

“Check Your Number” Campaign Kick-off in San Francisco

Mark Oldfield (acting director of CalRecycle’s Office of Public Affairs): “We’re in San Francisco today to introduce the “Check Your Number” campaign. The “Check Your Number” campaign is put forward by CalRecycle which is California’s Department of Resources Recycling and Recovery, and we’re telling motorists that, ‘hey, don’t default to that old three thousand mile oil change standard, because guess what?, today’s car’s can go a lot farther. Just look at the cars we’ve got parked here today. You can see some that have five thousand mile intervals, seventy five hundred mile intervals, even ten thousand mile intervals... and as more people come in, we’re going to see that the three thousand mile standard just isn’t really what we need to be thinking about any more.”

Unidentified woman to man in car: “We are working to educate Californians about when they should be changing their motor oil, because most people default to three thousand miles...”

Man in car: “Right.”

Unidentified woman to man in car: “So if you tell us the year, make, and model of your car, we can tell you exactly when you should be changing your motor oil. We’ll put a mileage tag on your windshield and we’ll give you some free parking.”

Man in car: “Perfect!”

Unidentified woman to man in car: “Excellent, thank you!”

Unidentified woman to man at booth: “How often do you change your oil?”

Man at booth: “Uh, every three thousand miles...give or take...”

Unidentified woman to man at booth: “Yeah...well if you check your owner’s manual, you might find that the recommendation is every five thousand, seven thousand, or even ten thousand miles!”

Man at booth: “Oh wow!”

Unidentified woman to man at booth: “You don’t have to change it as often...”

Women at event, putting mileage posters on windshields: “Seventy five hundred.....seventy five hundred!”

Woman at event, to man who just parked his car: "...How do you feel now hearing that you only have to change it every ten thousand miles?"

Man: "It's great! I'd rather not change my oil all the time..."

Woman at event, to man who just parked his car: Yeah!

Mark Oldfield (acting director of CalRecycle's Office of Public Affairs): "There's a couple of benefits to changing your oil less frequently; first of all you're going to save a little money... you know, change it three times a year instead of four, that's thirty bucks in your pocket - or maybe more!

The other benefit, and perhaps the more important benefit-is the environmental benefit. We're going to use less of our natural resources. In California, if people would reduce the number of times they change their motor oil to the manufacturer's recommendation, we're going to save ten million, twenty million, maybe thirty million gallons of oil a year!

Slide on screen

"For more information, please go to www.CheckYourNumber.org."