in years. Our prices are still the same as they were two years ago," he said.

Robinson says the company makes its real money on bigger repairs, often caused when people don't change their oil often enough.

E-mail: pnelson@ksl.com

LINK: http://www.ksl.com/?nid=148&sid=3660901

30 Ways to save: oil change myths

We should change our oil every 3,000 miles, but can we start going longer?

By Amelia Waters

Changing oil every 3,000 miles is part of keeping our cars running smoothly and staying healthy.

But with cars running more efficiently today then 10 or 20 years ago are we able to prolong our oil changes?

Several mechanics around mid-Missouri say it may depend on where you drive. Country or dirt roads are tougher on your oil because of grime and dirt that gets in your engine.

"Town driving is building up moisture in the engine and it's not drying it out," stated local mechanic of 30 years, Allen Price, "Mainly what's happening is the oil's getting diluted with moisture. The oil does not wear out it gets dirty."

Price went on to say long distance driving is actually good for your oil, "Highway driving will dry it out after 15 or 16 miles of steady driving," said Price.

Price also stated that 3,000 miles is an "average" used by car manufacturers. Changing oil every 3,000 miles is beneficial for your vehicle.

To find exactly how much you can change your oil look in your owner's manual. Some newer models can go five or six thousand miles before an oil change, especially on highways.

Find how long your car can go without an oil change-

LINK: http://www.krcg.com/news/news_story.aspx?id=155041

California EPA, General Motors, and 3000milemyth.org Team up to Help Drivers Reduce Oil Consumption

General Motors, the California Environmental Protection Agency (Cal/EPA), and the California Integrated Waste Management Board (CIWMB) are joining forces to encourage drivers to follow their vehicle manufacturer's recommendations on oil changes, which for many vehicles could be much longer than the decades-old standard of every 3000 miles.

This summer, General Motors will support public outreach efforts by the Cal/EPA and the CIWMB to help motorists understand how frequently they need to change their engine oil, and the proper methods of doing so.

"Used oil is so much of a problem in California that if you can change your oil in less-frequent intervals, you not only save yourself money, you help save the environment," said Jamie Cameron-Harley, a spokeswoman for the California Integrated Waste Management Board, sponsor of "The 3000-Mile Myth" campaign.

The campaign -- which intends to reduce waste and keep used oil out of landfills, water bodies, and groundwater -- recently launched its Web site, www.3000milemyth.org, after research discovered that more than 70 percent of Californians change their oil more frequently than recommended by the manufacturers of their vehicles - most of them at 3000 miles.

The traditional 3000-mile oil change recommendation was based on engine and oil technologies of the past. Today's more modern engines are built to strict tolerances using advanced technology, reducing or eliminating contaminants that might enter the engine. In-vehicle technologies such as General Motors' Oil Life System can also reduce the frequency between oil changes by actively determining each engine's oil "life."

"Driving conditions vary from one driver to another," said Peter Lord, executive director of GM Service Operations. "The GM Oil Life System is a sophisticated technology that determines the ideal time to change your oil. A driver whose fuel tank is still half full wouldn't empty the tank just to refill it. This same logic applies to oil changes. We should not waste motor oil that still has life."

"Needing to change your car's oil at 3000 miles is a myth," the www.3000milemyth.org Web site says. "Many cars today can go longer without affecting engine wear. Automakers are regularly recommending oil changes at 5000, 7000, or even 10,000 miles based on driving conditions."

The American Petroleum Institute states that more than 1 billion gallons of motor oil are sold each year in the U.S. The U.S. Environmental Protection Agency estimates that about 185 million gallons of used motor oil are improperly disposed of each year - dumped into the ground, tossed into the trash, or poured down the drain.

According to research conducted for the state of California, the need to reduce waste oil is significant. "Today California generates more than 150 million gallons of used oil. If that oil isn't recycled it can find its way into our lakes, streams, and oceans," said CIWMB Chair Margo Reid Brown. "And just one gallon of oil can contaminate a million gallons of drinking water."

While motorists cannot solve this problem on their own, they can help prevent the unnecessary use of motor oil in the first place by following their own automaker's recommendations for oil change intervals. Because people drive differently, and under different operating conditions, the rate of oil breakdown will vary from vehicle to vehicle. For drivers of cars equipped with active systems like the GM Oil Life System, your car or truck can tell you when it's time to change the oil.

These systems can extend oil change intervals significantly compared to the former 3000-mile recommendation depending on the vehicle/engine combination and other factors. These systems -- found in many newer cars manufactured by BMW, Chrysler, Dodge, General Motors, Mercedes-Benz, Mini, and others -- use sophisticated algorithms that measure key engine functions such as start-up cycles, engine rpm levels, temperatures, and run time, to determine the ideal time for an oil change.

"In California alone, more than 2.5 million GM vehicles are equipped with the GM Oil Life System," said Ron Strayhorn, regional service manager, GM's Western Region. "Owners of these vehicles can reduce the amount of oil they consume simply by following their GM Oil Life System, which for many drivers can be thousands of miles further than the old standard recommendation."

When equipped with the GM Oil Life System, the average GM vehicle typically needs oil changes half as often as the popularly advertised 3000-mile recommendation. Based on driving 15,000 miles per year, this could mean between two and three less oil changes annually. If used as intended simply by drivers of GM vehicles equipped with the system in the state of California, that would equal more than 8 million fewer gallons of motor oil would be consumed annually, compared to a 3000-mile interval. That would help reduce the environmental impact and help the pocketbook as well.

For vehicles not equipped with the these active oil-life monitoring systems, motorists should follow the recommended maintenance schedules and waste oil recycling recommendations in their owner's manual. Older cars driven under harsh use may still require 3000-mile oil changes as stated in their manufacturer-issued manuals, especially if driven under more strenuous conditions such as extremely hot weather, frequent short trips, driving off-road, towing vehicles, carrying heavy loads, or when driven in dusty areas.

Even respected sources such as Consumer Reports say "Although oil companies and quick-lube shops like to promote this idea [that engine oil should be changed every 3,000 miles], it's usually not necessary." An article in its December, 2006, issue recommends "Go by the recommended oil-change schedule in your vehicle's owner's manual. Most vehicles driven under normal conditions can go 7,500 miles or more between oil changes. Some models now come with a monitoring system that alerts the driver when the oil needs changing. Depending on driving conditions, these can extend change intervals to 10,000 or 15,000 miles."

Not sure what is recommended for your vehicle? Check the list of more than 150 vehicles at www.3000milemyth.org/fulllisting to see what the manufacturer recommends. For instance, did you know that Honda recommends changing the oil of a 2006 and 2007 Accord or Civic only once a year? And Jaguar recommends changing the oil of their newer vehicles at 10,000 miles. Or, if your vehicle is not listed there, and you don't already have one, you might be able to buy a manual at www.books4cars.com.

www.3000milemyth.org urges drivers to do their part to help keep California green, and recommends that you "Always check your vehicle's user manual for guidelines on when to change your oil. It will save you money, time and help the environment too. And that's a change we can all get behind."

By Brandy Schaffels
AskPatty.com Editor

Creative commons photo courtesy JeffWilcox via flickr

LINK: http://askpatty.typepad.com/ask_patty_/2008/07/california-epa.html

CIWMB 3000 MILE MYTH CAMPAIGN

PROJECT ANALYSIS

- The total number of airplays for the 3000 Mile Myth PSA on radio as of the end of October was 12,050 confirmed airings. With November numbers still to be added, this total has dramatically exceeded expectations, surpassing our aggressive project goal of 7500 airplays.

- Had the PSA placements achieved been bought as advertisements, the estimated cost would have been $867,600.

- November's additional numbers promise to be strong as at least fifteen stations that have received the PSA but not yet played it are moving it into rotation for November and December.

- Distribution of the radio PSAs for the 3000 Mile Myth Program continued to receive an impressive reception among California radio stations over the last couple months. Despite a slight hiccup in momentum caused by the contracting freeze mandated by the state, we continued to distribute the radio PSA to interested stations. In October we saw a marked increase and are pleased to report that the 3000 Mile Myth radio PSA received 5750 new airplays since July.

- Of the stations we have reached out to thus far up and down the state of California, 281 have requested and received the PSAs.

- Of the 281 stations that have received the PSAs, 146 have confirmed that they have put the spots into rotation as of October 31, with fifteen additional stations confirming they will began to air the spots in November.

- Los Angeles has been our strongest region for this campaign, with 62 stations asking for the PSA and 35 of those confirming airing in rotation.

- The second strongest outreach market for the campaign has been the San Francisco/Bay Area market, with 40 stations requesting the PSAs.

- Our third strongest market for this campaign has been Sacramento – with 36 stations requesting PSAs.

- This report features regional Arbitron rankings for each area where available as well as station formats.

3000 Mile Myth
Project Report -- 2

CIWMB 3000 Mile MYTH PSA CAMPAIGN
RADIO STATIONS
(As of 10/31/08)

The following radio stations have received PSAs for the CIWMB 3000 Mile Myth PSA campaign. An asterisk next to the station's name indicates they have confirmed they have started using the PSAs:

Estimated Total Plays: 11,735
Estimated Value: $844,920

STATION	RANKING	FORMAT	PLAYS
ALTURAS (3)			
KCNO-FM *		Country	70
KCFJ-AM *		Nostalgia	60
KALT-FM *		Classic Rock	85
BAKERSFIELD (26)			
KAXL-FM *		Religious	45
KBDS-AM			
KBKO-FM		Country	
KCWR-FM *	21	Classic Country	108
KDFO-FM		Classic Rock	
KERI-AM *	24	Christian Talk	50
KERN-AM *	16	News/Talk	160
KGBB-FM		Classic Rock	
KGEO-AM *	25	Talk	155
KGFM-FM *	8	AC	160
KHOT-AM *		Religious	70
KISV-FM	1	Rhythmic	
KJOP-AM *		Religious	70
KJPG-AM *		Religious	60
KKBB-FM	5	Rhythmic Oldies	
KKXX-FM *	10	Adult Hits	175
KLLY-FM *	13	Hot AC	90
KLOA-AM *		Nostalgia	30
KLOA-FM *		Country	30
KMAP-AM		Religious	
KNZR-AM *	6	News/Talk	100
KRAB-FM *	11	Active Rock	80
KRAJ-FM		Rhythmic	

3000 Mile Myth
Project Report -- 3

(Bakersfield Continued)			
KSMJ-FM *	18	AC	100
KUZZ-AM		Country	
KUZZ-FM *	2	Country	96
BIG BEAR CITY (1)			
KBHR-FM		AAA	
BRAWLEY (2)			
KSIQ-FM *		Top 40	115
KROP-AM *		Sports	120
CHICO (13)			
KALF-FM *	8	Country	60
KBQB-FM*		Rock	25
KCEZ-FM *		Oldies	10
KEWE-AM *		Nostalgia	35
KFMF-FM *	11	Rock	70
KHSL-FM *	2	Country	30
KMXI-FM *	13	AC	35
KQPT-FM *	5	Hot AC	20
KPAY-AM *	4	News/Talk	16
KPJP-FM *		Religious	45
KRQR-FM *		Alt. Rock	8
KTHU-FM *		Classic Rock	10
KZAP-FM	6	Rhythmic	
EL CENTRO (2)			
KXO-AM *		Oldies	60
KXO-FM *		Adult Contemporary	60
EUREKA (17)			
KATA-AM *		Sports Talk	486
KCRE-FM *		Adult Contemporary	110
KEJY-FM		Adult Contemporary	
KEKA-AM		Country	
KFMI-FM *		Rhythmic	486
KGOE-AM *		News/Talk	486
KHUM-FM		A.A.A.	
KINS-AM		News	
KKHB-FM *		Classic Rock	486

3000 Mile Myth
Project Report -- 4

(Eureka continued)

KMUD-FM			
KMUE-FM			
KPOD-AM *		Country	110
KPOD-FM *		Country	115
KRED-FM *		Country	486
KSLG-FM		Alternative	
KWPT-FM		Classic Hits	
KWSW-AM		Nostalgia	

FRESNO (18)

KALZ-FM *	13	Hot AC	70
KARM-FM *		Religious	65
KBOS-FM *	3	Rhythmic	75
KCBL-AM *		Sports	40
KFJK-FM *	16	Adult Hits	35
KFRR-FM *		Alternative	45
KHGE-FM *	17	Country	25
KHOT-AM *		Religious	50
KJFX-FM *		Classic Rock	35
KJOP-AM *		Religious	50
KJZN-FM *		Smooth Jazz	40
KRZR-FM *	9	Active Rock	39
KSEQ-FM		Hip Hop	
KSKS-FM *	5	Country	40
KSOF-FM *	12	AC	32
KVPW-FM	21	Top 40	
KWYE-FM *	15	AC	55
KXEX-AM		Sports	

LOS ANGELES (62)

KABC-AM	17	News/Talk	
KATJ-FM *		Country	70
KATY-FM *		Adult Hits	200
KAVL-AM		Sports	
KBIG-FM *	18	AC	6
KBOV-AM *		Oldies	70
KBRT-AM *		Christian	50
KCBS-FM	15	Adult Hits	
KCLB-FM *		Rock	48
KDAY-FM *	28	Urban	65
KDAR-FM *		Christian	50

3000 Mile Myth
Project Report -- 5

(Los Angeles continued)

KDLD-FM	40	Alternative
KDLE-FM	40	Alternative
KDGL-FM *		AOR 65
KDUC-FM *		Urban 110
KDUQ-FM *		Oldies 100
KFI-AM *	3	Talk 6
KFRN-AM *		Talk 80
KFSH-FM	30	Christian AC
KFWB-AM	22	News
KHDR-FM		Rock
KHHT-FM *	14	Urban AC 59
KHRQ-FM		Rock
KHWY-FM		Adult Contemporary
KHYZ-FM		Adult Contemporary
KIBS-FM *		Country 86
KISS-FM *	2	CHR/Top 40 6
KJMB-FM *		AC 67
KKGO-FM *	23	Country 8
KKJZ-FM		Jazz
KKLA-FM *		Christian 62
KLAC-AM *	29	Sports 6
KLAA-AM*		Talk 285
KLOS-FM	16	Classic Rock
KLSX-FM	21	Talk
KMET-AM *		Smooth Jazz 120
KMLT-FM		Adult Contemporary
KMVN-FM *	35	Rhythmic AC 130
KMZT-FM		Classical
KNWH-AM *		News/Talk 90
KNWQ-AM *		News/Talk 100
KNWZ-AM *		News/Talk 90
KNX-AM	19	News
KOSS-FM *		AC 110
KOST-FM *	5	AC 85
KPWR-FM *	6	Rhythmic 115
KROQ-FM	11	Alternative
KRLA-AM*	33	News/Talk 20
KRTH-FM	10	Classic Hits
KRXV-FM*		Adult Contemporary 20
KSAK-FM		College

3000 Mile Myth
Project Report -- 6

(Los Angeles continued)			
KSGN-FM *		Christian	85
KSPC-FM		Alternative	
KTIE-AM		News/Talk	
KTLK-AM *	34	Talk	6
KTPI-FM		Country	
KTWV-FM	8	Smooth Jazz	
KVVS-FM		Top 40	
KWVE-FM *	30	Christian Talk	100
KXPS-AM		Sports	
KYSR-FM *	26	Hot AC	6
MERCED (4)			
KABX-FM		Nostalgia	
KBRE-FM		Rock	
KNAH-FM*		Country	20
KYOS-AM		News	
SACRAMENTO (36)			
KAHI-AM *		Oldies	160
KBMB-FM	5	Rhythmic	
KCCL-FM	22	Oldies	
KCTC-AM*	25	Nostalgia	20
KCTC-FM	31	Talk	
KDND-FM	6	CHR/Top 40	
KFBK-AM *	1	News/Talk	85
KFIA-AM *	26	Christian Talk	40
KGBY-FM *	12	AC	60
KHYL-FM *	13	Rhythmic Oldies	45
KHTK-AM *	14	Sports	65
KKCY-FM		Country	
KKFS-FM *	20	Christian AC	36
KMJE-FM		Hot AC	
KMYC-AM		Talk	
KNCI-FM	10	Country	
KNCO-AM*		News/Talk	20
KNCO-FM		Hot AC	
KNTY-FM	17	Country	
KQJK-FM	11	Adult Hits	
KQJK-FM *	11	Adult Hits	90
KRXQ-FM	2	Rock	

3000 Mile Myth
Project Report -- 7

(Sacramento continued)

KSAC-AM*	21	Talk	20
KSEG-FM	7	Classic Rock	
KSFM-FM *	3	Rhythmic	80
KSMH-AM		Religious	
KSSJ-FM	8	Smooth Jazz	
KSTE-AM *	4	News/Talk	110
KTKZ-FM	27	Talk	
KTKZ-AM	27	Talk	
KUBA-AM		Nostalgia	
KUIC-FM*		Hot AC	20
KWOD-FM	16	Alternative	
KXCL-FM		80's Rock	
KYMX-FM *	9	AC	70
KZZO-FM	15	Hot AC	

SALINAS (6)

KABL-AM *		Nostalgia	20
KIDD-AM		Nostalgia	
KOCN-FM *		R&B	30
KTOM-FM		Country	
KWAV-FM		Soft Rock	
KYZZ-FM		Hip Hop	

SAN DIEGO (23)

KBZT-FM *	18	Alternative	120
KCBQ-AM *	27	Talk	50
KFI-AM	20	Talk	
KFMB-FM	14	Adult Hits	
KFMB-AM	9	News/Talk	
KGB-FM	7	Classic Rock	
KHTS-FM	5	CHR/Top 40	
KIFM-FM *	4	Smooth Jazz	90
KIOZ-FM	10	Active Rock	
KLSD-AM*	31	Sports	20
KMYI-FM	8	Hot AC	
KOGO-AM	3	News/Talk	
KPRI-FM	24	Triple A	
KPRZ-AM*	32	Christian Talk	20
KSON-FM *	1	Country	80
KSOQ-FM *	1	Country	120
KUSS-FM	16	Country	

3000 Mile Myth
Project Report -- 8

(San Diego continued)

KYXY-FM *	2	AC	30
XESP-FM *		Sports	50
XHRM-FM	6	Rhythmic AC	
XHTZ-FM	12	Rhythmic	
XMOR-FM	15	Rhythmic	
XTRA-FM	17	Alternative	

SAN FRANCISCO/OAKLAND/SAN JOSE (40)

KBAY-FM *	22	AC	40
KBWF-FM	16	Country	
KBLX-FM	10	Urban AC	
KCBS-AM *	5	News	120
KCNL-FM		AC	
KDAC-AM*		News/Talk	20
KDFC-FM	4	Classical	
KDON-FM	32	Rhythmic	
KEST-AM *		Talk	100
KEZR-FM	30	Hot AC	
KFOG-FM	6	Triple A	
KFRC-FM *	23	Classic Hits	120
KIOI-FM *	15	Hot AC	110
KISQ-FM *	12	Urban AC	114
KITS-FM	24	Alternative	
KKDV-FM		Adult Contemporary	
KKGN-AM*	27	Talk	120
KKSF-FM *	9	Smooth Jazz	110
KLLC-FM	21	Hot AC	
KLLK-AM		News/Talk	
KMEL-FM *	7	Urban	120
KMFB-FM		Oldies	
KMVQ-FM	25	Rhythmic AC	
KNDL-FM*		Religious	20
KNBR-FM	13	Sports	
KNEW-AM *	26	Talk	90
KNEW-FM *		Talk	90
KNTI-FM		AC	
KOIT-FM *	2	AC	120
KOVN-AM		Country	
KSAN-FM	18	Classic Rock	
KSFB-AM		Religious	

(San Francisco continued)			
KSFM-FM	31	Rhythmic	55
KUFX-FM *	27	Classic Rock	
KUKI-AM		News/Talk	
KUKI-FM		Country	
KVYN-FM		Hot AC	20
KXBX-AM*		Nostalgia	
KXBX-FM		Adult Contemporary	120
KYLD-FM *	11	Rhythmic	

SAN LUIS OBISPO (3)			
KKJG-FM *		Country	130
KZOZ-FM *	3	Rock	140
KIQO-FM *	10	Oldies	110

SANTA BARBARA (11)			
KBBY-FM		Hot Contemporary	
KBOX-FM		Adult Contemporary	15
KCSB-FM *		College	20
KCPR-FM *		College	
KHAY-FM		Country	
KINF-AM		News/Talk	20
KRAZ-FM*		Country	
KSYV-FM		Adult Contemporary	15
KUHL-AM *		News/Talk	
KVEN-AM		Oldies	
KVYB-FM		Top 40	

STOCKTON/MODESTO (14)			
KATM-FM	2	Country	20
KDJK-FM*		Classic Rock	20
KESP-AM*		Sports	
KFIV-AM	16	News/Talk	
KHTN-FM	33	Rhythmic	
KHOP-FM	4	Top 40	
KJSN-FM	35	AC	
KKBN-FM	25	Country	
KOSO-FM	9	Hot AC	
KQOD-FM	8	Rhythmic Oldies	
KSTE-AM	17	News/Talk	70
KUBB-FM *		Country	
KWG-AM		Religious	
KWIN-FM	6	Rhythmic Top 40	

What Others Are Saying

"Although oil companies and quick-lube shops like to promote this idea [that engine oil should be changed every 3,000 miles], it's usually not necessary. Go by the recommended oil-change schedule in your vehicle's owner's manual. Most vehicles driven under normal conditions can go 7,500 miles or more between oil changes. Some models now come with a monitoring system that alerts the driver when the oil needs changing. Depending on driving conditions, these can extend change intervals to 10,000 or 15,000 miles."

– Consumer Reports,
December 2006

"Most manufacturers now recommend changing the oil every 7,500 miles. We recommend doing it every 5,000 miles, because we tend to be more cautious about protecting the engine. Very few people recommend changing the oil every 3,000 miles anymore. It's just not necessary, and the environmental cost is too high."

– Tom and Ray Magliozzi, hosts of NPR's Car Talk,
in the Detroit News, April 6, 2005

"...for the vast majority, 5,000-mile oil changes will help your engine last to a ripe, old age."

– Tom and Ray Magliozzi, hosts of NPR's Car Talk,
on MSNBC, April 17, 2006

"Conventional wisdom has held that the oil should be changed about every 3,000 miles. This notion has been ingrained into people's heads for decades, in part as a marketing ploy by oil companies. The 3,000-mile interval made sense when engines used single-grade nondetergent oils. But with the latest oils and car designs, it's no longer necessary to change oil that often under normal driving conditions."

– Steve Ritter, in Chemical & Engineering News,
March 13, 2006

www.3000milemyth.org for oil change recommendations

Integrated Waste Management Board

"Synthetic oils, because of their better properties, need to be changed less often, at intervals up to 25,000 miles or more. In the end, the best advice on the type of oil to use and the frequency of oil changes is to follow the manufacturer's recommendation in your car owner's manual."

– Steve Ritter, in Chemical & Engineering News, March 13, 2006

"Most major automakers agree: The adage that you should change your car's oil every 3,000 miles is outdated, and even 5,000 miles may be too often."

– Tom Krisher, Associated Press, in the Deseret News, March 26, 2007

"I remember getting my first car (a hand-me-down) and how my father kept telling me how important it was to change the oil every 3,000 miles. A lot has changed since then. Today's oil is much better, and it can last a lot longer. Here's what to do: Check your owner's manual and follow the manufacturer's recommendation."

– Herb Weisbaum, MSNBC ConsumerMan, April 17, 2006

"Ford Motor Company generally recommends getting an oil change every 5,000 miles or every six months, whichever comes first."

– www.ford.com

"Conventional wisdom holds that change intervals should be limited to a maximum of three months or 3,000 miles, but that is something of a misnomer. Actually, most manufacturers recommend oil change intervals of 7,500 miles or once-a-year under normal operating conditions or 3,000 miles/3-months under severe operating conditions. And in Europe it's not uncommon to see oil changes exceeding 10,000 miles."

– Christine and Scott Gable, About.com

www.3000milemyth.org for oil change recommendations

INTEGRATED WASTE MANAGEMENT BOARD

DEBUNKED

The 3,000 mile oil change is a myth.

Frequently Asked Questions

What is the 3,000-mile myth?

While the old standard for oil change frequency was every 3,000 miles, advances in car engines and oils have made such practices obsolete. Instead, motorists should check their car manufacturer's guidelines, which may recommend longer intervals between changes depending upon driving conditions.

How often should motorists change their car's oil?

It depends on the car's make, model and year, as well as driving conditions. Many of today's automakers recommend oil changes at 5,000, 7,000 or even 10,000 miles. Drivers should check the automaker's recommendation by reviewing the car owner's manual or at www.3000milemyth.org.

How do driving conditions affect the distance motorists can go between oil changes?

Automaker oil change recommendations differ depending upon driving conditions, as well as car make, model, and year. According to car manufacturer's, drivers in conditions considered "severe" should change their oil more frequently or at shorter mileage intervals than those that experience driving conditions considered "normal." Severe driving conditions include any one of the following circumstances in a typical week:

- **Extensive idling or in stop-and-go traffic**
- **Cold weather, less than 10 degrees**
- **Extreme heat, more than 90 degrees**
- **Extreme humidity**
- **Repeated short-distance trips of less than five miles**
- **Towing a trailer or hauling heavy materials**

Will changing the oil less frequently harm a car's engine?

Advances in motor vehicles and oil make it possible to go much longer between oil changes without harming a car's engine. However, motorists should follow car manufacturer's recommendations for oil change frequency based on driving conditions.

DEBUNKED

The 3,000 mile oil change is a myth.

How does going longer between oil changes affect a car's warranty?

Following the car manufacturer's guidelines for oil change frequency will not affect a vehicle's warranty.

How much used oil is generated in California each year?

According to the CIWMB in 2005, approximately 153.5 million gallons of used oil is generated annually. Only 59 percent of that oil was recycled.

How can used oil harm California's environment?

Used motor oil poses a great risk to the environment. Many environmental problems are caused by improper disposal of used motor oil, because it is insoluble and contains heavy metal and toxic chemicals. Used oil that is not recycled often finds its way into California's precious waterways—our lakes, streams and oceans—via the storm water system. Used oil in waterways threatens fish, waterfowl, insects and aquatic life. Only one gallon of used oil can foul the taste of one million gallons of water.

How can the 3000 Mile Myth help me?

Less is more:

- You'll have more money in your pocket book by changing your oil less!
- Fewer oil changes means more oil saved as one of our precious environmental resources.

How can I find out my car maker's recommendations for oil change frequency?

Check the car's owner manual or visit www.3000milemyth.org.

3,000 Mile Myth Background

Overview

The California Integrated Waste Management Board (CIWMB) has launched a new public information program designed to bust the "3,000-mile myth" — the old mantra that drivers should change their motor oil every 3,000 miles.

Advances in motor vehicles and oil make it possible to go much longer between oil changes without harming a car's engine. Many of today's automakers recommend oil changes at 5,000, 7,000 or even 10,000 miles depending upon driving conditions.

Yet, CIWMB research shows that nearly three-quarters of California drivers change their motor oil more often than recommended by their automaker. Such practices unnecessarily generate millions of gallons of waste oil per year and have the potential to pollute California's precious natural resources.

Not Your Father's Oldsmobile

Many California motorists may have heard their father warn, "Spare the oil, spoil the car." While it's true that motor oil is a car engine's lifeblood, and regular oil changes are critical to engine longevity, the old standard of changing a car's oil every 3,000 miles has become obsolete.

Not only are modern oils better, engines have improved too. Dan Roth of the Associated Press noted, "You don't have carburetors metering poorly on winter mornings, tolerances are a lot tighter and operating temperatures are typically a little hotter, helping to cook off the junk that accumulates in the oil."

Instead, motorists should check their car manufacturer's guidelines for oil change frequency and recommendations can be found in the owner's user manual or at www.3000milemyth.org. Exact recommendations will differ based on car make, model, year, and driving conditions.

Today's automakers often recommend driving longer distances between oil changes with no harm to the car's engine. In 2007, Ford Motor Company announced a recommendation that motorists change the oil every 7,500 miles for 2007 or newer vehicles. In addition, some cars have a sensor to alert drivers when to change the oil.

The bottom line is that motorists should trust automaker guidelines and change the oil according to their recommendations.

Program Elements

The 3,000-Mile Myth Public Information Program includes several components designed to educate Californians about the need to follow automaker guidelines for oil change frequency. These include:

- Media relations efforts
- Branding and collateral materials
- MapQuest advertising
- Print and radio public service

What Motorists Should Do:

- Check the car maker's guidelines for oil change frequency. They can be found in your owner's manual or at www.3000milemyth.org.
- Follow the automaker's recommendations based on driving conditions.
- Consider using synthetic oils. They reduce friction and engine wear, allowing motorists to drive longer distances between oil changes.

Studying the Oil Change Habits of California's Motorists

About the CIWMB Research Study: Busting the 3,000-Mile Myth

In December 2005, the CIWMB commissioned a statistically valid research study to understand the oil change attitudes, beliefs, and behaviors of California motorists. Conducted by the Social and Behavioral Research Institute at California State University San Marcos, key research findings include:

- 73 percent of California drivers change their oil more frequently than the manufacturer recommends.
- Motorist's oil change intervals are predominately determined by the belief that changing their oil more frequently reduces engine wear.
- Most California drivers (82 percent) go to professional oil changers or car dealers for their regular maintenance.
- Most California drivers (66 percent) have reminder stickers on their windshields reminding them when to change the oil.

The research study in its entirety can be found on the CIWMB website at www.3000milemyth.org.

About the Board

The California Integrated Waste Management Board is the State agency designated to oversee, manage and track California's 92 million tons of waste generated each year.

The Board promotes a sustainable environment where these resources are not wasted but can be reused or recycled in partnership with all California. In addition to many innovative programs and incentives, the Board promotes the use of new technologies for the practice of diverting California's resources away from landfills.

The California Integrated Waste Management Board is comprised of six Board members. Four members are appointed by the Governor, two of whom represent the public. One member represents industry, and one represents the environmental community. One member is appointed by the Senate Committee on Rules and one is appointed by the Speaker of the Assembly.

The Board provides grants and loans to help California cities, counties, businesses and organizations meet the State's waste reduction, reuse and recycling goals. It also provides funds to clean up solid waste disposal sites and co-disposal sites (those accepting both hazardous waste substances and non hazardous waste). These funds are available where the responsible party cannot be identified or is unable or unwilling to pay for a timely remediation and where cleanup is needed to protect public health and safety or the environment.

The Board also develops and promotes alternatives to the illegal disposal of used oil; develops technical standards and permit requirements for waste tire facilities; promotes reuse and recycling of electronic devices, and encourages purchasing of environmentally preferable products.

Implementing all the Board's programs requires the commitment of all staff and members of the Board. The Board relies on sound science and the talent, creativity, experience and ingenuity that have brought them this far to continue developing stronger, better and more effective programs that protect human health and the environment and will move the Board beyond the 50 percent diversion mandate toward a Zero Waste California.

The Board is one of six agencies under the umbrella of the California Environmental Protection Agency (Cal/EPA).

www.3000milemyth.org for oil change recommendations

INTEGRATED WASTE MANAGEMENT BOARD

CIWMB Used Oil Sustainability Program Participation Form

Please complete this form, detailing the activities you agree to participate in to educate your staff and customers about the 3,000 Mile Myth. We thank you for helping decrease used oil waste in California. Below are several suggestions on how your business can get involved:

- Distributing 3,000 Mile Myth complimentary collateral items to patrons
- Placing 3,000 Mile Myth messages on electronic boards, receipts and signage
- Addressing the issue of 3,000 Mile Myth with employees
- Making educational materials readily available to patrons
- Placing 3,000 Mile Myth messages in company and employee publications

_____YES! My organization will support the 3,000 Mile Myth
_____ YES! My organization will display 3,000 Mile Myth messages in store locations
_____ YES! My organization will run a story in our company publication
_____ YES! Please send me a free supply of 3,000 Mile Myth Collateral Materials
_____ YES! Please send me a 3,000 Mile Myth web banner ad to place online

Contact Name: _____
Organization: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone Number: _____ Fax Number: _____

Table Tent (6.8" x 4")

Qty:_____

Poster (11" x 17")

Qty:_____

Tip Sheet (3.5" x 8.5")

Qty:_____

Web Banner (468 x 60)
Qty:_____

Orders will be filled on a first come, first serve basis while supplies last.
Please allow two weeks for delivery. Return this form as soon as possible to:

Christie Schuck
2495 Natomas Park Drive, Suite 650, Sacramento, CA 95833
(916) 418-1515 Fax • (916) 418-1500 Phone • Christie.schuck@ogilvypr.com

INTEGRATED WASTE MANAGEMENT BOARD

LINDA S. ADAMS
SECRETARY FOR ENVIRONMENTAL PROTECTION

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD

ARNOLD SCHWARZENEGGER
GOVERNOR

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(916)341-6010

GARY PETERSEN
GPETERSEN@CIWMB.CA.GOV
(916) 341-6035

November XX, 2007

Dear XXXXXX,

Thank you for partnering with the California Integrated Waste Management Board (CIWMB) to reduce the unnecessary waste of used-oil. With better made cars and an increase in the use of synthetic oils, the 3,000 mile standard will become a thing of the past.

The CIWMB appreciates your organization's support and participation to help educate Californians about the need to change their oil based on their car manufacturer's recommendations. Your participation in this effort not only helps your customers, but also positions your organization as a savvy and environmentally-conscious business.

The enclosed materials – 3,000 Mile Myth posters and table tents - are for placement in your stores. They are intended to encourage customers to consult their car manuals to determine the proper oil change schedule for their automobiles.

Per our discussions, CIWMB is open to tailoring mutually beneficial partnerships for businesses which are interested in additional outreach opportunities.

Again, thank you for supporting this important campaign. Please feel free to contact Christine Kohn at 916.548.8988 for any assistance you may need.

Sincerely,

Margo Reid Brown

Margo Reid Brown
California Integrated Waste Board Chair

INTEGRATED WASTE MANAGEMENT BOARD

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What Others Are Saying

"Although oil companies and quick-lube shops like to promote this idea [that engine oil should be changed every 3,000 miles], it's usually not necessary. Go by the recommended oil-change schedule in your vehicle's owner's manual. Most vehicles driven under normal conditions can go 7,500 miles or more between oil changes. Some models now come with a monitoring system that alerts the driver when the oil needs changing. Depending on driving conditions, these can extend change intervals to 10,000 or 15,000 miles."

– Consumer Reports,
December 2006

"Most manufacturers now recommend changing the oil every 7,500 miles. We recommend doing it every 5,000 miles, because we tend to be more cautious about protecting the engine. Very few people recommend changing the oil every 3,000 miles anymore. It's just not necessary, and the environmental cost is too high."

– Tom and Ray Magliozzi, hosts of NPR's Car Talk,
in the Detroit News, April 6, 2005

"...for the vast majority, 5,000-mile oil changes will help your engine last to a ripe, old age."

– Tom and Ray Magliozzi, hosts of NPR's Car Talk,
on MSNBC, April 17, 2006

"Conventional wisdom has held that the oil should be changed about every 3,000 miles. This notion has been ingrained into people's heads for decades, in part as a marketing ploy by oil companies. The 3,000-mile interval made sense when engines used single-grade nondetergent oils. But with the latest oils and car designs, it's no longer necessary to change oil that often under normal driving conditions."

– Steve Ritter, in Chemical & Engineering News,
March 13, 2006

www.3000milemyth.org for oil change recommendations

INTEGRATED WASTE MANAGEMENT BOARD

"Synthetic oils, because of their better properties, need to be changed less often, at intervals up to 25,000 miles or more. In the end, the best advice on the type of oil to use and the frequency of oil changes is to follow the manufacturer's recommendation in your car owner's manual."

– Steve Ritter, in Chemical & Engineering News, March 13, 2006

"Most major automakers agree: The adage that you should change your car's oil every 3,000 miles is outdated, and even 5,000 miles may be too often."

– Tom Krisher, Associated Press, in the Deseret News, March 26, 2007

"I remember getting my first car (a hand-me-down) and how my father kept telling me how important it was to change the oil every 3,000 miles. A lot has changed since then. Today's oil is much better, and it can last a lot longer. Here's what to do: Check your owner's manual and follow the manufacturer's recommendation."

– Herb Weisbaum, MSNBC ConsumerMan, April 17, 2006

"Ford Motor Company generally recommends getting an oil change every 5,000 miles or every six months, whichever comes first."

– www.ford.com

"Conventional wisdom holds that change intervals should be limited to a maximum of three months or 3,000 miles, but that is something of a misnomer. Actually, most manufacturers recommend oil change intervals of 7,500 miles or once-a-year under normal operating conditions or 3,000 miles/3-months under severe operating conditions. And in Europe it's not uncommon to see oil changes exceeding 10,000 miles."

– Christine and Scott Gable, About.com

www.3000milemyth.org for oil change recommendations

INTEGRATED WASTE MANAGEMENT BOARD

DEBUNKED

The 3,000 mile oil change is a myth.

Frequently Asked Questions

What is the 3,000-mile myth?

While the old standard for oil change frequency was every 3,000 miles, advances in car engines and oils have made such practices obsolete. Instead, motorists should check their car manufacturer's guidelines, which may recommend longer intervals between changes depending upon driving conditions.

How often should motorists change their car's oil?

It depends on the car's make, model and year, as well as driving conditions. Many of today's automakers recommend oil changes at 5,000, 7,000 or even 10,000 miles. Drivers should check the automaker's recommendation by reviewing the car owner's manual or at www.3000milemyth.org.

How do driving conditions affect the distance motorists can go between oil changes?

Automaker oil change recommendations differ depending upon driving conditions, as well as car make, model, and year. According to car manufacturer's, drivers in conditions considered "severe" should change their oil more frequently or at shorter mileage intervals than those that experience driving conditions considered "normal." Severe driving conditions include any one of the following circumstances in a typical week:

- **Extensive idling or in stop-and-go traffic**
- **Cold weather, less than 10 degrees**
- **Extreme heat, more than 90 degrees**
- **Extreme humidity**
- **Repeated short-distance trips of less than five miles**
- **Towing a trailer or hauling heavy materials**

Will changing the oil less frequently harm a car's engine?

Advances in motor vehicles and oil make it possible to go much longer between oil changes without harming a car's engine. However, motorists should follow car manufacturer's recommendations for oil change frequency based on driving conditions.

www.3000milemyth.org for oil change recommendations

INTEGRATED WASTE MANAGEMENT BOARD

DEBUNKED

The 3,000 mile oil change is a myth.

How does going longer between oil changes affect a car's warranty?

Following the car manufacturer's guidelines for oil change frequency will not affect a vehicle's warranty.

How much used oil is generated in California each year?

According to the CIWMB in 2005, approximately 153.5 million gallons of used oil is generated annually. Only 59 percent of that oil was recycled.

How can used oil harm California's environment?

Used motor oil poses a great risk to the environment. Many environmental problems are caused by improper disposal of used motor oil, because it is insoluble and contains heavy metal and toxic chemicals. Used oil that is not recycled often finds its way into California's precious waterways—our lakes, streams and oceans—via the storm water system. Used oil in waterways threatens fish, waterfowl, insects and aquatic life. Only one gallon of used oil can foul the taste of one million gallons of water.

How can the 3000 Mile Myth help me?

Less is more:

- You'll have more money in your pocket book by changing your oil less!
- Fewer oil changes means more oil saved as one of our precious environmental resources.

How can I find out my car maker's recommendations for oil change frequency?

Check the car's owner manual or visit www.3000milemyth.org.

www.3000milemyth.org for oil change recommendations

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GARY PETERSEN
GPETERSEN@CIWMB.CA.GOV
(916) 341-6035

November XX, 2007

Dear XXXXXX,

Word is spreading that changing motor vehicle oil every 3,000 miles may not be necessary. With more efficient cars and an increase in synthetic oils use, the 3,000 mile standard will become a thing of the past.

As part of a statewide effort to reduce the unnecessary waste of used-oil, the California Integrated Waste Management Board (CIWMB) invites your organization to participate in a partnership to help educate Californians about the need to change their car's oil based on their respective automobile manufacturer's suggestions.

The CIWMB would like to partner with your business to place 3,000 Mile Myth educational materials in your store. We have point-of-sale materials to promote a Web site resource and offer general information. Your participation in this effort not only helps your customers, but also positions your organization as a savvy and environmentally-conscious business.

The CIWMB is open to tailoring partnerships and is eager to develop outreach programs which are mutually beneficial for both of us. Options for consideration include:

- Displaying 3,000 Mile Myth complimentary collateral items
- Placing 3,000 Mile Myth messages on electronic boards, receipts and signage
- Addressing the issue of 3,000 Mile Myth with employees
- Making educational materials readily available to patrons
- Placing 3,000 Mile Myth messages in company and employee publications

Someone from our office will contact you within the upcoming weeks to determine how a mutually beneficial relationship can be formed. In the interim, please feel free to contact Christie Schuck at (916) 418-1500 with any questions you may have.

Sincerely,

Margo Reid Brown

Margo Reid Brown
California Integrated Waste Board Chair

ORIGINAL PRINTED ON 100% POST CONSUMER CONTENT, PROCESSED CHLORINE FREE PAPER

3,000 Mile Myth Background

Overview

The California Integrated Waste Management Board (CIWMB) has launched a new public information program designed to bust the "3,000-mile myth"—the old mantra that drivers should change their motor oil every 3,000 miles.

Advances in motor vehicles and oil make it possible to go much longer between oil changes without harming a car's engine. Many of today's automakers recommend oil changes at 5,000, 7,000 or even 10,000 miles depending upon driving conditions.

Yet, CIWMB research shows that nearly three-quarters of California drivers change their motor oil more often than recommended by their automaker. Such practices unnecessarily generate millions of gallons of waste oil per year and have the potential to pollute California's precious natural resources.

Not Your Father's Oldsmobile

Many California motorists may have heard their father warn, "Spare the oil, spoil the car." While it's true that motor oil is a car engine's lifeblood, and regular oil changes are critical to engine longevity, the old standard of changing a car's oil every 3,000 miles has become obsolete.

Not only are modern oils better, engines have improved too. Dan Roth of the Associated Press noted, "You don't have carburetors metering poorly on winter mornings, tolerances are a lot tighter and operating temperatures are typically a little hotter, helping to cook off the junk that accumulates in the oil."

Instead, motorists should check their car manufacturer's guidelines for oil change frequency and recommendations can be found in the owner's user manual or at www.3000milemyth.org. Exact recommendations will differ based on car make, model, year, and driving conditions.

Today's automakers often recommend driving longer distances between oil changes with no harm to the car's engine. In 2007, Ford Motor Company announced a recommendation that motorists change the oil every 7,500 miles for 2007 or newer vehicles. In addition, some cars have a sensor to alert drivers when to change the oil.

The bottom line is that motorists should trust automaker guidelines and change the oil according to their recommendations.

www.3000milemyth.org for oil change recommendations

INTEGRATED WASTE MANAGEMENT BOARD

Program Elements

The 3,000-Mile Myth Public Information Program includes several components designed to educate Californians about the need to follow automaker guidelines for oil change frequency. These include:

- Media relations efforts
- Branding and collateral materials
- MapQuest advertising
- Print and radio public service

What Motorists Should Do:

- Check the car maker's guidelines for oil change frequency. They can be found in your owner's manual or at www.3000milemyth.org.
- Follow the automaker's recommendations based on driving conditions.
- Consider using synthetic oils. They reduce friction and engine wear, allowing motorists to drive longer distances between oil changes.

Studying the Oil Change Habits of California's Motorists

About the CIWMB Research Study: Busting the 3,000-Mile Myth

In December 2005, the CIWMB commissioned a statistically valid research study to understand the oil change attitudes, beliefs, and behaviors of California motorists. Conducted by the Social and Behavioral Research Institute at California State University San Marcos, key research findings include:

- 73 percent of California drivers change their oil more frequently than the manufacturer recommends.
- Motorist's oil change intervals are predominately determined by the belief that changing their oil more frequently reduces engine wear.
- Most California drivers (82 percent) go to professional oil changers or car dealers for their regular maintenance.
- Most California drivers (66 percent) have reminder stickers on their windshields reminding them when to change the oil.

The research study in its entirety can be found on the CIWMB website at www.3000milemyth.org.

About the Board

The California Integrated Waste Management Board is the State agency designated to oversee, manage and track California's 92 million tons of waste generated each year.

The Board promotes a sustainable environment where these resources are not wasted but can be reused or recycled in partnership with all California. In addition to many innovative programs and incentives, the Board promotes the use of new technologies for the practice of diverting California's resources away from landfills.

The California Integrated Waste Management Board is comprised of six Board members. Four members are appointed by the Governor, two of whom represent the public. One member represents industry, and one represents the environmental community. One member is appointed by the Senate Committee on Rules and one is appointed by the Speaker of the Assembly.

The Board provides grants and loans to help California cities, counties, businesses and organizations meet the State's waste reduction, reuse and recycling goals. It also provides funds to clean up solid waste disposal sites and co-disposal sites (those accepting both hazardous waste substances and non hazardous waste). These funds are available where the responsible party cannot be identified or is unable or unwilling to pay for a timely remediation and where cleanup is needed to protect public health and safety or the environment.

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CIWMB Used Oil Sustainability Program Participation Form

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Contact Name: _____
Organization: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone Number: _____ Fax Number: _____

Table Tent (6.8" x 4")

Qty:_____

Poster (11" x 17")

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Christie Schuck
2495 Natomas Park Drive, Suite 650, Sacramento, CA 95833
(916) 418-1515 Fax • (916) 418-1500 Phone • Christie.schuck@ogilvypr.com

INTEGRATED WASTE MANAGEMENT BOARD

Web site Development

To better inform California's motorists about used oil reduction and their vehicle's proper oil change recommendations, Ogilvy PR conducted the following activities to develop and promote the www.3000milemyth.org Web site.

Goals and Recommendations

The Web site was developed to educate motorists about the 3,000 mile myth and raise awareness about checking their vehicle's user manual for oil change guidelines. The Web site allows users to search a pre-populated database of the top 20 most popular vehicles sold from 2000-2007. Additionally, the Web site includes important facts, testimonials and resources that lend credibility to the issue and site.

Online Marketing

In order to reach California's drivers and promote the Web site, Ogilvy PR recommended conducting a comprehensive online marketing campaign including search engine optimization, key word marketing and online advertising.

Approximately 250 issue-related words and terms, such as "oil changes" and "used oil" were programmed on Google and Yahoo search engines to pull www.3000milemyth.org on the "sponsored link" page from April 15th to June 15th. Google and Yahoo both performed strongly with Google providing higher impressions per cost point than Yahoo.

In addition, 3,000 Mile Myth banner ads were placed on AOL MapQuest.com from April May 14th to May 20th and Whitepages.com from April 15th to May 20th. Overall, the campaign delivered 11,007 unique visitors to the 3,000 Mile Myth Web site. AOL MapQuest performed exceedingly strong resulting in a .35 percent click through rate – which is above the industry average.

Additional Recommendations

- Expand the searchable database to include all vehicle makes and models.
- Incorporate an on-line bulletin or blog.
- Increase search engine optimization throughout entire campaign duration on Google and AOL MapQuest.
- Expand online advertising to include additional travel and cultural group sites.

Results Summary:

- Attained 52,011 unique visitors and 102,425 total page views to the www.3000milemyth.org between January 2008 and November 2008.

- The top three months with greatest exposure to the Web site included: 11,696 in February 2008, 9,081 in June 2008, and 7,096 in May 2008.

- The greatest exposure to the Web site was February 10, 2008 with 3,646 visitors alone.

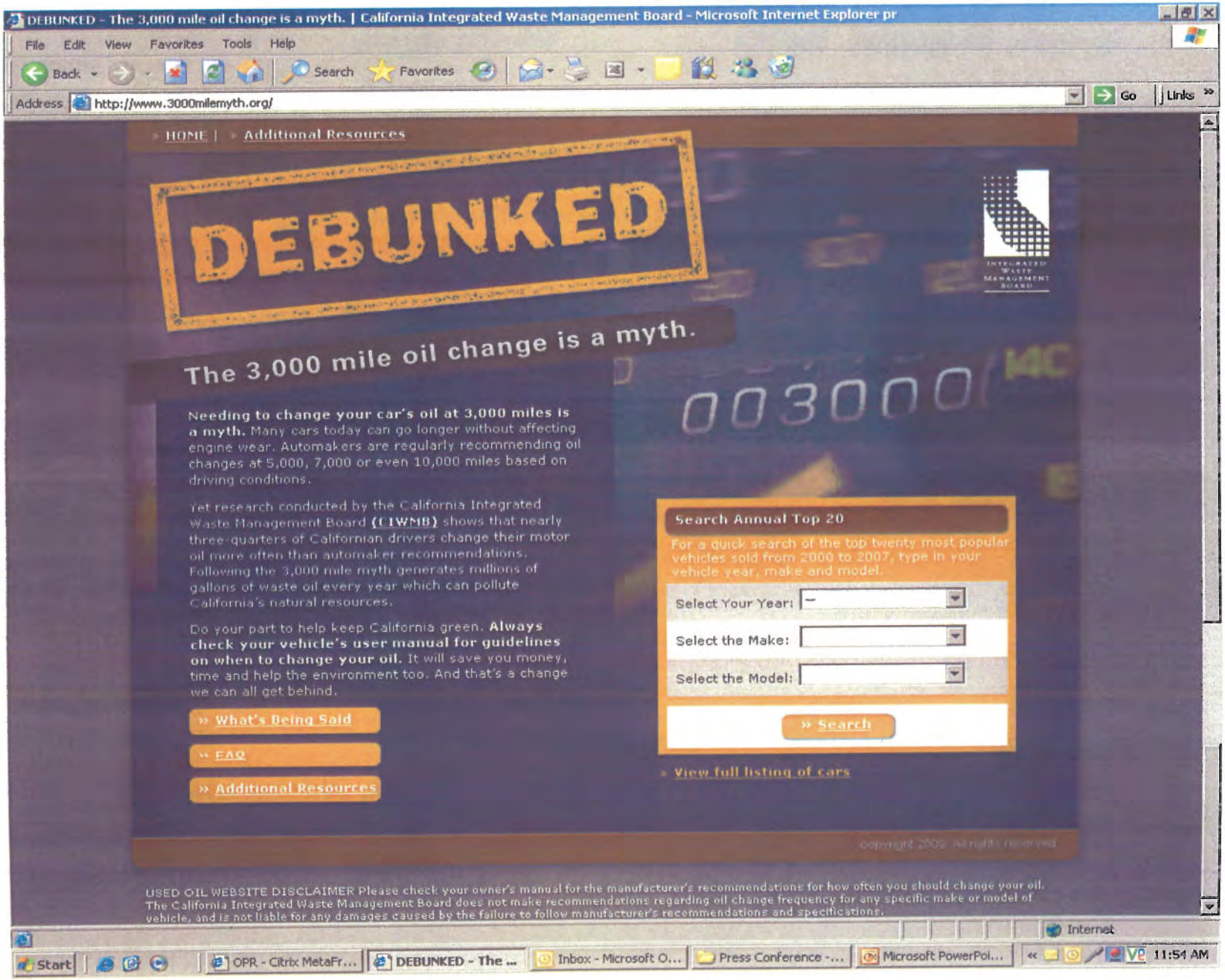
- Unique visitors per day included an average of 155 people.

- Secured 1,368,300 impressions on Google and 3,927 click throughs, and 560,711 impressions and 2,040 click throughs on Yahoo.

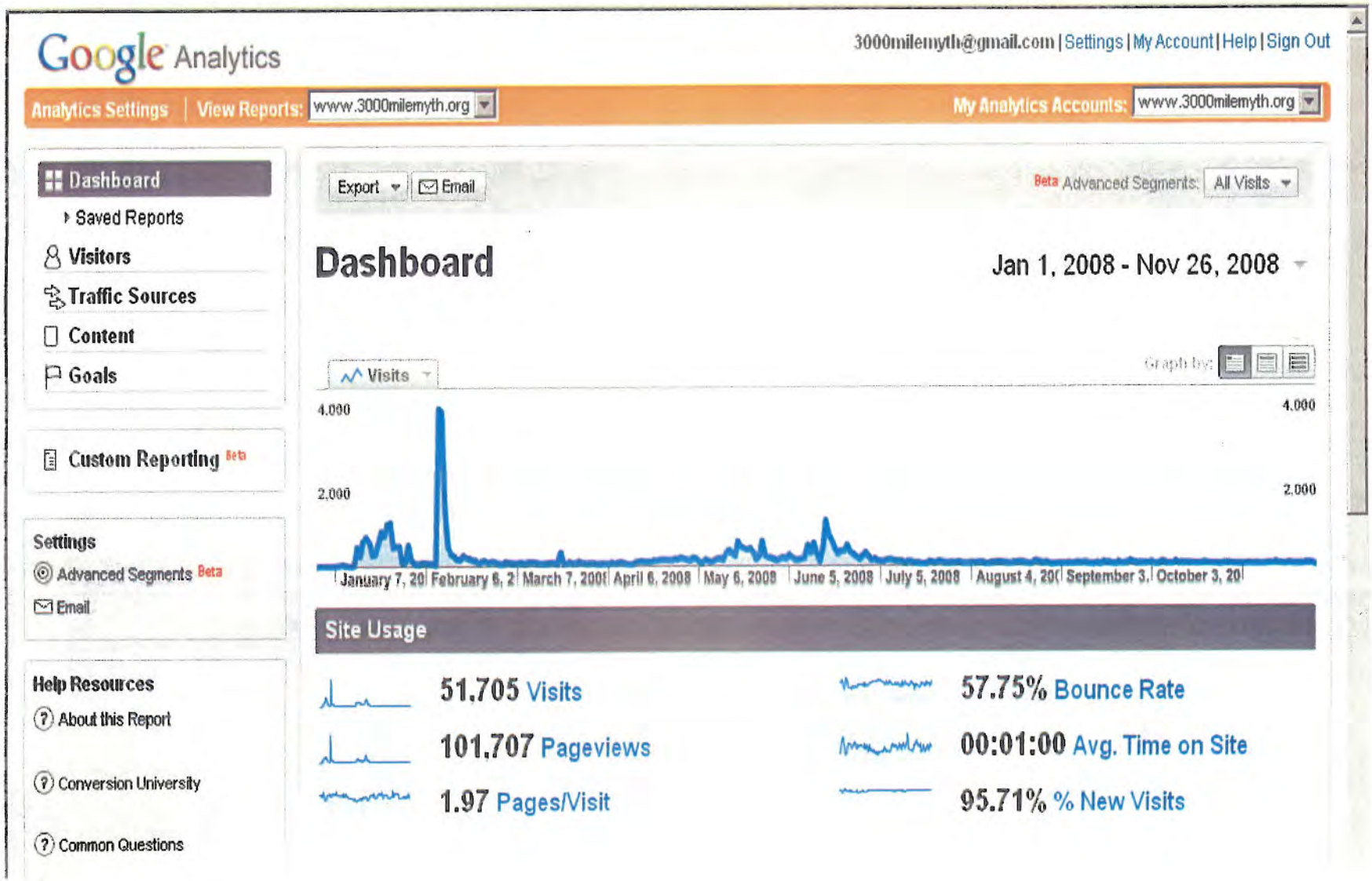
- Received 885,222 total impressions and 563 click throughs on www.Whitepages.com, and 1,317,580 total impressions and 4,601 click throughs on www.aol.com.

- The overall online marketing campaign delivered more than four million total impressions and resulted in 11,007 people actively clicking on the 3,000 Mile Myth Web link and Web ad to visit www.3000milemyth.org.

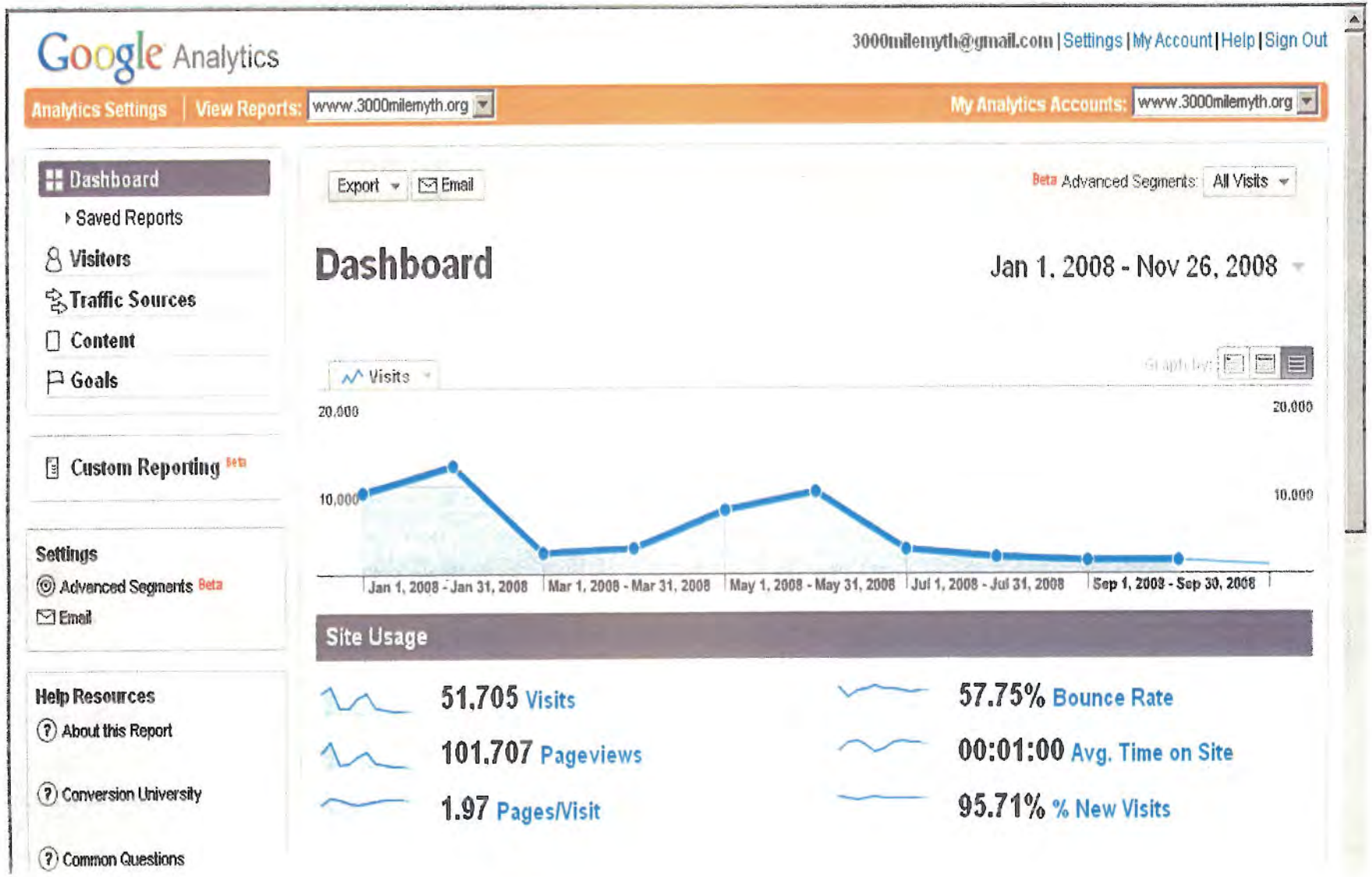
www.3,000milemyth.com Homepage



3,000 Mile Myth Google Analytics
Web Overview
January '08 – November '08



3,000 Mile Myth Google Analytics
Total Web visits per month
January '08 – November '08



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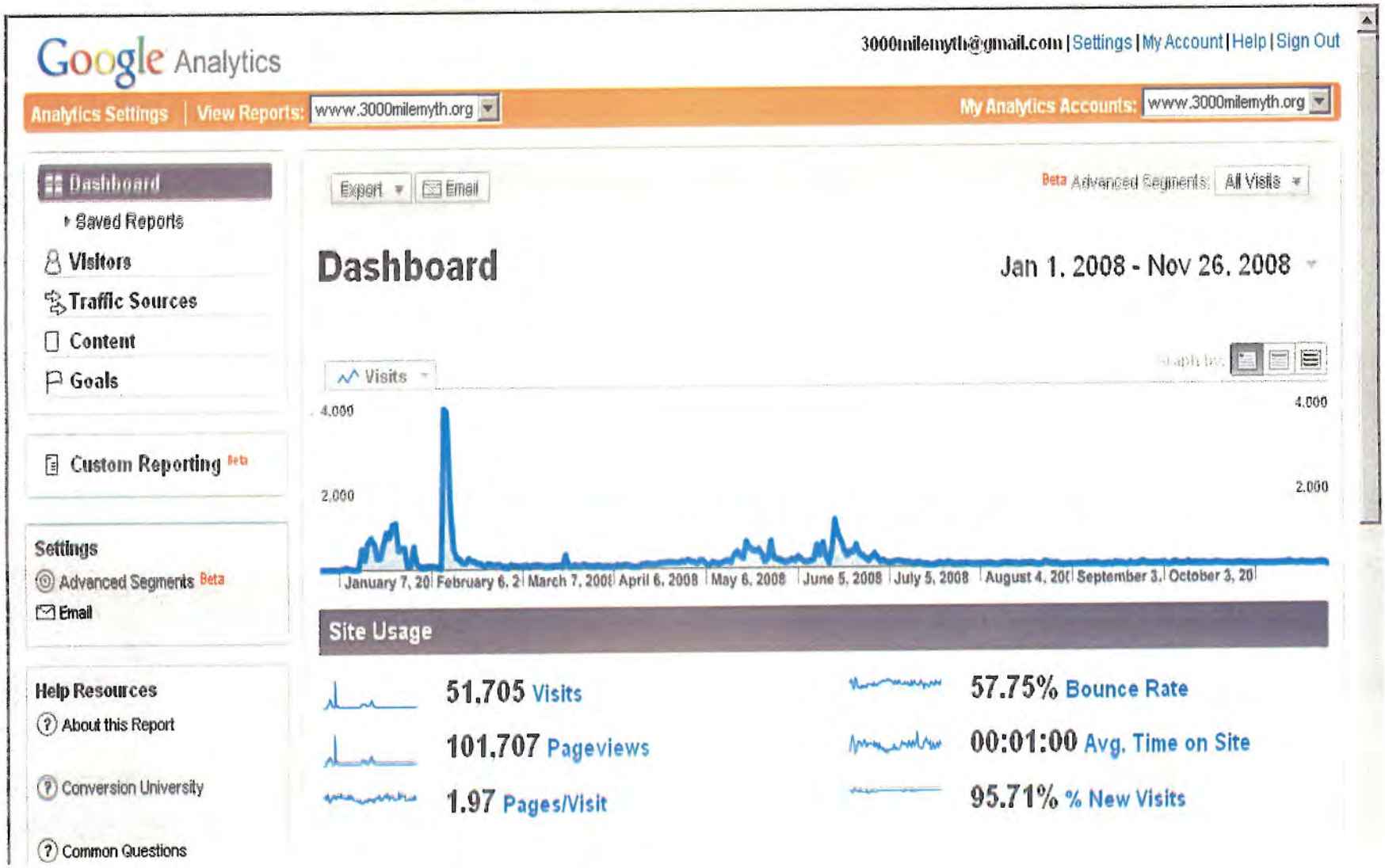

3,000 Mile Myth Google Analytics
Total Web Pageviews per month
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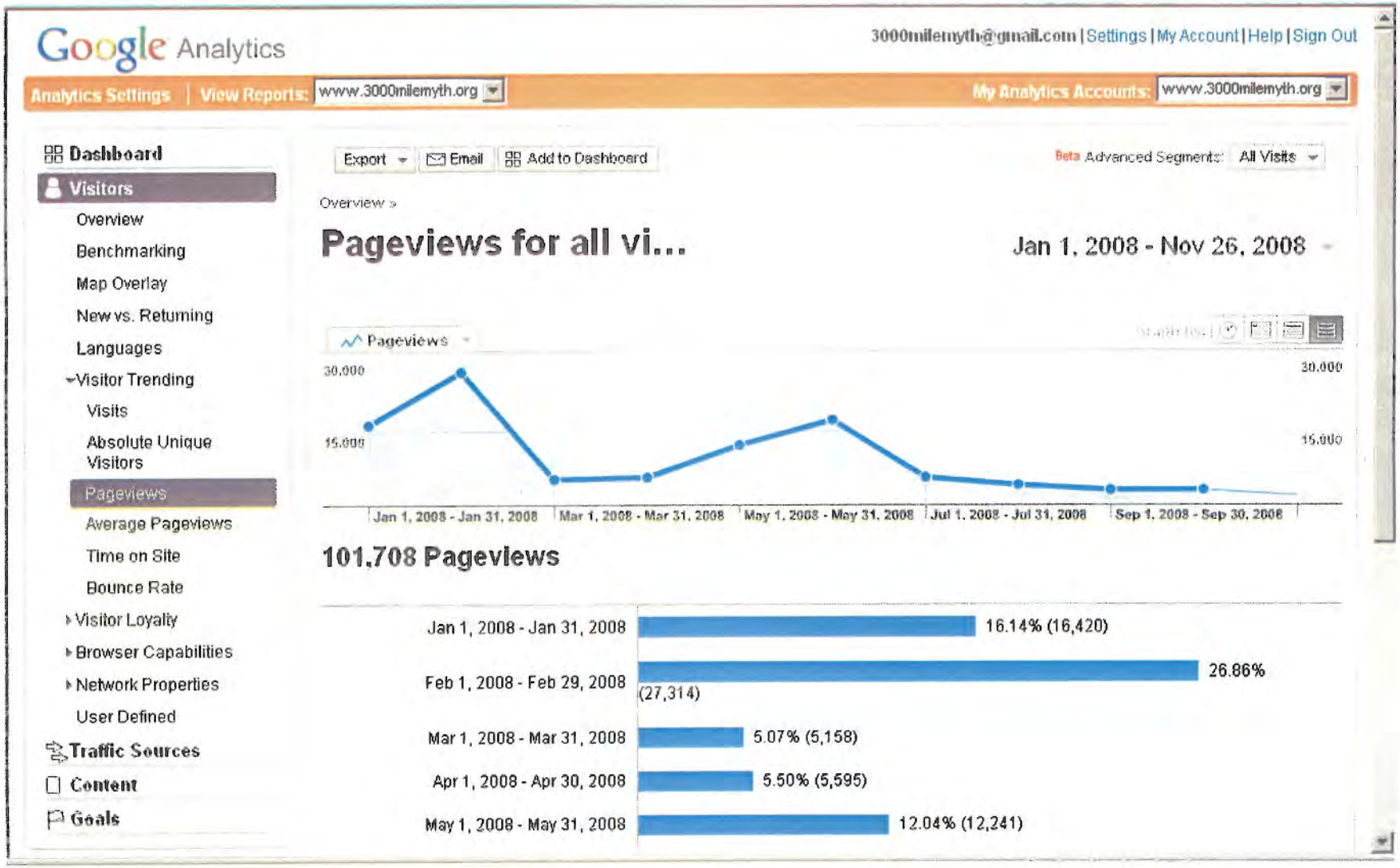

CIWMB USE

SUMMARY

Media Campaign

Total Campaign Length 04/15/08 - 09/30/08

WICKED SMART MARKETING

	WP	AOL	GOOGLE	YAHOO	WSM	TOTAL
Start Date:	4/15/2008	5/14/2008	4/15 & 5/14	4/15 & 5/14		
Budget	$6,471.00	$10,000.00	$7,000.00	$7,000.00	$1,500.00	$31,971.00
Revised	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Total Budget	$6,471.00	$10,000.00	$7,000.00	$7,000.00	$1,500.00	$31,971.00
A/R	$6,471.00	$10,000.00	$7,000.00	$7,000.00	$1,500.00	$31,971.00
A/R Received	$6,471.00	$10,000.00	$7,000.00	$7,000.00	$1,500.00	$31,971.00
Balance Due:	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00

6/16

SUMMARY **CAMPAIGN 1: 4/15**	**Flight Period**	**Total Impressions Purchased**	**Total Impressions Delivered**	**Total Clicks Recorded**	**CTR**	**CPC**	**NOTES**
WHITEPAGES	4/15 - 9/30	1,015,817	885,222	563	0.06%		**4/22:** impressions are lagging a bit working
AOL	5/14 - 6/23	1,000,000	1,317,580	4,601	0.35%		**6/9:** Due to our company name change AOL had to stop the campaign and will resume tomorrow. All impressions will be delivered in full, the campaign end date will be pushed back to accommodate the changes. **6/17:** Campaign will run for another day to deliver in full
MEDIA TOTAL		**2,015,817**	**2,202,802**	**5,164**	**0.23%**		

SEARCH	Flight Period	Impressions	Clicks	CTR	Average Cost	Total Cost	Position	NOTES
GOOGLE	4/15 - 6/18	1,368,300	3,927	0.29%	$1.47	$5,777.32	1.3	**6/17:** campaign will run another day to spend remaining $61.49
YAHOO	4/15 - 6/15	560,711	2,040	0.36%	$2.84	$5,797.24	3.2	**4/16:** Yahoo started 3 days behind Google due to technical issues; however the daily spend has been increased to ensure monies are spent for the time frame **4/30:** Increase daily spend to $161 to ensure all monies are spent within campaign length **5/5:** We have created another ad message within Yahoo to help increase click rate. **6/9:** In order to spend allocated dollars, Yahoo will have to run past the end date of 6/15 due to low clicks levels. We anticipate the campaign ending on or about 7/1.
SEARCH TOTAL	**1,929,011**	**5,967**	**0.31%**	**$2.16**	**$11,574.56**	**2.25**	

Comments:

Overall the campaign delivered 11,007 unique visitors to the Used Oil website. AOL performed very strongly resulting in a 0.35% click through rate; which is above the industry average of 0.20%. Google and Yahoo both performed very strongly with Google providing an overall lower acquistion cost than Yahoo.
We would recommend running on AOL and Google for another branding campaign and forego using Yahoo and WhitePages.

CIWMB USE "

SUMMARY

Media Campaign

Total Campaign Length 04/15/08 - 09/30/08

WICKED SMART MARKETING

	WP	AOL	GOOGLE	YAHOO	WSM	TOTAL
Start Date:	4/15/2008	5/14/2008	4/15 & 5/14	4/15 & 5/14		
Budget	$6,471.00	$10,000.00	$7,000.00	$7,000.00	$1,500.00	$31,971.00
Revised	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Total Budget	$6,471.00	$10,000.00	$7,000.00	$7,000.00	$1,500.00	$31,971.00
A/R	$6,471.00	$10,000.00	$7,000.00	$7,000.00	$1,500.00	$31,971.00
A/R Received	$6,471.00	$10,000.00	$7,000.00	$7,000.00	$1,500.00	$31,971.00
Balance Due:	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00

6/16

SUMMARY **CAMPAIGN 1: 4/15**	**Flight Period**	**Total Impressions Purchased**	**Total Impressions Delivered**	**Total Clicks Recorded**	**CTR**	**CPC**	**NOTES**
WHITEPAGES	4/15 - 9/30	1,015,817	885,222	563	0.06%		**4/22:** impressions are lagging a bit working
AOL	5/14 - 6/23	1,000,000	1,317,580	4,601	0.35%		**6/9:** Due to our company name change AOL had to stop the campaign and will resume tomorrow. All impressions will be delivered in full, the campaign end date will be pushed back to accommodate the changes. **6/17:** Campaign will run for another day to deliver in full
MEDIA TOTAL		**2,015,817**	**2,202,802**	**5,164**	**0.23%**		

SEARCH	Flight Period	Impressions	Clicks	CTR	Average Cost	Total Cost	Position	NOTES
GOOGLE	4/15 - 6/18	1,368,300	3,927	0.29%	$1.47	$5,777.32	1.3	**6/17:** campaign will run another day to spend remaining $61.49
YAHOO	4/15 - 6/15	560,711	2,040	0.36%	$2.84	$5,797.24	3.2	**4/16:** Yahoo started 3 days behind Google due to technical issues; however the daily spend has been increased to ensure monies are spent for the time frame **4/30:** Increase daily spend to $161 to ensure all monies are spent within campaign length **5/5:** We have created another ad message within Yahoo to help increase click rate. **6/9:** In order to spend allocated dollars, Yahoo will have to run past the end date of 6/15 due to low clicks levels. We anticipate the campaign ending on or about 7/1.
SEARCH TOTAL		**1,929,011**	**5,967**	**0.31%**	**$2.16**	**$11,574.56**	**2.25**	

Comments:

Overall the campaign delivered 11,007 unique visitors to the Used Oil website. AOL performed very strongly resulting in a 0.35% click through rate; which is above the industry average of 0.20%. Google and Yahoo both performed very strongly with Google providing an overall lower acquistion cost than Yahoo.
We would recommend running on AOL and Google for another branding campaign and forego using Yahoo and WhitePages.

CIWMB: USED OIL

WICKED SMART MARKETING

Media Campaign

Total Campaign Length 04/15/08 - 06/15/08

CAMPAIGN I: 4/15 - 6/15						
GOOGLE	**Impressions**	**Clicks**	**CTR**	**Average CPC**	**Total Cost**	**Avg Position**
TOTAL KEYWORDS	**1,368,300**	**3,927**	**0.29%**	**$1.47**	**$5,777.32**	**1.3**
TOP 10 KEYWORDS						
synthetic oil	5,184	98	1.89%	$3.32	$325.57	2.1
oil filter	5,754	60	1.04%	$3.54	$212.14	2
oil change	6,510	55	0.84%	$3.99	$219.71	3.8
jiffy lube	16,566	43	0.26%	$2.52	$108.29	1.9
auto service	10,044	36	0.36%	$428.00	$153.97	4.6
how to change oil	2,396	34	1.42%	$3.01	$102.24	1.5
oil filters	2,077	31	1.49%	$3.35	$103.87	2
bmw oil change	635	19	2.99%	$3.57	$67.87	1.7
cheap oil change	566	14	2.47%	$4.16	$58.23	4.4
when to change oil	241	14	5.81%	$2.94	$41.10	1.4

CAMPAIGN I: 4/15 - 6/15						
YAHOO	Impressions	Clicks	CTR	Average Cost	Total Cost	Position
TOTAL KEYWORDS	560,711	2,040	0.36%	$2.84	$5,797.24	3.2
TOP 10 KEYWORDS						
change your oil	96,096	494	0.51%	$3.24	$1,600.15	2.4
jiffy lube	34,164	159	0.47%	$1.60	$553.61	1.4
coupons for oil change	66,747	154	0.23%	$0.25	$500.75	4.2
automotive oil change	32,888	139	0.42%	$3.16	$438.58	1.9
oil filter	28,016	129	0.46%	$1.97	$254.48	1.7
auto service	175,427	116	0.07%	$3.77	$437.48	5.1
synthetic oil change	4,331	91	2.10%	$3.09	$281.29	1.9
auto oil change	15,884	55	0.35%	$3.26	$179.56	2.6
engine oil change	7,104	54	0.76%	$2.89	$155.92	2.7
synthetic oil	3,828	48	1.25%	$3.93	$188.85	3.6

AOL: MAPQUEST

BY SIZE	Flight Date	Impressions	Clicks	CTR
Auto Maintenance 300x	5/14/08 - 5/20/08	1,317,580	4,601	0.35%
	TOTAL DELIVERED	**1,317,580**	**4,601**	**0.35%**
	TOTAL PURCHASED	**1,000,000**		

RAW DATA	Flight Date	Impressions	Clicks	CTR
Printer Friendly 300x250	5/14/08 - 5/20/08	330,374	1,210	0.37%
Printer Friendly 300x250	5/21/08 - 5/27/08	355,508	1,246	0.35%
Printer Friendly 300x250	5/28/08 - 6/03/08	106,308	361	0.34%
Printer Friendly 300x250	6/04/08 - 6/16/08	109,825	358	0.33%
Printer Friendly 300x250	6/17/08 - 6/23/08	242,718	818	0.34%

Printer Friendly 300x250	6/24/08 - 6/30/08	172,847	608	0.35%

CIWMB: USED OIL

WICKED
SMART
MARKETING

Media Campaign

Total Campaign Length 04/15/08 - 09/30/08

WHITEPAGES

BY SIZE	Flight Date	Impressions	Clicks	CTR
Auto Maintenance 300x250	4/15/08 - 5/20/08	346,178	299	0.09%
Auto Maintenance 410x200	4/15/08 - 5/20/08	219,691	111	0.05%
Auto Maintenance 728x90	4/15/08 - 5/20/08	319,353	153	0.05%
	TOTAL DELIVERED	**885,222**	**563**	**0.06%**
	TOTAL PURCHASED	**1,015,817**		

RAW DATA	Flight Date	Impressions	Clicks	CTR
Auto Maintenance 300x250	4/15/08 - 4/22/08	3,664	6	0.16%
Auto Maintenance 410x200	4/15/08 - 4/22/08	3,819	3	0.08%
Auto Maintenance 728x90	4/15/08 - 4/22/08	3,641	20	0.55%
Auto Maintenance 300x250	4/23/08 - 4/29/08	25,462	13	0.05%
Auto Maintenance 410x200	4/23/08 - 4/29/08	27,916	14	0.05%
Auto Maintenance 728x90	4/23/08 - 4/29/08	27,986	8	0.03%

Auto Maintenance 300x250	4/30/08 - 5/06/08	50,037	44	0.09%
Auto Maintenance 410x200	4/30/08 - 5/06/08	54,793	23	0.04%
Auto Maintenance 728x90	4/30/08 - 5/06/08	54,203	14	0.03%
Auto Maintenance 300x250	5/07/08 - 5/13/08	23,345	10	0.04%
Auto Maintenance 410x200	5/07/08 - 5/13/08	20,943	7	0.03%
Auto Maintenance 728x90	5/07/08 - 5/13/08	24,028	9	0.04%
Auto Maintenance 300x250	5/14/08 - 5/20/08	49,051	37	0.08%
Auto Maintenance 410x200	5/14/08 - 5/20/08	34,364	21	0.06%
Auto Maintenance 728x90	5/14/08 - 5/20/08	48,895	16	0.03%
Auto Maintenance 300x250	5/21/08 - 5/27/08	16,556	15	0.08%
Auto Maintenance 410x200	5/21/08 - 5/27/08	24,549	7	0.06%
Auto Maintenance 728x90	5/21/08 - 5/27/08	20,572	5	0.03%
Auto Maintenance 300x250	5/28/08 - 6/03/08	17,644	11	0.06%
Auto Maintenance 410x200	5/28/08 - 6/03/08	19,829	10	0.05%
Auto Maintenance 728x90	5/28/08 - 6/03/08	15,545	7	0.05%
Auto Maintenance 300x250	6/04/08 - 6/16/08	7,689	10	0.13%
Auto Maintenance 410x200	6/04/08 - 6/16/08	1,796	1	0.06%
Auto Maintenance 728x90	6/04/08 - 6/16/08	6,208	4	0.06%

Auto Maintenance 300x250	6/17/08 - 6/24/08	14,800	13	0.09%
Auto Maintenance 410x200	6/17/08 - 6/24/08	2,859	5	0.17%
Auto Maintenance 728x90	6/17/08 - 6/24/08	11,057	9	0.08%

Auto Maintenance 300x250	6/24/08 - 6/30/08	13,290	9	0.07%
Auto Maintenance 410x200	6/24/08 - 6/30/08	2,389	2	0.08%
Auto Maintenance 728x90	6/24/08 - 6/30/08	9,541	4	0.04%

Auto Maintenance 300x250	Jul-08	49,573	58	0.12%
Auto Maintenance 410x200	Jul-08	10,370	5	0.05%
Auto Maintenance 728x90	Jul-08	37,013	19	0.05%

Auto Maintenance 300x250	Aug-08	37,814	44	0.12%
Auto Maintenance 410x200	Aug-08	16,002	13	0.08%
Auto Maintenance 728x90	Aug-08	28,171	29	0.10%

Auto Maintenance 300x250	Sep-08	37,253	29	0.08%
Auto Maintenance 410x200	Sep-08	62	0	0.00%
Auto Maintenance 728x90	Sep-08	32,493	9	0.03%

Used Oil Campaign Research

Prior to launching the successful 3,000 Mile Myth campaign, Ogilvy PR teamed with Action Research to conduct qualitative research to test key messages and creative concepts.

Action Research's senior researcher, Wesley Schultz, had been a part of a team at CSU San Marcos that conducted a statewide survey in late 2005/early 2006 on the issue. This study was reviewed again and considered recent enough to serve as a baseline. Additionally, the CSU San Marcos team had conducted two focus groups in order to better determine messaging, approach and current perceptions. During those focus groups, creative concepts developed by a third party were also tested.

In 2007 the following qualitative research was conducted.

Focus Groups

Since new creative concepts were developed by Ogilvy PR, it was determined that additional focus groups would be needed to test messaging and draft concepts. Focus groups were held in Sacramento and Riverside in September and explored the issue in general, key messaging and three creative concepts. Based on the focus groups, the 3,000 Mile Myth concept was chosen.

Field Experiment

In addition to the focus groups, Action Research conducted a field survey in San Diego to test the newly created radio spot to ensure that people exposed to the ad would likely take the appropriate action – not change their oil every 3,000 miles unless their auto manufacturer suggested it was needed. Sixty cases were collected across three retail sites in north San Diego County on four different days. Findings from the field experiment were positive and demonstrated strong potential effects of the *Debunked* PSA.

Comprehensive reports can be found on the following pages.

General Waste Reduction Attitudes and Behavior
Focus Group Guide (Draft 8/9/07)

I. INTRODUCTION

My name is _____. I'm with an independent research firm hired by the California Integrated Waste Management Board. We're very glad that you are here.

We've invited you here tonight to talk about the environment and to get your views on some different ways the government can encourage people to recycle and otherwise protect the environment.

II. GROUND RULES

Before we start the discussion, I want to go over a few things.

1. First, all of your answers will remain confidential. Your names will not be linked to your comments in any of our reports.

2. We are not trying to reach agreement. You are not expected to influence others' opinions or to always agree with other people's ideas. We expect that others' opinions and experiences may be different from your own. There are no "right" or "wrong" answers. We welcome everyone's opinion.

3. It is okay to say, "I don't know."

4. Tonight's discussion is being audio taped to help us correctly recall what was said. For the sake of the note-takers, please let someone finish speaking before you begin.

5. In appreciation for your time, you will receive a cash incentive at the end of the discussion.

6. The discussion will last up to two hours, and to keep things moving, there will be no breaks. However, you can leave to use the restroom at anytime. (EXPLAIN WHERE THE RESTROOM IS LOCATED.)

7. Do you have any questions before we begin?

III. PARTICIPANT INTRODUCTIONS

8. Let's have each of you start by introducing yourself by your first name only. Also, tell us how many grocery bags you could fill with the trash your household produces each week.

IV. ENVIRONMENTAL PRIORITIES AND AWARENESS

9. What environmental problems are you most concerned about? (probe: air pollution, water pollution, global warming, toxic waste, destruction of ecosystems)

10. What factors do you consider in trying to decide if an environmental issue is important?

Probe:

- Health and safety of family
- Issues that affect daily life now, versus issues that affect future generations
- The seriousness of the problem, the ultimate implications whether those are now or in 100 years

11. A number of concerns have been mentioned. Think about the amount of trash and garbage that is generated by California households. How does that problem compare to the other environmental problems already mentioned?[1]

12. California produces 92 million tons of waste each year, including old tires, used batteries, used motor oil, paint, and other items. What concerns you most about the amount of waste we produce?

Probe:

- takes up landfill
- chemicals drain into the ground and water, affect health and safety
- chemicals are released into the air if tires and other trash burn, affect health and safety
- global warming

13. In what ways can individuals reduce the amount of garbage or trash that ends up in landfills?

Probe:

- Recycle (bottles, cans, paper, plastic)
- Recycle green waste (grass clippings)
- Compost
- Take hazardous waste to collection locations (paint, batteries, chemicals, etc.)
- Take/donate electronic waste to collection sites to be reused, refurbished
- Buy recycled products
- Buy products in packages that can be refilled
- Buy products with in larger sizes or in bulk instead of in smaller or single serve packages
- Properly maintain tires so they last longer/properly dispose of old tires
- Change oil in car less frequently/dispose of used oil properly

[1] Please note the terms "trash" and "garbage" are being used interchangeably with the term "waste" for ease of understanding.

V. WHAT MOTIVATES PEOPLE TO REDUCE AND RECYCLE

14. Tell us about the circumstances under which you think people are willing to reduce their waste and recycle.

Probe by topic:

- Recycle (bottles, cans, paper, plastic)
- Recycle green waste (grass clippings)
- Compost
- Take hazardous waste to collection locations (paint, batteries, chemicals, etc.)
- Take/donate electronic waste to collection sites to be reused, refurbished
- Buy recycled products
- Buy products in packages that can be refilled
- Buy products with in larger sizes or in bulk instead of in smaller or single serve packages
- Properly maintain tires so they last longer/properly dispose of old tires
- Change oil in car less frequently/dispose of used oil properly

Probe for reasons:

- Knowing what items can be recycled, composted, are hazardous, etc.
- Convenience
- Financial incentives, such as rebates

15. Carbon dioxide is a major cause of global warming. If you could keep track of the amount of carbon dioxide that you save each year by recycling how would that affect your recycling and waste reduction habits?

16. If your trash hauler monitored the amount of household trash you produce how would that affect your recycling and waste reduction?

Probe: What if you saved money by producing less trash?

17. If you received cash back or a coupon towards a new purpose, how would that affect you decision to take hazardous waste to a dedicated collection site (tires, computer, etc.)

18. What else that would motivate you to reduce waste and recycle?

VI. BARRIERS TO WASTE REDUCTION

19. Why do you think people don't recycle or don't recycle all the items they could?

Probe:

- Too inconvenient to collect, clean, and/or store recyclables
- Don't use recyclable items/too few to make it worthwhile
- Not enough room in bins
- No curbside recycling services
- Don't know what can and cannot be recycled

20. How do you feel about recycled products? (probe: expensive, lower quality, not widely available)

VII. THE INFLUENCE OF GLOBAL WARMING

21. Let's talk about global warming. How important is global warming to you?

Probe:

- Do you believe it's happening?
- How serious is it?
- Do you believe it's caused by human activity? Or is it just a natural process?
- How pressing is the problem? Will you see the affects in your lifetime? Your children's?
- Do the terms global warming and climate mean the same thing to you?

22. If more people knew that recycling reduces global warming, how do you think that would affect their recycling and waste reduction habits?

23. How much of an impact do you think the actions of individuals have on global warming? (Probe: Do you feel it is just too overwhelming?)

24. I'm going to read you some statistics and I want to know how this information would affect your decision to recycle and reduce waste, if at all.

- You save 1,200 pounds of carbon dioxide if you cut down on your garbage by 10%.
- You save 2,400 pounds of carbon dioxide a year by recycling ½ of your household trash.
- By keeping your tires properly inflated you can save gas. For every gallon of gas saved, you prevent 20 pounds of carbon dioxide from entering the atmosphere.[2]

VIII. SOURCES OF INFORMATION

25. If you wanted more information on how to reduce, reuse and recycle household waste, where would you go?

Probe:

- Internet (specify) _____
- A government agency (specify) _____
- Nonprofit or environmental organization (specify) _____
- A friend, neighbor, family

[2] Information available at www.climatecrisis.net/takeaction/(An Inconvenient Truth" website).

IX. PERCEPTIONS OF CIWMB

26. What do you know about the California Integrated Waste Management Board?

27. What does the name make you think of?

    Probe:
    - What positive associations do you have with the name?
    - What negative associations do you have with the name?
    - What are your associations with the word "waste"
    - What are your associations with the word "management"?

28. How credible do you think the Integrated Waste Management Board is as a source of information about the environment and waste reduction?

29. What affect do you think the name of the agency has on people's decision to follow the agencies' recommendations to reduce, reuse and recycle?

X. CLOSING

30. The goal of the California Integrated Waste Management Board is to reduce waste whenever possible and to protect public health, safety, and the environment. What advice do you have for us?

31. Those are all the questions I have. Does anyone have something they would like to add?

That concludes our discussion. Thank you all very much for your participation. I hope that this was an enjoyable experience. As you leave, you will receive a cash incentive to thank you for contributing to this discussion. Have a good evening.

Action Research, Inc.

USED OIL FOCUS GROUP REPORT

to
Ogilvy Public Relations Worldwide

for the
California Integrated Waste Management Board

Wesley Schultz, Ph.D., Senior Scientist
Lori Brown Large, M.A., Project Manager
Charles Flacks, M.A., Consultant

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BACKGROUND

In 2005-2006 the California Integrated Waste Management Board (CIWMB) conducted a study about the oil changing habits of California's drivers[1]. The research showed that most Californians change their oil too frequently. They believed the claims of oil change shops and car dealers, rather than reading their specific vehicle's manuals. Most believed that their vehicles needed an oil change every 3,000 miles, while most manuals reported that cars could be driven longer between oil changes. This study became known as the "3,000 Mile Myth Study." The current result is a much larger quantity of used oil in the waste system than is necessary. The survey of 1,000 randomly selected drivers found that engine wear was the biggest concern for people who frequently changed their oil.

The research also found, through several focus groups, that drivers might be open to changing their behavior by going longer between oil changes. The question remaining was: What message would be most likely to change driver behavior? This study sought to answer this question by testing several messages on focus group audiences.

METHOD

Focus groups are a convenient, comparatively low cost way of testing how a given message might resonate in certain geographic areas or demographic profiles. The CIWMB chose to contract with Ogilvy Public Relations Worldwide to craft three separate print media campaigns and three radio ads. Ogilvy developed the campaigns, had them approved by CIWMB staff, and decided to test them with actual California drivers.

Ogilvy contracted with Action Research, Inc. (several of whose staff had worked on the original 3,000 Mile Myth Study) to test the ad concepts. A Northern California site was chosen where CIWMB staff could attend (Sacramento) and a Southern California site was chosen for comparison purposes. Since San Diego County had been the site of the previous research, Riverside was chosen – it is about 70 miles north of San Diego.

Both focus group facilities recruited 12 respondents each and in both cases 11 showed up. Respondents were adults (over 18), had their own vehicles, and were responsible for the decision making on their oil changes. The Sacramento group was held at Elliot Benson. Eleven participants showed up for the group, six women and five men. Their ages ranged from 19 to 63 (See Appendix A for the demographics of the participants). The Riverside Group was held at Athena Research Group, Inc. Eleven people showed up, five women and six men with ages ranging between 24 and 67.

The task was straightforward. The moderator showed each print ad campaign and solicited reactions on each individually, and then in comparison with each other. Similarly, the moderator read the three radio ads, getting a reaction to each one individually at first, and then in comparison.

---

[1] The study can be found at: **http://www.ciwmb.ca.gov/Publications/default.asp?pubid=1240**

The groups were videotaped and audio taped (with participants' permission). All recordings were turned over to Ogilvy.

Chuck Flacks, an Action Research, Inc. consultant, moderated the focus groups. His discussion guide was prepared by Action Research, Inc. staff and approved by Ogilvy staff. See Appendix B for a copy of the discussion guide he used. This report contains his interpretations of the comments of the focus group participants. **Their views should not be construed as representative in any way. This research is purely qualitative**; that is, the comments are those of individuals who may or may not be typical. The advantage of this sort of research is that it allows the analyst to delve more deeply into particular questions or concerns. The interactive format allows participants to prompt each other or remind each other of ideas. Often the views of the group are synergistic, that is, they develop into ideas greater than the sum of individual members. Views and opinions can often go further than they might in a one-to-one interview or in a written questionnaire.

OBSERVATIONS

After introductions and ground rules, participants described their views on auto maintenance in general. Though primarily an icebreaker, the same three themes emerged in both groups. Auto maintenance should be convenient, as low cost as possible, and trustworthy. Men in both groups seemed to put a great deal of emphasis on convenience and cost. Women in both groups emphasized trust. Some expressed the view that women are often taken advantage of by unscrupulous auto mechanics trying to "up sell" them.

Oil Changing Behavior

Frequency – For most respondents, the common belief was that it was important to change your oil at 3,000 miles. Some knew that they could go longer because they trusted the maintenance light on their newer cars.

Who Changes? – Most respondents either went to their car's dealer or to a quick oil change shop for regular oil changes. In both groups there were two do-it-yourselfers (DIY's). In both groups, these DIY's changed their oil every 3,000 miles.

This belief in the 3,000-mile interval ran quite deeply in both groups. Many mentioned that it was passed down from father to son or father to daughter.

> *"I trust my father. If I'm over my sticker, my father reminds me to go change it." (Female, Sacramento)*

> *"The knowledge is passed down through the generations. I know I could go longer, but the habit passed down through my life. I just do it." (Male, Sacramento)*

"You hear it on the news, you read about it, 'optimum engine performance.'" (Female, Riverside)

How do they know when to change oil? Most members of both groups had oil change reminder stickers on their car windows. In most cases, this reminder was how they knew it was time to change, but many waited for their car engine lights to remind them. What was interesting about this was that they believed that their engine light was reflecting the 3,000-mile interval.

"I do whatever the sticker says." (Female, Sacramento)

"I think it's [3,000 mile interval] just the standard recommendation." (Male, Riverside)

Views on longer intervals: In both groups, there were two main views on the idea that you could go longer between oil changes. Some were skeptical and felt that they already knew they could drive longer. However, they weren't completely comfortable with this decision to go longer:

"You can sometimes go over 3,000 miles, but you should check it all the time." (Male, Sacramento)

"Even though the little sticker says I'm supposed to go 3,000, I know that it's probably too conservative and I go a couple thousand miles more." (Female, Sacramento)

The second group was the majority, and they didn't express themselves verbally at first. They were clearly skeptical of the idea that you could go longer. Their insecurities came out later in the session, when they began to realize their discomfort.

"It's almost like they are saying, 'There is no God.' But, I still believe in God." (Female, Sacramento)

"Why didn't this come out many years ago? (Male, Riverside)

"It just seems like we should have heard about this a long time ago, why wasn't it on the news? (Female, Riverside)

These comments all came out at different times during the session as people began to wonder if any of the "go longer" statements were true. It was clear that the messages were challenging accepted norms, and people's consciences were expressing themselves.

Most Trusted Source – The moderator asked the participants to talk about whom they would trust to tell them the news that they could drive longer between oil changes. Most said that they were concerned that they would be going against the male figures in their lives. Many people in

both cities discussed how their fathers, husbands, or brothers had taught them to change their oil every 3,000 miles. They expressed discomfort at going against this age-old advice.

The moderator then asked if the source of information were the CIWMB, would they find the message more believable. Respondents in Sacramento were skeptical. One participant felt that the Waste Management Board should not be in the business of advising us how to drive our cars; he didn't find their advice credible. Others expressed the view that if it came from a state agency, they were wondering what its interest was in spreading this information.

Representatives from Ogilvy indicated at this point that they wanted a vote on the trustworthiness of the CIWMB in delivering the message that drivers could go longer between changes. Participants rated their views of the trustworthiness of the CIWMB on a 10 point scale, where 10 was they believe the CIWMB completely, and 1 meant that they didn't believe the CIWMB at all.

In Sacramento, two people rated the CIWMB a 10. Two people rated it a 6 or 7. Three people rated it a 5, and three people rated it a 3 or 4. This was a very divided group. Some of these comments included:

> *"California Board means that it's serious. If something is from the state, I want to listen to it." (Male, Sacramento)*
>
> *"I deal with the Resources Board, so I trust that." (Male, Sacramento)*
>
> *"I've heard it all before, everything is brought to you by someone." (Female, Sacramento)*
>
> *"Name alone is not enough." (Female, Sacramento)*

In Riverside, the sentiments about the CIWMB were more lukewarm. People didn't seem to really know much about the Board or its interests. They were generally very positive about an environmental message, so they expressed the view that if the CIWMB were trying to convince people to go longer to help the environment, then that was a good thing. Two people expressed the view that if the State was saying it, that was good enough for them.

Two consensus issues emerged in both cities. The first was that they wanted at least two, if not more, sources to be reporting this message. They felt that because this was a newsworthy revelation, that they should be hearing it on the radio or seeing it on television. The second issue was that they wanted more trusted sources than simply the CIWMB spreading this message. Other trustworthy groups mentioned were: Consumer Reports, the Automobile Club (AAA), the National Highway Safety and Transportation Agency, the Bureau of Automotive Repair, oil companies, quick lube companies, environmental groups ("the Earth Day people"), and insurance companies.

Synthetic Oil – The moderator introduced synthetic oil as an alternative to using conventional motor oil. He reported the claim that a vehicle could go much longer between oil changes when synthetic oil was used. He asked if people had heard of or used synthetic oil. This topic was completely irrelevant to both groups. Of those who had heard of it, only one person used it, but continued to change her oil every 3,000 miles. Others who had heard of it rejected it because of cost. The vast majority of people in both groups had not heard of it.

Presentation of the Graphic Advertisements

Each group was shown each ad campaign in the same order. The groups were presented with a large format version of the ad, a table tent version, and a web banner version. Rather than have the respondents critique the ad types, the concepts were presented as a whole. Respondents were encouraged to discuss design elements without saying that they liked the table tent version more than the banner ad, for example. The moderator encouraged them to treat each ad concept as a discrete campaign. Copies of the ad presentations are included in this report as Appendix C.

The three campaigns presented were (in order): "Debunked", "3,000 Mile Myth," and "Thin Transparent Lies."

Debunked Concept

"This ad is trying to get me go longer." (Male, Sacramento)

"I feel motivated to check my manual." (Female, Sacramento)

"Check the manual. It says you can go 5,000 to 6,000 miles." (Female, Riverside)
"I like the comparison chart. I want to go compare my car right now." (Female, Riverside)

These initial reactions from both groups showed a very positive response to the ad's message. People were attracted to the idea of "myth busting." People immediately were drawn to the idea that their car might be one of those that could go longer between oil changes.

On the other hand, there was a gut-level response from many of the Sacramento female participants that showed their discomfort with the rather radical idea:

"I know cars can go 5,000 miles, but 10,000?" (Female, Sacramento)

"I never saw or heard about this before, so I'm like whatever." (Female, Sacramento)

"I'm not convinced. It doesn't look real to me." (Female, Sacramento)

Interestingly, these comments were not echoed in Riverside. There the group was almost uniformly positive to the initial impression of the ad:

"I like the website." (Male)

"I like the stamp DE-BUNKED." (Female)

"People are lying to us." (Female)

"The myth has been debunked." (Male)

What accounts for this difference in reactions? One can only speculate. In the Sacramento group there was a very convincing participant who spoke forcefully and eloquently against the idea of the CIWMB being in the oil changing business. His tone and manner were professorial, and he may have swayed people or made them sufficiently uncomfortable so as to bias them against the first ad.

However, another idea is that the Sacramento participants were not used to the idea of the state using professional-looking ads for its policy agenda. They may have been reacting to the Madison Avenue quality of this campaign concept as not reflecting the usual manner of delivery for state-sponsored public service announcements. This idea will get some support when we discuss the Sacramento group's reaction to the second ad. However, first the critiques of the contents and layout of this ad are discussed.

Layout Discussion

The two most positively received design elements were the chart comparing automobile types and their possible mileage between oil changes, and the large "Debunked" stamp. In both groups, people felt that the message, "Don't just believe us, check your manual" came through clearly. Others also reacted positively to the idea that if their vehicle was not listed, they could go to a nonprofit website and get the information.

"I liked the .org part. Most .orgs are like nonprofits or research companies. They are independent and there is nobody funding them with an interest."(Female, Riverside)

Members of both groups reacted negatively to the colors of the ad. They felt that it was too dark. Others were bothered by an unclear environmental message. They were interested in seeing some clear portrayal of environmental benefits.

Interestingly, in both groups there were one or two members who wanted to immediately redesign the ad. "I would like it if you did the following things..." The moderator strongly discouraged redesign suggestions. However, one idea that snuck through on this campaign

concept was making the speedometer background a globe. Others responded positively to this suggestion, claiming that it made the ad seem more environmental.

Both groups were uniformly negative about banner ads in general. They felt that no one reads these ads (though several admitted that they did, in fact, read them).

Another concern, raised in both groups by more middle-aged members, was that the print was very small in all of the ads.

3,000 Mile Myth Concept

As shown in Appendix C, this ad is the maroon colored one with the oil container in the center. The Sacramento group was extremely enthusiastic about this ad. The positive comments included the following:

> *"I like this one, it looks cheap. I don't want them spending a lot of money when I just want the basic information. Because, if someone is making money off of this, it will look fancy and I don't trust it. If it looks plain and newsworthy I trust it more." (Female, Sacramento)*
> *"I like the graphic, you don't need more oil. It reminds of me of the smoking ads where the circle and the red x is saying, 'don't smoke.'" (Female, Sacramento)*
>
> *"I like that the universal negation sign is right in the center. It reminds me of other waste management ads where they use that circle. Since I'm skeptical, I like that this is more like other waste management type ads, it is more believable for me."(Male, Sacramento)*
>
> *"This one is like a public service announcement. If I think of it like that, I'm going to believe it a little better." (Female, Sacramento)*
>
> *"It says The State. If Arnold says it's okay, it's okay." (Female, Sacramento)*

For the Sacramento group, who presumably were well-acquainted with state-sponsored advertising, this ad fit with their concept of a state campaign. The sentiment of these favorable respondents was, "I don't want the state advertising to me like other companies, I just want the facts." This ad concept fit their idea of how the state ought to convey the message. As we will see below, it was not that they liked this ad best; it just made them least uncomfortable.

The Riverside group had positive comments, but the sentiment was not nearly as positive in the overall group as Sacramento.

> *"This ad is cleaner, easy to read, not as busy. I like the light print against the dark background." (Female, Riverside)*
>
> *"It looks like a warning label. It's like, what's wrong with it? And then you realize, oh, it's 3,000, that's what's wrong with it." (Female, Riverside)*
>
> *"You can actually read the ad." (Female, Riverside)*
>
> *"The header grabs me, the Myth, it makes me wonder what they're talking about and want to go research it." (Male, Riverside)*

In the Riverside discussion, there was no mention of CIWMB during the initial responses to the ad.

Layout Discussion

In Riverside, the critique of the layout focused on some common themes. People generally liked the color and liked the oil container image. Some referred to it as a "poison" sign, indicating that they got the message that frequently changing your oil could be hazardous. The primary criticism was that there were no statistics about the different types of cars and their longer change intervals. They also felt that both the font and the CIWMB logo were too small on this ad.

Riverside generally lacked the enthusiasm that was expressed in Sacramento:

> *"It's kind of generic." (Female, Riverside*
>
> *I like the color, but it's kind of boring. It's bland for an ad." (Female, Riverside)*

In general, the Sacramento group was very positive about the color and the layout in general. This group also missed the chart that compared the different cars. One younger respondent said that he found it "dark and bleak" and that he liked ads with more action. Another respondent felt that the most important message that the CIWMB had was "check your manual." She believed that this message was lost on this ad concept.

Thin Transparent Lies Concept

The comments for this ad were divided in both groups along similar lines. One subgroup (in both cities), who were generally younger, stated that they really liked the idea that they were being lied to, and the hard-hitting message was appealing to them.

Some examples were:

> *"I like the lies statement. I feel like I've been lied to." (Female, Riverside)*
>
> *"I think it's very effective, it says the message clearly." (Female, Sacramento)*

Another subgroup in both cities felt that the ad was off-putting. They said that they felt like the ad was too much like a negative political spot, or, that it was hiding some kind of deeper secret agenda. People in this group said that the word "lies" was too strong for them.

> *"This ad seems like a negative political ad. And, we're too tired of that." (Female, Sacramento)*
>
> *"I wouldn't pay attention to the rest of the ad because the slogan is too negative." (Female, Sacramento)*
>
> *"It turns people off. They come off so strong you wonder what their real agenda is." (Female, Riverside)*
>
> *"It's like negative political campaigns." (Female, Riverside)*

A third subgroup in both cities just didn't understand the ad. Their comments were confused. They would say something about the sticker, or they would focus only on design elements, but it was clear in their faces that they had missed the idea of "thin transparent lies" actually being the sticker. It's hard for people to admit that they don't understand something, but the confusion was very apparent.

This ad also seemed to draw out the cognitive dissonance of the Riverside panel[2]. That is, several panel members were very upset that the ad might be accusing their own fathers, brothers, or husbands of either lying to them or believing the lies of the industry. They felt upset by the

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[2] Term coined by Leon Festinger in A Theory of Cognitive Dissonance (1957). Psychological tension resulting from an individual, group, or society having two or more simultaneous and conflicting **ideas**, beliefs, and/or opinions. Source: http://socialsciencedictionary.org

sense that they had been wrong in their beliefs all of these years. One panelist tried to help the others by explaining (and also illustrating the problem):

> *"It's not your dad trying to put the sticker on your car, it's the people who are trying to get your money." (Female, Riverside).*

The fact that one participant had to help the others with their uneasiness indicates either that this ad is very effective, or that it will turn people off.

Layout Discussion

The primary focus of the layout discussion in both groups was the colors. People responded very well to the blues and greens. Many commented on the steering wheel being a nice way to frame the presentation. In fact, people were so attracted to the background that they ignored or rejected the text. They were looking for an environmental message (perhaps because of the previous discussion), and they claimed to have found one in this particular ad.

The moderator was concerned that the two panels were seeing something in this ad concept that wasn't really there. He asked them to tell him what they saw as environmental about this concept. Most people in both groups returned to the colors. One Sacramento panelist put it well:

> *"I would say that the script clashes with the message. The graphics set the viewer up for an eco friendly message, but the language is more negative and confrontational."(Male, Sacramento)*

Once again, several respondents felt that the print was too small to read.

In Riverside, some panelists tried to explain why the ad was confusing for them. They said that the sticker didn't really look like a sticker from an oil change shop. On the other hand, it looked enough like a sticker for someone to remark that he thought the ad was advocating changing one's oil at 3,000 miles.

Comparison of Print Ads

Unfortunately, there was not uniform agreement on which of the print ads was the most well liked. In Sacramento, the clear favorite was the 3,000 Mile Myth for the reasons stated above. A shortage of time did not allow us to explore the details of why this ad was preferred over the others.

In Riverside, the panel was more divided. Six (the majority) favored the Debunked concept. Three (the youngest) favored the Thin Transparent Lies concept. Two liked the 3,000 Mile Myth the best. The greatest number favored the Thin Transparent Lies ad because some liked the

message and others liked the environmental feel of the ad. Those favoring the Debunked concept appreciated the harder-hitting approach, but were bothered by the negativity of the Lies concept. One person was most drawn to Debunked because of the car comparison chart.

Presentation of Radio Advertising Concepts

Ogilvy developed three ad concepts that loosely mirror the three print ad concepts discussed above. The scripts for each advertisement presented to the focus groups are included as Appendix D. Since the budget for this project did not allow for radio talent to record the ads, the moderator read each ad for the panels. As with the print ads, each ad was presented individually and then, at the end, the favorite of each group was selected.

Auto Debunkers

In Sacramento, this ad went over like a lead balloon:

> *"What's the message?" (Female, Sacramento)*
>
> *"When it's joking around, how are you supposed to take it seriously?" (Female, Sacramento)*
>
> *"It seems fake." (Female, Sacramento)*
>
> *"I find the attempt to amuse me as annoying. They are acting like we're children and we have to be tricked into believing stuff. If they could just tell it to me." (Male, Sacramento*
>
> *"Saying it's from the CIWMB made me think, 'What did I miss?'" (Female, Sacramento)*

In general, there were no positive responses to this ad in Sacramento with the exception of one respondent (the most negative of all of the respondents) who thought that the ad was creative.

Riverside panelists were more receptive to the ad:

> *"I like the Mythbusters show and I liked the line, 'Busted.'"(Male, Riverside)*
>
> *"If Click and Clack say it, it has to be true." (Male, Riverside)*

This group understood the humor and understood the message that was coming through. They were not wildly enthusiastic about the ad, but they thought it was cute. They imagined it being targeted to older, perhaps more educated, radio listeners.

Father and Daughter

This ad was the clear favorite of both groups even before any discussion of comparisons. The comments in the two groups were similar:

> *"It drives home the point." (Female, Sacramento)*
>
> *"I'm thinking, hmm maybe my dad's wrong. I told my dad something, I'm somebody." (Female, Sacramento)*
> *"Dad's stuck with the myth, and she's reading her manual." (Female, Riverside)*
>
> *"I like the female driver saying this to her dad." (Female, Riverside)*
>
> *"I like the ad because it appeals to the environmental people." (Female, Riverside)*

In Sacramento, there was some negative reaction to the tag line, "And that's a change we can all get behind," when the Father was the one saying it as opposed to the announcer. In Riverside, people reacted to the CIWMB reference. They weren't sure who the CIWMB was or they said that they felt motivated to look into the CIWMB.

Thin Transparent Lies

The response to this ad was uniformly negative across the board. No one would admit to liking the ad at all. They either felt it was too silly, too cheesy, or too confusing. Several panelists in both cities thought that, perhaps, the ad might work on television.

Interestingly, in the comparison discussion when the moderator inquired in the Riverside panel which ad would appeal to Spanish speakers, the five bilingual panelists agreed that this ad would appeal more to Spanish-speaking radio listeners. They said that the ad was similar to others currently on the radio where silly voices and characters are more emphasized.

Comparison of the Radio Ads

In Sacramento, the favorite was almost unanimously the father and daughter ad.

In Riverside, six people liked the father and daughter ad and five people liked the Auto Debunkers ad the best. Those who were more drawn to the Debunkers ad said that they liked the

car talk parody and the idea that the format was a car show. They could imagine that the ad would be on talk radio or sports radio and would appeal to a male audience.

Those who liked the father and daughter ad best said that it would appeal to a younger radio audience who would listen to music and youth-oriented programming.

An interesting discussion ensued about the parent-child conflict in the ad. Several Latino panelists expressed the view that a daughter questioning her father's expertise would be insulting to Latinos. They suggested that the younger character either be a son or that the exchange be more friendly with the daughter feeling sorry for her father that he didn't know the truth. If the ad were in Spanish it should be a more gentle presentation of generational disagreement.

SUMMARY OF FINDINGS

The idea that this campaign will be challenging accepted wisdom should not be understated nor overlooked. It was clear from the discussions that telling people they can go longer on their oil is a tough sell. Not only does this message go against what most people believe, some felt that it was a criticism of their family members or trusted auto advisors. Some felt that the CIWMB should not be delivering this message, or certainly not delivering it alone. They suggested the use of trusted partners such as the Automobile Club (AAA), Consumer Reports, or news organizations who could deliver this story in an apparently unbiased way.

Print Ads:

- Sacramento favored the public service announcement, low budget look, and appealing color of the 3,000 Mile Myth concept.
- Riverside was more divided between the Debunked and the Thin Transparent Lies concepts. While they liked the color of the 3,000 Mile Myth ad, they were bored by it.
- Riverside panelists believed the Thin Transparent Lies ad was the most environmental.
- Most panelists liked the comparison of cars in the Debunked ad and hoped that the website could tell them about their cars.
- The strongest negative reactions were to the Thin Transparent Lies ad.
- Given the general desire for a stronger environmental message, many respondents were either seeing environmental messages where they may not exist, or calling for this to be a stronger theme.

Radio Ads:

- Sacramento panelists seemed to prefer the Father and Daughter ad.
- Riverside panelists were nearly evenly split between Father and Daughter and Auto Debunkers.
- The Riverside panelists believed that the Father and Daughter ad was more appealing to young people and the Auto Debunkers ad was more appealing to older people (over 40).

- No one was courageous enough to admit that his or her favorite was the Thin Transparent Lies ad.
- The response to the Thin Transparent Lies ad was unanimously negative.

Finally, the cultural divide around the radio concepts was interesting. Latinos in the Riverside panel (nearly half the group, not unlike the overall county demographic) were concerned that the Father and Daughter ad was too harsh. They recommended making the daughter a more gentle character who helps her father see the truth rather than one-upping him. They also suggested that the goofy (perhaps musical) characters in the Thin Transparent Lies ad might be well received on Spanish language radio shows.

APPENDICES

A. Demographics of Participants

B. Discussion Guide

C. Print Advertising Concepts

D. Radio Advertising Concept Scripts

A. Demographics of Participants

Monday, September 24, 2007 at 6:30 PM					
		Gender	Education	Income	Age (Q5)
1		Female	Some College	$20-30K	19
2		Male	Some College	$30-50K	53
3		Male	Some College	$20-30K	18
4		Female	College Grad	$50-75K	63
5		Male	College Grad	$50-75K	57
6		Female	College Grad	$75-100K	42
7		Female	High School Grad	$30-50K	26
8		Male	College Grad	$75-100K	37
9		Male	High School Grad	$30-50K	24
10		Female	Some College	$30-50K	54
11		Female	Some College	$30-50K	26

Thursday, September 27, 2007 at 6:30pm					
	Gender	Age	Education	Income	Ethnicity
1	Male	66	College Graduate	$70-$80K	Caucasian
2	Male	41	Some College	$50-$60K	Caucasian
3	Male	38	College Graduate	$60-$70K	Caucasian
4	Female	24	College Graduate	$70-$80K	Hispanic
5	Female	40	College Graduate	$80-$90K	Hispanic
6	Female	34	Some College	$30-$40K	Caucasian
7	Male	38	High school	$30-$40K	Hispanic
8	Female	53	Some College	$60-70K	Caucasian
9	Female	32	High school	$30-$40K	Caucasian
10	Female	67	High school	$20-$30K	Hispanic
11	Male	48	Some College	$50-$60K	A/A

B. Discussion Guide

I. Introductions (10 minutes)

My name is _____. I'm with an independent research firm hired by the California Integrated Waste Management Board. We're very glad that you are here.

II. Ground Rules

a. First, all of your answers will remain confidential. Your names will not be linked to your comments in any of our reports.

b. We are not trying to reach agreement. You are not expected to influence others' opinions or to always agree with other people's ideas. We expect that others' opinions and experiences may be different from your own. There are no right or wrong answers. We welcome everyone's opinion.

c. It is okay to say, "I don't know."

d. Tonight's discussion is being taped to help us correctly recall what was said. For the sake of the note-takers, please let someone finish speaking before you begin.

e. In appreciation for your time, you will receive a cash incentive at the end of the discussion.

f. The discussion will last one hour, and to keep things moving, there will be no breaks. However, you can leave to use the restroom at anytime. (RESTROOM LOCATION.)

g. Do you have any questions before we begin?

III. Participant Introductions

a. First names of participants. Anything else that is relevant.

IV. Auto Maintenance in General (10 minutes)

a. How is it important?

b. Where do you go for maintenance?

i. How do you decide where to go for maintenance? [trust, convenience, cost]

V. Oil Changing

a. How frequently do you do it? [All participants will be 3,000 miles or less]

b. Where do you go for oil changes?

c. How do you know when it's time to change our oil?

i. Is a window sticker important?

d. How would you feel about going longer than 3,000 miles between oil changes?

i. Whose advice would you be going against?

e. Whose advice do you trust the most?

i. Would a message from the CIWMB be credible?

f. Have you ever considered using synthetic oil?

i. Do you use synthetic oil?

VI. Graphics Presentation (70 minutes)

The participants will view the print ads in the large format – they will be mounted on board stock. The ads will be passed around the table and then placed on a wall for viewing by the participants. The radio spots will be read by the moderator.

a. What does this ad want you to do?

b. What is the message trying to communicate to you?

c. Do you find it convincing?

i. Would it convince you to check your owner's manual?

d. Is this a trustworthy source of information?

e. What elements of this picture grab you?

f. What do you like best about this picture?

g. What do you like least about this picture?

h. Do you like the color?

i. What elements of this ad make you want to change your behavior?

j. Comparison of three print ads. Comparison of three audio ads.

k. Where would you want to see/hear these ads?

i. Would a website with manufacturer's recommended oil change intervals be helpful?

VII. Audio Presentation

a. What does this ad want you to do?

b. What is the message trying to communicate to you?

c. Do you find it convincing?

i. Would it convince you to check your owner's manual?

d. Is this a trustworthy source of information?

e. What elements of this ad make you want to change your behavior?

f. Comparison of the three audio ads.

g. Where would you want to hear these ads?

VIII. Closing Comments

C. Print Advertising Concepts

See attachment.

D. Radio Advertising Concept Scripts

"Auto Debunkers" :30 Radio PSA
Client: CIWMB
Campaign: The 3,000 mile myth
September 12, 2007

CASTING NOTE: *The Dave and Howie characters are a blend between the guys on NPR's radio show, "Car Talk," and the guys on the Discovery Channel's "MythBusters." They have slight Boston accents, and are boisterous, funny and quick. The caller is a 30-year-old female, and sounds pleasant, intelligent.*

MUSIC: *(Brief theme music, with jingle singers singing "Auto Debunkers.")*

DAVE: Welcome back to "Auto Debunkers."

HOWIE: Let's take a call.

CALLER: Hi Guys. Do I need to change my oil every 3,000 miles?

HOWIE: *(getting serious)* Ok.

CALLER: Uh-huh?

HOWIE: Do you use a crank to start your engine?

(Laughter)

CALLER: No.

DAVE: Then you don't need to change your oil that often.

CALLER: No?

HOWIE: No. It's a myth. Most cars today can go *much* longer.

DAVE: *(off mike) Busted!*

HOWIE: Listen, consult your owner's manual for guidelines.

DAVE: It'll save you money, and your car will be okay.

CALLER: Oh, okay.

HOWIE: And leave your crank at home!

(Laughter)

ANNOUNCER: A message from the California Integrated Waste Management Board

# # #

"Yes Dad" :30 Radio PSA
Client: CIWMB
Campaign: The 3,000 mile myth
September 12, 2007

CASTING NOTE: *The daughter is a woman in her 30s. The father is a man in his 50s.*

SFX: *(Car door opening, keys jangling, footsteps.)*

FATHER: So your first real new car! It's a real beauty, Jess.

SFX: *(Car door closing, car tone, car starting.)*

DAUGHTER: Thanks Dad!

FATHER: So you know to keep the tires at the correct air pressure…

DAUGHTER: Yes Dad.

FATHER: And you know to change the oil every 3,000 miles.

DAUGHTER: No Dad.

FATHER: No?

DAUGHTER: No, Dad…the manual says I can go for twice that long, without engine damage.

ANNOUNCER: It's true. The 3,000 mile oil change is a myth. Check your car's manual to find out when to change your oil. It will save you money, and the environment too.

FATHER: Well, that's a change we can all get behind.

ANNOUNCER: A message from the California Integrated Waste Management Board.

# # #

"Transparent Lies" :30 Radio PSA
Client: CIWMB
Campaign: The 3,000 mile myth
September 12, 2007

CASTING NOTE: *The "sticker" has a deep, romantic voice with a slight French accent. The "driver's manual" is a younger male voice with a slightly higher tone...he sounds helpful and informative. His voice is muffled because he's coming from the glove compartment. The part of "Lauren" is a female in her 30s.*

SFX: *(Automobile interior sounds.)*

STICKER: Lauren, I must tell you...

LAUREN: What? Who is that?!?

STICKER: It is I, your car window reminder sticker. It's time for an oil change.

MANUAL: *(muffled)* Ignore him Lauren!

LAUREN: Now who's talking?

MANUAL: *(muffled)* Your driver's manual, and I know you can go much longer without changing your oil.

ANNOUNCER: It's true. The 3,000 mile oil change is a myth, perpetuated by oil change shops and their stickers.

STICKER: Your rebuke leaves me feeling flat, my sweet.

MANUAL: *(muffled)* You're a transparent lie, sticker.

LAUREN: Oh brother.

ANNOUNCER: A message from the California Integrated Waste Management Board.

# # #

Used Oil Field Experiment
Final Report

Prepared for Ogilvy Public Relations Worldwide
Lori Large, M.A.
Wesley Schultz, Ph.D.

This report summarizes a field experiment that was conducted by Action Research, Inc. for the used oil component of the Multi-Pronged Approach to Outreach Activities project. The experiment was conducted in order to determine if a public service announcement (PSA) created to educate and motivate California drivers to go longer than 3,000 miles between oil changes is likely to do just that. The PSA being tested is called *Debunked*.

Sample and Methods

Sixty cases were collected across three retail sites in north San Diego County on four different days during morning and afternoon hours. The participants were interviewed by trained members of our research staff. Shoppers were randomly chosen and asked to participate, and once they agreed to participate they were randomly assigned to one of two groups – the experimental group (those who listened to *Debunked*) or the control group (those who listened to a *Sharing the Road* PSA). All participants were asked the same series of introductory questions, then they listened to one PSA (either the *Debunked* PSA or the *Sharing the Road* PSA), and finally, all participants were asked a series of follow-up questions. The questions were developed to measure beliefs, current behaviors, and future intentions surrounding 3,000 mile oil change intervals.

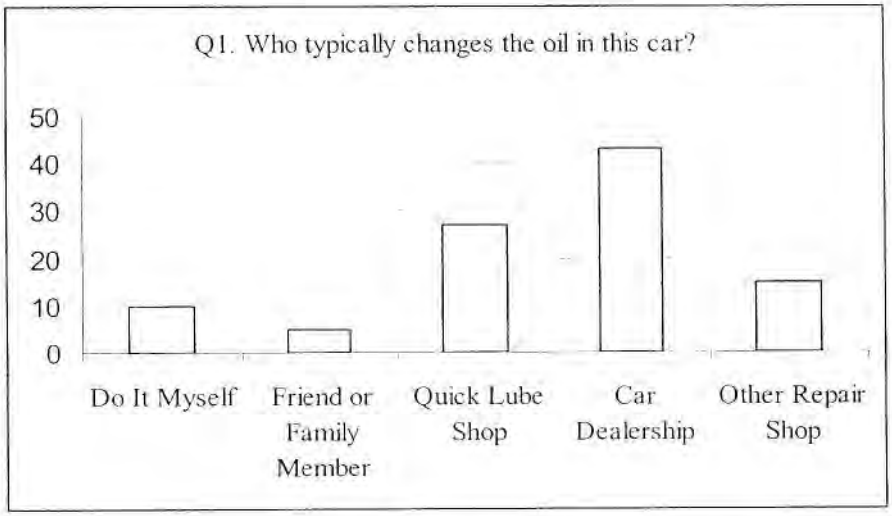
The sample was 45 percent male and 55 percent female. Thirteen percent of the respondents reported being a high school graduate, 37 percent had some college, 37 percent were college graduates, and 13 percent reported having a graduate degree. The age range was from 22 years to 82 years, with a mean age of 44 years. Seventeen percent of the respondents stated they were of Hispanic or Latino origin, sixty-five percent white, and three percent black or African-American.

Regarding trusted sources of information about car care information, 23 percent of the respondents reported they most trust a friend or family member, and 28 percent reported they most trust their car dealership. Forty percent of the respondents reported using synthetic oil in their car, while thirty percent stated they do not use synthetic oil. Interestingly, thirty percent stated they did not know whether or not they used synthetic oil in their car.

Survey Results – Pre-PSA

Questions one through eight were asked of respondents before listening to the PSA. These questions measured current beliefs and behaviors. The results are presented below.

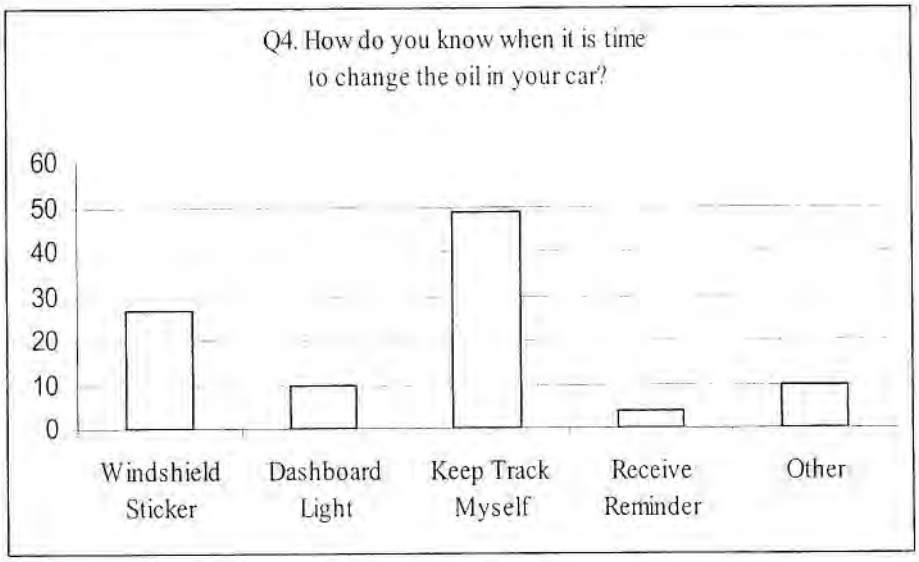
The figure below shows the results for Q1. The majority of respondents reported that they have their oil changed at the car dealership (43 percent) and 27 percent reported having their oil changed at quick lube specialty shops.



Respondents reported oil change intervals ranging from 2,500 to 13,000 miles; 37 percent changed their oil at the 3,000 miles or less, and 83 percent changed their oil at the 5,000 miles or less.

Forty-seven percent of the respondents stated that their car oil should be changed at 3,000 mile intervals or less; 90 percent stated that car oil should be changed at 5,000 mile intervals or less.

The table below shows the results for Q4. Most respondents (49 percent) stated they keep track of their oil change intervals themselves and 27 percent stated they use the window sticker reminder to know when it is time to change their oil.

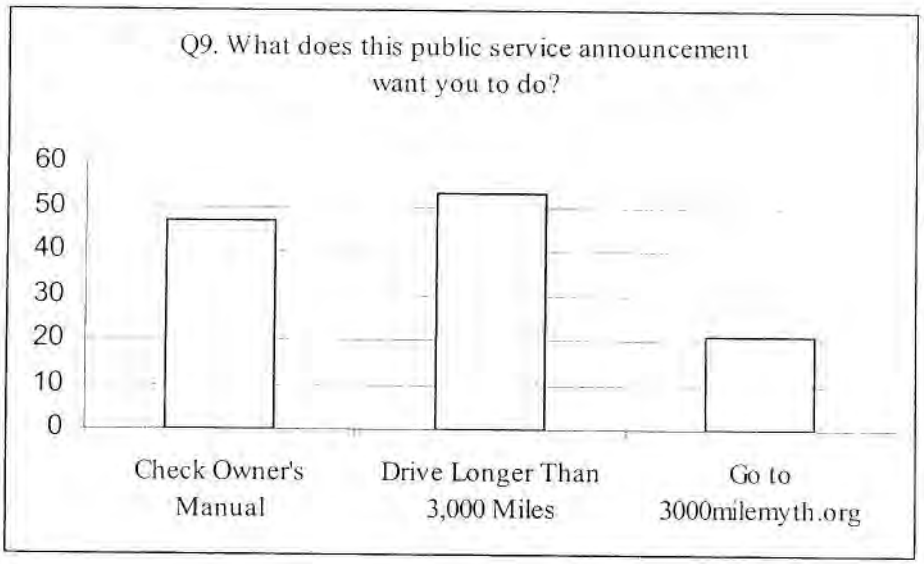


With regard to the importance of changing the oil in their car every 3,000 miles, over half of the respondents (53 percent) gave an importance rating of eight or above (zero was not at all important and ten was very important). The mean importance rating was 6.5.
When asked how many other people change their motor oil every 3,000 miles, 65 percent gave a rating score of five or less (zero was none and ten was all). The mean rating was 4.74.

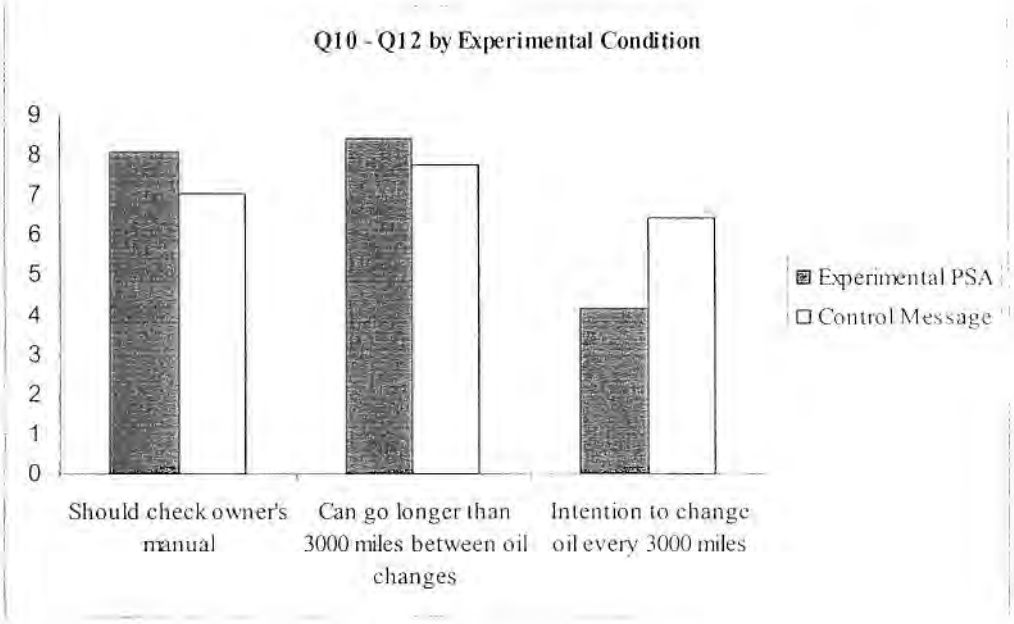
When asked to report how often in the past they had changed the oil in their car every 3,000 miles, 27 percent gave a rating score of zero (never) and 30 percent gave a rating score of ten (always). The mean rating was 5.79.

Survey Results – Post-PSA

Questions nine through fourteen were asked after the respondents listened to the PSA. When respondents in the experimental group answered the question, "What does this public service announcement want you to do?," 47 percent reported they were being asked to check their owner's manual, 53 percent reported they were being asked to drive longer than 3,000 miles between oil changes, and 21 percent reported they were being asked to go to the 3,000 mile myth website. One-third of the respondents answered in more than one response category. The results are shown in the figure below.



Our analyses focused on three outcomes: Q10 (how convinced are you that you should check your owner's manual for oil change interval information), Q11 (how convinced are you that your car may be able to go longer than 3,000 miles between oil changes), and Q12 (how likely is it that you will change the oil in your car every 3,000 miles). The mean scores for the experimental and control groups are shown in the figure below.



All three questions were framed the same way and read as follows:

- Q10. On a scale from zero to ten, with zero being not at all convinced and ten being totally convinced, how convinced are you that you should check your owner's manual for oil change interval information?

- Q11. On a scale from zero to ten, with zero being not at all convinced and ten being totally convinced, how convinced are you that your car may be able to go longer than 3,000 miles between oil changes?

- Q12. On a scale from zero to ten, with zero being very unlikely and ten being very likely, in the future, how likely is it that you will change the oil in your car every 3,000 miles?

The range of scores for all three questions was from zero to ten. Although there are small differences for Q10 (should check owner's manual) and Q11 (can go longer than 3,000 miles between oil changes), the differences are not statistically significant. The most encouraging finding is for Q12 (intention to change oil every 3,000 miles), where the mean difference between the experimental and control groups is statistically significant ($p<.05$). The mean score for those in the experimental group is 4.18 and the mean score for those in the control group is 6.46. (The lower the score the less likely one is to change their oil every 3,000 miles in the future.) This represents a 35 percent reduction.

Taken together, the results from this experiment illustrate the strong potential effects of the *Debunked* PSA. Whereas listening to the PSA did not convince people that they should check their owner's manual for the proper oil change (they already thought this), nor that they could go longer than 3,000 miles between oil changes (they were already leaning in this direction), it did change their intention to do so. Unlike other more qualitative research methodologies (e.g.,

focus groups), the experimental methodology used in the current study allows us to draw strong conclusions about the impact of the *Debunked* PSA: **listening to the *Debunked* PSA causes a change in a person's intention to change their oil every 3,000 miles.**

SURVEY ITEMS

Used Oil Field Experiment Survey Instrument

START TIME: _____

T1. Now I am going to ask you a series of questions. Please answer the following questions based on the car you drive most often.

Q1. Who typically changes the oil in this car?
[DO NOT READ RESPONSES TO RESPONDENT]

1. DO IT MYSELF
2. FRIEND OR FAMILY MEMBER
3. "QUICK LUBE" SPECIALTY SHOP
4. CAR DEALERSHIP
5. OTHER AUTO MAINTENANCE OR REPAIR SHOP
6. OTHER _____
9. DON'T KNOW/REFUSED

Q2. On average, how many miles do you drive between oil changes?

_____
99. DON'T KNOW/REFUSED

Q3. In miles, how often do you think your oil should be changed?

_____
99. DON'T KNOW/REFUSED

Q4. How do you know when it is time to change the oil in your car?
[DO NOT READ RESPONSES TO RESPONDENT]

1. REMINDER STICKER ON THE WINDSHIELD
2. DASHBOARD LIGHT - THE VEHICLE OIL MONITORING SYSTEM
3. KEEP TRACK OF THE MILEAGE MYSELF
4. RECEIVE A REMINDER FROM DEALERSHIP OR QUICK LUBE SHOP (MAIL, E-MAIL, PHONE CALL)
5. OTHER _____
9. DON'T KNOW/REFUSED

T2. Some oil companies recommend changing the oil in your car every 3,000 miles and I'd like to ask you some questions about this subject.

Q6. On a scale from zero to ten, with zero being not at all important and ten being extremely important, how important is it to change the oil in your car every 3,000 miles?

_____
99. DON'T KNOW/REFUSED

Q7. On a scale from zero to ten, with zero being none and ten being all, how many other people do you think change their motor oil every 3,000 miles?

_____
99. DON'T KNOW/REFUSED

Q8. On a scale from zero to ten, with zero being never and ten being always, in the past, how often have you changed the oil in your car every 3,000 miles?

_____
99. DON'T KNOW/REFUSED

T3. Now I would like you to listen to a 30-second public service announcement intended for airing on radio stations throughout California. At the conclusion of the announcement I will ask you a series of questions about what you heard.

RESPONDENT LISTENS TO PSA CONDITION 1 (experimental group) OR CONDITION 2 (control group).

T4. Again, this next set of questions is about the public service announcement you just heard.

X1. On a scale from zero to ten, with zero being not at all well and ten being very well, how well did you like the tone quality of the actors' voices in the public service announcement?

_____
99. DON'T KNOW/REFUSED

X2. On a scale from zero to ten, with zero being not well understood and ten being very well understood, how well do you think the general public will understand the message being communicated in the public service announcement?

_____
99. DON'T KNOW/REFUSED

X3. On a scale from zero to ten, with zero being not at all well and ten being very well, how well did you like the background music in the public service announcement?

_____
99. DON'T KNOW/REFUSED

X4. On a scale from zero to ten, with zero being not at all likely and ten being very likely, how likely is it that the general public will follow the recommendations in the public service announcement?

_____
99. DON'T KNOW/REFUSED

Q9. What does this public service announcement want you to do?
[DO NOT READ RESPONSES TO RESPONDENT]

1. CHECK THE OWNER'S MANUAL FOR OIL CHANGE INTERVAL RECOMMENDATIONS
2. DRIVE LONGER THAN 3,000 MILES BETWEEN OIL CHANGES
3. GO TO 3000MILEMYTH.ORG WEBSITE
4. ANY ANSWER RELATED TO CONDITION 2 (CONTROL GROUP)
5. OTHER _____
9. DON'T KNOW/REFUSED

Q10. On a scale from zero to ten, with zero being not at all convinced and ten being totally convinced, how convinced are you that you should check your owner's manual for oil change interval information?

_____
99. DON'T KNOW/REFUSED

Q11. On a scale from zero to ten, with zero being not at all convinced and ten being totally convinced, how convinced are you that your car may be able to go longer than 3,000 miles between oil changes?

_____
99. DON'T KNOW/REFUSED

Q12. On a scale from zero to ten, with zero being very unlikely and ten being very likely, in the future, how likely is it that you will change the oil in your car every 3,000 miles?

_____
99. DON'T KNOW/REFUSED

Q13. Whose advice do you most trust for car care information?
[DO NOT READ RESPONSES TO RESPONDENT]

1. MY OWN, BASED ON MY OWN EXPERIENCE/EXPERTISE
2. FRIEND OR FAMILY MEMBER
3. "QUICK LUBE" SPECIALTY SHOP
4. CAR DEALERSHIP
5. OTHER AUTO MAINTENANCE OR REPAIR SHOP
6. GOVERNMENT AGENCY LIKE THE CIWMB
7. CONSUMER REPORTS, AUTO CLUB, ETC.
8. OTHER _____
9. DON'T KNOW/REFUSED

Q14. Do you use synthetic oil in your car?

1. YES
2. NO
9. DON'T KNOW/REFUSED

T5. The following questions are for classification purposes only.

D1. In what year were you born?

_____
99. DON'T KNOW/REFUSED

D2. Are you of Hispanic or Latino origin?

1. YES
2. NO
9. DON'T KNOW/REFUSED

D3. What is your race?

1. AMERICAN INDIAN OR ALASKA NATIVE
2. ASIAN
3. BLACK OR AFRICAN AMERICAN
4. HISPANIC OR LATINO
5. NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER
6. WHITE
7. MULTIRACIAL
8. OTHER _____
9. DON'T KNOW/REFUSED

D4. What is the highest grade or year of school you have completed?

1. NEVER ATTENDED SCHOOL OR ONLY ATTENDED KINDERGARTEN
2. GRADES 1 THROUGH 8 (ELEMENTARY ONLY)
3. GRADES 9 THROUGH 11 (SOME HIGH SCHOOL)
4. GRADE 12 OR GED (HIGH SCHOOL GRADUATE)
5. SOME COLLEGE OR TECHNICAL SCHOOL
6. COLLEGE GRADUATE (4-YEAR DEGREE)
7. GRADUATE COLLEGE DEGREE
9. DON'T KNOW/REFUSED

Thank you very much for your time and participation in this important research.

IC1. INTERVIEWER CODED GENDER

1. MALE
2. FEMALE

END TIME: _____

California Integrated Waste Management Board

For Immediate Release
February 11, 2008
2008-Release 03

For more information contact:
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(916) 341-6300
E-mail the Public Affairs Office

Study Reveals Public Concern about Global Warming is High: But awareness about reducing and reusing waste is low

SACRAMENTO--A recent study by the California Integrated Waste Management Board (CIWMB) reveals that 85 percent of those surveyed believe global warming is real. It also reveals more than 78 percent of all respondents believe practicing recycling and waste reduction has an impact on global warming. However, when asked how they can prevent landfill waste, the majority of Californians only cited recycling habits.

"There is a real need to educate Californians about all positive environmental practices and habits," said Margo Reid Brown CIWMB Chair. "We need to get back to basics and promote the importance of reducing, reusing and recycling."

The purpose of the survey, conducted in November 2007, is to allow the Board to better understand and uncover waste reduction and recycling habits and motivational factors of Californians. The survey revealed that in addition to concerns about global warming, 79 percent of respondents were also somewhat or very concerned about the amount of garbage California households produce. Other key findings included:

- While the majority of Californians regularly recycle key household items, only one-fourth are recycling as much household waste as they can. Having nothing else to recycle, inconvenience, and not having recycling bins were the top reasons for not recycling more.
- Half of Californians properly dispose of hazardous waste yet 15 percent of respondents stated they do not know what constitutes hazardous waste. The most frequent reasons for not disposing of hazardous waste properly included lack of information about where to go, followed by lack of time.
- The majority of Californians have a high awareness of recycling practices but many respondents indicated that they are less familiar with strategies to reduce waste.

Recommendations from the study include:

- Increase public outreach to promote waste reduction and reuse.
- Increase awareness about what constitutes household hazardous waste and where collections sites are located.
- Focus resources on making disposal convenient, rather than provide financial incentives.
- Support efforts to make recycling services available to multi-family households.
- Continue outreach to multi-cultural audiences, especially Spanish-speaking residents.

The study and its recommendations will provide the Waste Board with information on where to focus future outreach efforts.

For more information on the study or tips on how to reduce, reuse and recycle, visit www.zerowaste.ca.gov.

About the Study

Results of the survey are based on telephone interviews conducted under the direction of Gomez Research. The

statewide survey of 822 Californians was conducted between September 14 and October 17, 2007, at the 95 percent confidence level with a margin of error of plus or minus 3.5 percent for the overall survey.

The California Integrated Waste Management Board is the state's leading authority on recycling and waste reduction. It promotes reducing waste whenever possible, managing all materials to their highest and best use and protecting public health and safety and the environment.

The California Integrated Waste Management Board is one of six boards, departments, and offices within the California Environmental Protection Agency (Cal/EPA).

# # #

Zero Waste California
Visit us at www.ciwmb.ca.gov to learn more about reducing waste.

Press Room http://www.ciwmb.ca.gov/Pressroom/
Public Affairs Office: opa@ciwmb.ca.gov (916) 341-6300

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REPORTING

Our team is dedicated to providing high quality client service and award winning work. To ensure this, we provided regular program management via update reports, meetings, activity summaries, work plan tracking and management, budget tracking, subcontractor management and ongoing strategic counsel.

The following activities occurred throughout the lifetime of the contract to ensure all deadlines and deliverables were met:

Management Activities

- Submitted monthly invoices and updates to client.
- Held weekly conference calls with CIWMB to report project updates and discuss next steps.
- Met weekly with internal project team to review project status and key deadlines.
- Met weekly with subcontractors to review project status and key deadlines.
- Corresponded with CIWMB regarding specific project approvals and document content approvals.
- Provided ongoing strategic counsel.
- Provided weekly project matrix updates to CIWMB staff.
- Submitted campaign entries for award events.
- Presented campaign update at the February 20, 2008 Board Meeting.
- Provided final report.

California Integrated Waste Management Board

Tire Sustainability and 3,000 Mile Myth Program Updates

Used Oil Campaign

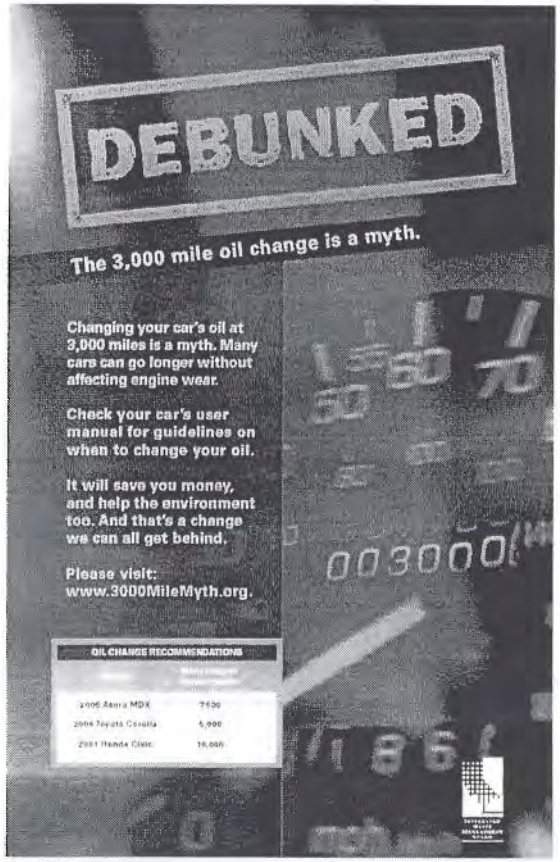
Campaign Goal

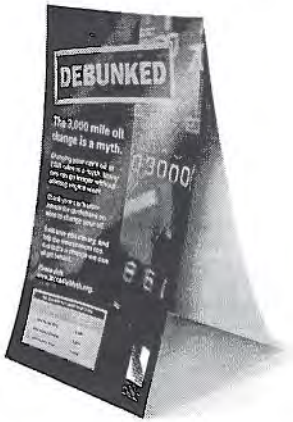
Educate California residents about the 3,000 Mile Myth and how they can decrease used oil generation by following their auto manufacturer's recommendations

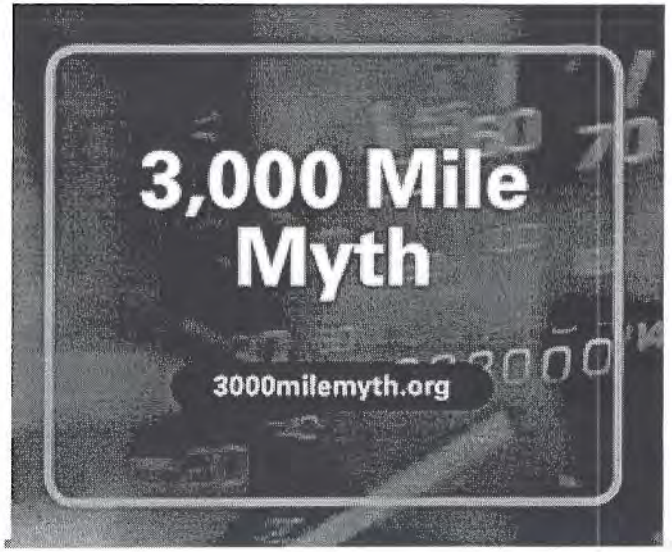
Activities To Date

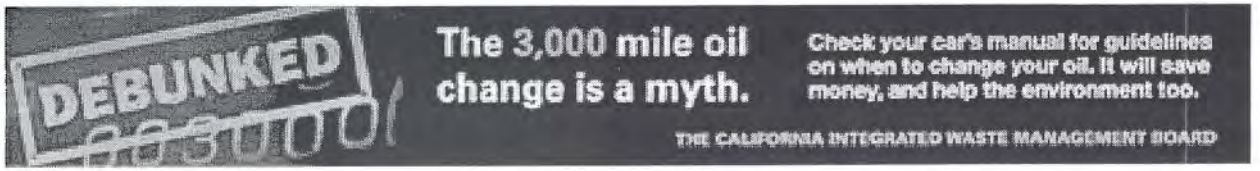
- Baseline Research (pre contract)
- Focus Groups & Field Testing
- Creative Developed
- Web Site Launched
- Launched Partnership & Media Outreach

Campaign Look & Feel









3000MileMyth.org Web Site

Retail Partnerships Secured

43 partnerships secured, including:

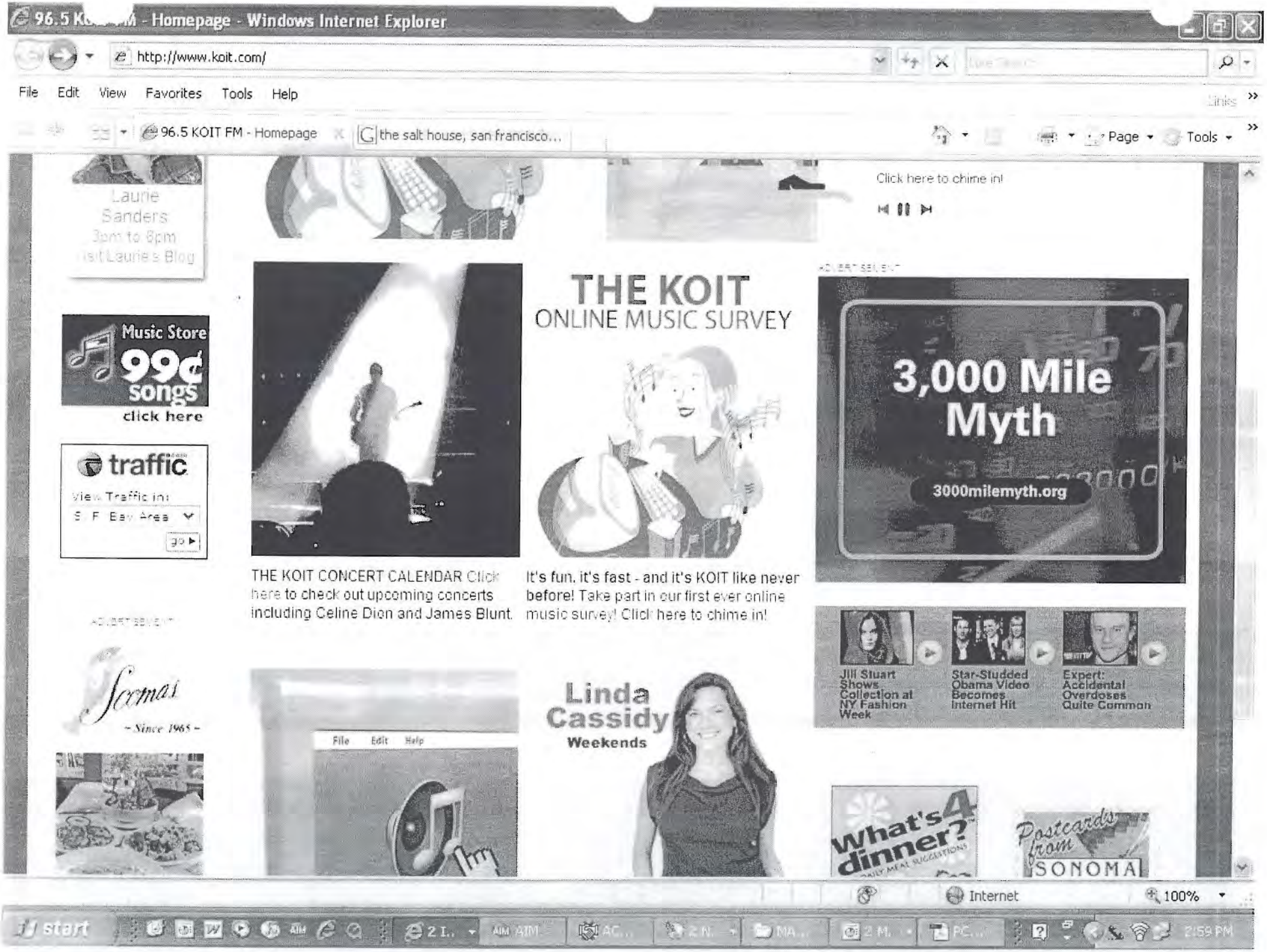
- AAA
  - Materials in 400+ stores
  - Serving as 3rd party spokesperson
  - Link to our Web Site
- Bureau of Automotive Repair/DCA
  - Spring/Summer newsletter
  - Sharing of materials
  - Providing 3rd party spokespersons
  - Community outreach events
  - Link to our Web Site
- California Motor Car Dealers Association (CMCDA)
  - Information and materials on CMCDA Web Site
  - Sharing of materials
  - Author editorial piece

Media Coverage

- Contra Costa Times
- Stockton Record
- San Francisco Chronicle
- North County Times
- Los Angeles Times (interested)
- CBS Channel 5 (SF)
- CBS Channel 2 (LA)
- KABC (LA)
- Univision 34 (LA)
- KCRA Channel 3 (Sacramento)
- KXTV Channel 10 (Sacramento
- KFSN TV (Fresno)
- 12 online sites
- Radio Interviews
  - KFROG - Inland Empire
  - KFRG - San Bernardino
  - KXFG - Temecula
  - KVFG and KRAK - Hesperia

PSA Outreach

- **PSA Distribution**
  - 80 stations have requested PSA
  - 21 confirmed airing prior to January 31
  - LA strongest region to date
    - 28 stations asking for PSA
    - 5 confirming heavy rotation
- **Radio Web Site Links**
  - 7 radio stations to date


96.5 KOIT FM - Homepage - Windows Internet Explorer
http://www.koit.com/
File Edit View Favorites Tools Help
96.5 KOIT FM - Homepage
the salt house, san francisco...
Page Tools
Laurie Sanders
3pm to 6pm
Visit Laurie's Blog
Click here to chime in!
Music Store
99¢ songs
click here
traffic
View Traffic in:
S. F. Bay Area
go
THE KOIT
ONLINE MUSIC SURVEY
3,000 Mile Myth
3000milemyth.org
THE KOIT CONCERT CALENDAR Click here to check out upcoming concerts including Celine Dion and James Blunt.
It's fun, it's fast - and it's KOIT like never before! Take part in our first ever online music survey! Click here to chime in!
Jill Stuart Shows Collection at NY Fashion Week
Star-Studded Obama Video Becomes Internet Hit
Expert: Accidental Overdoses Quite Common
Scomas
~ Since 1965 ~
File Edit Help
Linda Cassidy
Weekends
What's dinner?
Postcards from SONOMA
Internet
100%
start
2:59 PM

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Agency: Oil Change Unnecessary At 3,000 Miles

Integrated Waste Management Board Behind Suggestion

POSTED: 11:27 am PST February 11, 2008
UPDATED: 11:28 am PST February 11, 2008

SACRAMENTO, Calif. -- A state agency is urging drivers not to change their oil every 3,000 miles.

A new campaign by the California Integrated Waste Management Board points out that many cars can run for much longer.

In fact, many manufacturers recommend drivers change their oil every 5,000 or 7,500 miles.

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Agency officials said changing oil less frequently can save drivers money and help the environment.

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- Make This 'Luv Bug' For Valentine's Day
- Fire Damages South Sacramento House
- Make A Heart-Shaped Sweet Treat
- Expert: Countrywide Plan Could Start Trend
- Lender Has Plan To Curb Foreclosures

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Measuring Results

- Retail partnerships secured
- Materials distributed/requested
- Media outreach garnered
- PSAs secured
- Web Site hits
- Consumer awareness poll