



PRWeb: Automotive





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Endsleigh Reveals the Main Causes of Car Accidents in Winter

The weather has turned for the worse in the UK as winter tightens its grip and during the colder months driving does become more hazardous, but by adhering to some of these tips from Endsleigh Car Insurance it doesn't have to be.

(PRWeb UK) November 22, 2009 -- Here are some of the main contributors to winter motor accidents; these will help drivers cope with the inclement weather whilst remaining safe this winter.

Avoiding a mechanical problem is a lot harder than it sounds, but by doing some routine checks before travelling in the winter they can be minimised, so what should be checked? These checks are vital to safe winter motoring and could help avoid a call to your [cheap car insurance](#) provider.

- Any vehicle needs to be serviced regularly, especially in the winter, being stranded in the cold is not only inconvenient, but also extremely dangerous, especially if there has been snowfall.
- Keeping the engine running is vital, so check and replace (if necessary) the anti-freeze in the radiator (quite possibly the most vital fluid to have in the engine during the winter).
- Ensure the vehicles battery is in proper working condition. If not shop around for a reliable replacement.
- Being able to see is extremely important, so keep an eye on your car's lights as the spray from the road dirties them pretty quickly. Regularly check that all the bulbs are still in working condition, driving without sufficient lighting is extremely dangerous and should not be attempted.
- Tyre tread needs to be deeper in the winter to ensure your vehicle's ability to stay on the road isn't compromised, so ensure that there is at least a 3mm tread depth on ALL FOUR tyres.

Besides for these checks, ensure your [car insurance](#) policy is up to date just in case you do encounter an unforeseen problem. Safe motoring this winter and remember that driving carefully is just as important as these checks!

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Contact Information

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Lucky Seven for hfa

Akron-Based Marketing Communications Firm Is Honored with Seven International Telly Awards

Akron, Ohio (Vocus) November 20, 2009 -- The most prestigious honor of its kind, the Telly Awards, chose Hitchcock Fleming & Associates Inc. (hfa), a full-service marketing communications firm in Akron, Ohio, from a select group of talented agencies as the winner of seven awards. Widely known and highly respected, the 2009 Telly Awards received more than 14,000 entries from all 50 states and five foreign countries.

Each year the Telly Awards showcase the best work of advertising agencies, production companies, television stations and cable operators.

Entries are named as silver or bronze winners based on the combined scoring of the judges. hfa successfully took home three silver and four bronze awards for its innovative work for Choice Hotels, Fierce Tires, The Goodyear Tire & Rubber Company and the Road Runner Akron Marathon. The awards include:

Silver

- Choice Hotels International "FREEVILLE" Television Spot
- Goodyear Wrangler MT/R with Kevlar & DuraTrac Announcement Video
- Goodyear Wrangler MT/R with Kevlar Music Video (for Cinematography)

Bronze

- Fierce Tires Attitude M/T Video
- Goodyear Wrangler Kevlar "Behind the Scenes" Video
- Goodyear Wrangler MT/R with Kevlar Music Video
- Road Runner Akron Marathon Television Spot

“Every day we strive to create work that is in line with our respective clients’ strategies and goals,” said Nick Betro, vice president / executive creative director of hfa. “It is an added bonus and true honor to receive recognition for our efforts.”

To view the award-winning creative elements, please visit http://www.teamhfa.com/PR/2009_Telly_Awards/.

About the Telly Awards

For 30 years, the Telly Awards have recognized the finest in creative work. As one of the most sought-after awards by industry leaders, the Telly Awards is a national and international competition, which honors outstanding local, regional and cable television commercials and programs as well as non-broadcast video and film productions.

About hfa



hfa (Hitchcock Fleming & Associates Inc.) is a full-service marketing communications agency specializing in retail, consumer, industrial, government, building products and business-to-business clients. hfa was established in 1940. Among its clients are The Goodyear Tire & Rubber Company, one of the world's largest tire companies; Choice Hotels International, one of the largest and most successful lodging companies in the world; Carter Lumber and its more than 200 stores; Tremco, North America's premier provider of comprehensive facility management solutions; KraftMaid, one of the nation's largest cabinetry manufacturers; and the City of Akron, Ohio. hfa's expertise encompasses branding, research, strategic planning, public relations and media. Whether working in print, broadcast or web formats, hfa cuts through the clutter to make a client's message resonate. To learn more, please visit www.teamhfa.com or connect.teamhfa.com.

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You can read the online version of this press release [here](#).



The Future Looks Bright, Coast to Coast

Coast to Coast Auto Glass undergoes change of ownership, bringing convenient, quality auto glass replacement closer to home.

Chandler, AZ (PRWEB) November 21, 2009 -- Coast to Coast Auto Glass, America's fastest growing independent auto glass replacement and repair company has been acquired by TKB Marketing Group. The acquisition has resulted in strategic alliances with a national direct sales network and Pilkington NSG Group, which have led to Coast to Coast quickly becoming a forerunner in the auto glass replacement industry.

“Coast to Coast’s principals and executive team have over 50 years of combined experience and expertise in the auto glass industry,” said Michael Shimada, Chief Financial Officer of Coast to Coast. “New ownership and management allows Coast to Coast to use the powerful combination of superior services and personalized customer care to bring convenient, quality auto glass repair and replacement directly to the consumer.”

To commemorate the change of ownership, Coast to Coast Auto Glass has revamped its website: www.GlassC2C.com. Along with a full description of products and services, the new website also profiles Coast to Coast’s unique approach to marketing and its strong commitment to the AGRSS (Auto Glass Replacement Safety Standards), top quality materials and superior customer service and satisfaction.

Coast to Coast is proud to have Pilkington NSG Group, one of the largest OEM companies in the auto glass industry, as its primary auto glass supplier. Coast to Coast has also strategically partnered with a leading direct sales distribution network consisting of independent authorized sales providers local to each market, enabling Coast to Coast to reach customers face-to-face. This unique, personalized marketing approach ensures customized contact with each consumer at the local level, solidifying Coast to Coast’s standing as an integral part of the communities in which it operates.

With Coast to Coast’s focus on quality work and customer service, it has been able to quickly gain a broad customer base, and attract top professionals in the business, resulting in a reputation for the high caliber services, and recent unprecedented growth. Coast to Coast is based in Chandler, Arizona and also operates in Florida, Massachusetts, New York and South Carolina. “We are committed to further expansion to build on Coast to Coast’s existing market base, and anticipate launching operations in Connecticut, Kentucky and Minnesota in the near future, with further expansion to follow,” said Shimada.

By reaching customers face to face through their community marketing networks, and providing top quality auto glass repair and replacement services, Coast to Coast is more than just an ad on TV or jingle on the radio. It’s clear to see why C2C is quickly becoming America’s Auto Glass Choice from Coast to Coast.

For more information contact Maissa Bessada at 866-495-9999 or [maissa\(at\)alironmarketing\(dot\)com](mailto:maissa(at)alironmarketing(dot)com); or visit www.GlassC2C.com.

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You can read the online version of this press release [here](#).

NRMA Insurance Announces Australia's Safest Cars

NRMA Insurance has announced that www.nrma.com.au has a new safety section designed to help consumers choose their next new car.

(PRWEB) November 20, 2009 -- [Car Insurance](#) provider NRMA Insurance has announced that www.nrma.com.au has a new safety section designed to help consumers choose their next new car.

The website recommends cars in each vehicle class based on three safety criteria including the latest ANCAP crash tests results, head restraint design and whether the car has (at least) optional Electronic Stability Control (ESC).

Research reveals that safety is the most important consideration when choosing a car for only 20 per cent* of NSW drivers. The [Car Insurance](#) provider hopes the website will increase interest in safety and provide the information necessary to help with the decision of buying a new car.

NRMA Insurance spokesperson Robert McDonald said the results listed on the website will be of interest to consumers and car manufacturers alike.

"It is pleasing to see the Australian designed and built Ford Falcon leading the way in the large vehicle class," said Mr McDonald. "It proves the point that consumers don't have to look overseas or spend top dollar to find a safe car.

"Like the Ford Falcon, the Holden Commodore was a five star performer in the ANCAP tests. Unfortunately though, the Commodore's poor head restraint meant the Falcon was the only car we recommended in the large vehicle class."

Mr McDonald said it was encouraging to see the Holden Commodore utility become the first in its class to be awarded an ANCAP five star rating. But like the Holden Commodore sedan, it was omitted from the recommended list because of its head restraint.

"It is disappointing our research team was unable to recommend any of the utilities or vans that we tested.

Although the Ford and Commodore utes and Mitsubishi Triton performed solidly, more still needs to be done by all manufacturers.

"Hopefully by publishing these results, consumers can make an informed choice when they next purchase a car or work vehicle."

For the full list of the safest vehicles in each class, visit www.nrma.com.au/safercars. The website will continue to be updated as new cars are released.

*Based on Woolcott Research, February 2009.



About NRMA Insurance

NRMA Insurance is a provider of [Car Insurance](#), Home Insurance, Motorcycle Insurance, Travel Insurance and more in NSW, ACT and TAS.

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Western Australian Top Apprentice Takes on the Big V8s

The SGIO Apprentice of the Year will further hone his skills at the V8 Supercar event in Perth later this month following his recent return from an international training academy.

(PRWEB) November 20, 2009 -- The [SGIO Car Insurance](#) Apprentice of the Year will further hone his skills at the V8 Supercar event in Perth later this month following his recent return from an international training academy.

Thirty-one year old mature-aged apprentice panel beater and Alfred Cove resident Cameron Clarke will have the opportunity to work on repairing specialist materials including composite plastics used in the V8 races over the weekend as a member of the SGIO Smash Repair Team.

Cameron has just returned from the Car-O-Liner Academy in Sweden, where he undertook intensive training on computer based damage diagnosis and repair processes required for many of the new materials used in vehicle construction.

The Swedish academy is renowned for the quality of its training programs, which aim to enhance students' knowledge of collision repairs and improve productivity and quality.

Another member of the SGIO Smash Repair Team will be Donna-Marie Albela who was a member of SGIO's Autobody Scholarship group, which commenced in 2007.

Teachers from Swan TAFE will also form part of the SGIO Smash Repair Team in the role of instructors and mentors to support the apprentices over the weekend.

SGIO spokesperson Rob Cory said the aim of the [SGIO Car Insurance](#) Apprentice of the Year award was to attract and retain young people within the autobody repair industry.

"We work with repairers to help make the smash repair industry an appealing career option for school leavers," Mr Cory said.

"It's in the interests of insurers and repairers to attract and retain the highest quality trades people within the industry and the Apprentice of the Year program helps us achieve this."

Apprentice panel beaters or vehicle painters employed within the SGIO repairer network are nominated for the annual award by the WA insurer's industry partners.

Cameron received the award working in many different industries and deciding to explore the possibility of completing an apprenticeship in panel beating as a mature-aged student.

As the winner of this year's award Cameron receives financial support from SGIO for ongoing training and career development over the next twelve months.



The V8 Supercar event at Wanneroo's Barbagallo Raceway takes place from November 20th to the 22nd.

About SGIO

SGIO is a provider of [Car Insurance](#), Home Insurance, Motorcycle Insurance, Travel Insurance and more in Western Australia.

Insurance Australia Limited ABN 11 000 016 722 trading as SGIO

For many insurance products a Product Disclosure Statement is available from SGIO which you should consider before making decisions about those products.

Insurance issued by Insurance Australia Limited trading as SGIO 46 Colin St, West Perth, Western Australia 6005 . sgio.com.au

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Pedata RV Notices RV Buyers Returning – Class A RVs Are Selling

Pedata RV Center found consumers opening their wallets and buying big ticket items like Class A gas and Diesel Pusher RVs.

Phoenix, AZ (Vocus) November 20, 2009 -- RV sales have increased from 2008. Trade shows are reporting higher than expected attendance and sales reservations. Consumers are opening their wallets and starting to buy big ticket items again. RV shipments are projected to total 185,800 units in 2010, a 26.5% increase from the projected 2009 total, according to RV industry analyst and director of consumer surveys at the University of Michigan Dr. Richard Curtin.

Large, luxury RV purchases are regaining momentum. Just a few of the amenities that designate RVs in the luxury category include central vacuum, 3 way color back up monitor, fully automatic leveling system, sleep number bed, power awning, entertainment centers, pantries, surround sound, ceramic floors and thermal pane windows.

Tax incentives and retired baby boomers are jump-starting the luxury RV industry after a tough recession. Today one in ten vehicle owning households in the 50 – 64 age range own an RV, reports RVIA. With millions of baby boomers still on their way to retirement, that number will rise as the economy rights itself.

“We are seeing business pick up in [Class A RVs](#) and [Diesel Pushers](#),” says Gerard Pedata of Pedata RV Center. “The economy has made these RVs a more desirable and affordable way to travel.”

For more information on Pedata RV Center, or current trends in the RV industry contact Gerard Pedata, sales@pedatarvcenter.com or by phone at: 1-888-545-8314 or 520-807-0900. Or visit Pedata RV Center online at www.pedatarvcenter.com.

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FreeElectricCar.com Says Customers Need to Hurry to Take Advantage of the Stimulus Package for a Free Electric Car

Thanks to President Obama's stimulus package earlier this year, Americans can get a tax credit that is bigger than the 'Cash for Clunkers' or 'First Time Homebuyer Tax Credit' programs. It's a tax credit for almost \$6500 towards an electric vehicle - so the car is essentially free after rebate. To qualify the car can be purchased online up until December 31st 2009.

Arizona (PRWEB) November 20, 2009 -- Time is running out on an incredible free [electric car](#) offer made possible by President Obama's stimulus program. www.FreeElectricCar.com sells electric vehicles that have been certified to qualify for a federal tax credit. The story has been covered by Good Morning America, the Wall Street Journal, CNN and other major news outlets.

To take advantage of the offer, taxpayers must purchase a qualified vehicle on or before December 31, 2009. The demand for the cars has been so high that electric car dealers like Drive Electric have been running low or running out of inventory. The vehicles can be purchased online and take approximately 4-6 weeks to be delivered.

Not all vehicles qualify for the [Qualified Plug-In Electric Drive Motor Vehicle Credit](#). "The tax refund on an electric car is based on the specific model vehicle and how efficient it is. Because they have the latest technology and the best available high capacity batteries, the Zone models at FreeElectricCar.com have a much higher credit than other cars," said Drive Electric CEO Colin Reilly.

With each electric vehicle purchased, the new owner will receive a certified "Proof of Purchase" from Drive Electric to document the date of purchase and a copy of the IRS Certification letter. A new tax form, 8936 was created for taxpayers to claim the credit.

Reilly notes that this is a tax credit. That means a dollar for dollar reduction in taxes owed to the IRS. It is not an income deduction. For tax already paid through withholding or estimated payments, the credit amount comes in the form of a refund.

"Here's an example: you can get a 4 passenger vehicle that we have on sale for \$6,496. That's the amount of the federal tax credit available right now through December 31, 2009. So it's essentially free," he said.

Businesses also like the cars to transport groups of people around at festivals, events and places that demand a lot of traffic. The vehicles are ideal for transporting people in poor health across large parking lots or areas. If the vehicles purchased are for business use, credits in excess of Federal tax liability can be carried back 1 year and carried forward 20 years.

The vehicles go 25mph and are ideal as second cars for short quick trips across town. The cost to buy, maintain, insure and operate the cars is much less than regular gas-powered cars.



Look at the selection of electric cars now at www.FreeElectricCar.com

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Tackle Web Guiding and Edge Control with CrossCheck™

Bytewise Measurement Systems explains why [CrossCheck™ Laser Profile Sensors](#) are perfectly suited to monitor and control web based materials and extrusions. One or two laser profile sensors can be used to measure web width and thickness as well as provide height based feature tracking and edge guiding. CrossCheck™ will drastically improve the precision of operators using Micrometer snap gages to measure thickness online. The line laser based technology measures flat sheet and extruded products like rubber, plastic, wood, composite materials, PVC and metal. It requires no reflective tape, LED arrays or back lighting, like camera based systems that require cleaning and maintenance to keep operational. The system can also measure shape-based parameters like thickness, step height, width, angle, radius, location, gap and depth. The affordable CrossCheck™ 3D laser measurement system is used by R&D, Engineering, Production, Quality and Maintenance personnel to validate product dimensions and tolerances. Academia and R&D facilities use CrossCheck™ for product development and material studies like soft material and parts with profiles that can't be effectively measured by hand calipers.

(Vocus) November 19, 2009 -- Extrusions and flat web based materials must be measured to control the process, save material cost, insure product tolerance and quality. Width and thickness are as critical to multi layered fabrics as edge guiding is to windup and/or splicing operations. *Bytewise Measurement Systems explains why the affordable [CrossCheck™ Laser Profile Sensors](#) are perfectly suited to monitor and control web based and extruded materials. One or two laser profile sensors can be used to measure web width and thickness as well as provide height based feature tracking and edge guiding. The line laser based technology measures flat sheet and extruded products like rubber, plastic, wood, composite materials, PVC and metal.*

It requires no back lighting like camera based systems. Cameras need an LED array, reflective tape or back light to distinguish and contrast the edge of the material, which leads to dirt and material buildup on the light source underneath the material line. Operators must often clean and maintain the system. The CrossCheck™ pre-calibrated 3D laser measurement sensors mount over the material to profile the edge of the product. The built in laser line illuminates the surface of the material to accurately measure the edge width and thickness to greater than 0.030mm (0.0018"). The physical geometry is also measured and can be used for height based feature tracking as well and edge guiding for windup or splicing applications.

The fact that the CrossCheck™ Measurement System is non-contact insures a stable reading every time. The sensors can be mounted over a precision roller to track, measure or calculate thickness of the edge while at the same time auto-zeroing to the roller surface for precise gauge control or monitoring. Operations that manually use Micrometer snap gages and measuring tapes can drastically improve the repeatability and precision of product thickness and width. If the material is ridged or cannot be guided over a precision roller the sensors can be mounted on a C-Frame or O-Frame with one sensor on top and one the bottom to calculate thickness and for edge guiding. This also compensates for vibration or pass-line movement of material passing through the measurement station.



The CrossCheck Software Viewer displays real-time product width, thickness and geometric dimensions. The CrossCheck™ laser sensors are the primary measurement device while the CrossCheck™ Software provides users with simple to use “shape tools” that act as virtual micrometers. Set up of the shape tools is simple and intuitive. [Shape Tools](#) are used to fit data to a Circle, Rectangle, Vertex, Line, Gap, Bump or Step Change. Shape Tools are used to set up tolerances and calculate dimensions to control thickness, width, radius, diameter, height, angle, gap, depth and location of key features. The unique Auto-Anchor and Data Leveling cancel out and stabilize the profiles displayed on screen. Bytewise also designed the CrossCheck™ product line for a wide variety of factory automation applications including process control, part inspection, robotic guidance, and shape check for industries including; automotive, aerospace, rubber, plastics, wood, metal and building materials.

“CrossCheck™ pre-calibrated sensors are easy to use and perfect for a variety of process gauging applications. Extrusion and Web based inspection as well as component part features can be measured with high repeatability and precision” says Mike Snow, Product Manager.

The entire organization now benefits from the CrossCheck™ high resolution, low cost 3D laser measurement system. R&D, Engineering, Production, Quality and Maintenance personnel use CrossCheck™ to validate product dimensional quality. An Ecommerce Online Store is now open for users to purchase [CrossCheck™ Laser Profile Sensors](#). Purchase a starter kit for \$8950.00 or build a system starting at \$8490.00. The CrossCheck™ software can set up Pass/Fail trigger alerts and output two analog feedback control loops for direct machine control. Data can be collected and stored to a file and custom software solutions can be written to utilize the raw X-Y coordinates over Ethernet. The product is backed by a 30 Day No Risk Evaluation period and one year manufactures warranty.

About Bytewise Company

Bytewise is a premier supplier of non-contact, profile measurement systems since 1989. Located in Columbus, Georgia, [Bytewise](#) specializes in measurement solutions for the tire, extrusion, roll forming, forging, casting, and web process industries.

CrossCheck™ 3D line laser sensors solve everyday measurement problems. To purchase or get more information on the [CrossCheck™ Laser Profile Sensor](#) contact Michael Snow at Bytewise 1150 Brookstone Centre Parkway, Columbus GA, 31904. Telephone (678) 807-8400, FAX (706) 323-0178. www.BytewiseSensors.com

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News Image



CROSS  **CHECK**
LASER PROFILE SENSOR

Hoons Number One Community Frustration in Metro Area

SGIO research into local community issues reveals hoons to be the number one neighbourhood frustration for people living in the Perth metro area.*

(PRWEB) November 20, 2009 -- Research* by [Car Insurance](#) provider SGIO into local community issues reveals hoons to be the number one neighbourhood frustration for people living in the Perth metro area.

The SGIO survey of more than 800 people across Perth found that hoons on local streets were deemed to be the most frustrating aspect of life in their neighbourhood.

The second greatest frustration for nearly half of all people surveyed was litter on local streets, closely followed by noisy neighbours and heavy traffic on local roads.

[SGIO Car Insurance](#) Corporate Affairs Manager Rob Cory said the survey revealed how easily people's lives and lifestyles could be impacted by the actions of others in their community.

"The manner in which we drive, the respect we show our neighbours, and the way we treat our local environment appear to have a big impact on how our community functions," he said.

Other local community frustrations focused on convenience - or the lack of it - with more than a third of people admitting to being frustrated with local public transport options and shopping hours.

The survey forms part of ongoing research by [SGIO Car Insurance](#) into trends and issues that impact on people's homes and local communities across the Perth metro area and regional WA.

SGIO also works with community partners Kidsafe WA and the Salvation Army to help safeguard WA's unique way of life through the development of safer, stronger communities.

Mr Cory said that the journey towards safer, stronger communities in Western Australia often began within our own homes and local neighbourhoods.

"A sense of belonging and connection to our communities can deliver a range of sustainable long-term benefits including less crime, safer roads and lower carbon emissions," he said.

Most frustrating aspects of life in the Perth metro area*

1. Hoons on local streets 59%
2. Litter on local streets 52%
3. Noisy neighbours 46%
4. Heavy traffic 45%
5. Parking on verge/property 39%
6. Public transport options 36%



7. Local shopping hours 35%

8. Neighbours' pets 35%

Source: Woolcott Research conducted on behalf of SGIO

About SGIO

SGIO is a provider of [Car Insurance](#), Home Insurance, Motorcycle Insurance, Travel Insurance and more in Western Australia.

Insurance Australia Limited ABN 11 000 016 722 trading as SGIO

For many insurance products a Product Disclosure Statement is available from SGIO which you should consider before making decisions about those products.

Insurance issued by Insurance Australia Limited trading as SGIO 46 Colin St, West Perth, Western Australia 6005 . sgio.com.au

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NRMA Insurance Announces Reduced Premiums for New Cars

NRMA Insurance is driving increased competition in the Queensland motor insurance market with reduced premiums for cars less than four years old.

(PRWEB) November 20, 2009 -- [Car Insurance](#) provider NRMA Insurance is driving increased competition in the Queensland motor insurance market with reduced premiums for cars less than four years old.

Around one in four Queensland drivers* could benefit from a comprehensive car insurance premium price drop of up to 15 per cent for cars manufactured from 2006 to 2009.

NRMA Insurance spokesperson Sue Hawkins said the continued competitive car insurance landscape was good news for consumers.

"We've challenged the marketplace in a number of ways in recent years, and will continue to champion competition for Queensland drivers," she said.

"Every driver's [car insurance premium](#) is different, based on a range of factors, including the car itself but the average saving for our customers with new cars is around \$100."

NRMA Insurance is also making life easier for new car buyers with an online tool to help find the safest car.

The website recommends cars in each class based on three safety criteria: the latest ANCAP crash tests results; head restraint design; and whether the car has (at least) optional Electronic Stability Control (ESC).

"Our research** shows about one in five Queensland drivers puts safety first when shopping for new wheels," Mrs Hawkins said.

"Hopefully this new tool makes it easier for consumers to consider and compare key safety features and make an informed choice about their next new car."

NRMA Insurance also offers these top tips for new car buyers taking out [car insurance](#):

- you can save on your premium by opting for a higher excess
- bundle with your home insurance to get a multi-policy discount
- get an additional discount with NRMA Insurance for cars that are fitted with ESC or are NRMA Insurance recognised fuel-efficient models.

To check the results and find the safest cars in each class, visit [NRMA Car Safety](#). The website will continue to be updated as new cars are released.

For insurance savings, drivers of 2006-2009 model cars should phone 132 132.



*Current Queensland vehicle registrations as recorded by the National Motor Vehicle Theft Reduction Council CARS Database ** Survey of 2100 Australian households carried out by Pure Profile for NRMA Insurance, September 2009

When making decisions about the product you should consider the Product Disclosure Statement available from NRMA Insurance. In some instances the price reduction may be offset by changes to other rating factors such as location and type of vehicle which could mean that some customers will not receive the full reduction. On existing policies, discounts apply from the date of next renewal.

About NRMA Insurance

NRMA Insurance provides [car insurance quotes](#), home insurance, motorcycle insurance, travel insurance and more in Queensland.

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0411 014 023

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2010 Hurst Camaro Debuted at SEMA Is Shipped By Reliable Auto Transport

Reliable Auto Transport was honored to be selected to ship the 2010 Hurst Camaro. The Camaro debuted at the 2009 SEMA show in early November.

(PRWEB) November 20, 2009 -- [Reliable Auto Transport](#) received the heavy contested prize of shipping the first 2010 Hurst Camaro from its 2009 SEMA debut to its home in New Jersey. The Camaro was on display at the SEMA show from November 3rd through the 6th and Reliable Auto Transport was contracted to move the Hurst Camaro from the SEMA show in Las Vegas, NV back to NJ, once the show ended. Reliable Auto Transport provides nationwide auto transport services, industry information, and industry news to dealers, corporations, and individuals moving cars across the United States.

Sure to be a hit with collectors worldwide, Hurst Performance has done it again with the 2010 Hurst Camaro. The modifications included: custom paint scheme, Hurst 20 inch wheels, BF Goodwrench tires, custom floor mats, Hurst Competition aluminum shift stick, Hurst Air-Speed rear spoiler, and Hurst graphics. Although the production number is unknown, it is undoubtedly going to be a highly sought after ride.

Individuals, dealerships, and corporations all use [auto transport services](#) for a variety of reasons, including car shows. Each person or entity must choose the company that best fits their needs. "There is a large amount of competition in the auto transport industry today, and Reliable was honored to be trusted as the car transport company of choice for this move," said founder, Matt King. Reliable Auto Transport has a good reputation in an industry that has a fair amount of bad companies. Co-owner Adam Talburt suggests, "Do your research. Make sure you know the company you are hiring to move your vehicle whether it is Corolla or a Bugatti." A good place to start looking into a company is the BBB. They are an unbiased source of information.

About Reliable Auto Transport:

Reliable Auto Transport provides door-to-door, open and enclosed, fully insured car shipping services across the United States. Reliable makes it easy to get [online car transport quotes](#) with a simple one page form. People who would rather speak to a service representative can call 800-689-6498. Reliable is licensed and bonded by the Federal Motor Carrier Safety Administration, MC # 616917.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Balluff Comes Clean: Introducing Micropulse SF Fill Level Sensors for High-precision Sanitary Filling Applications

Balluff's Micropulse SF fill level sensor provides continuous, absolute fill-level measurement in applications that require adherence to the strictest standards of hygiene and cleanliness.

Florence, KY (Vocus) November 19, 2009 -- The [Micropulse SF](#) fill level sensor from [Balluff](#) provides continuous, absolute fill-level measurement in applications that require adherence to the strictest standards of hygiene and cleanliness. Sensors in a sanitary manufacturing facility must be cost effective, have minimum impact upon production, and must not negatively impact the cleanliness or quality of the foods (or products) being manufactured. Made from corrosion-free stainless steel with rounded edges and minimal crevices, the Micropulse SF meets the highest international hygiene standards and fulfills strict food industry requirements. Certified to 3-A and EHEDG sanitary standards, the sensor is 100% stainless steel to ensure top sanitation standards and long-term service life.

Benefits include:

- Chemically neutral for all liquids
- Compensates for surface foam to deliver reliable, accurate fill level values
- Adjustment-free installation
- Easy to clean in installed state (CIP - Clean in Place)
- Withstands process temperatures up to 130°C (SIP - Sterilization in Place)
- Standard analog interface ensures wide controller compatibility and flexible installation
- International certification ensures global acceptance
- Highly precise measuring technology is ideal for filling or dispensing applications

The industry-standard Micropulse SF fill level sensor uses field-tested magnetostrictive technology to provide highly-precise fill level measurement. Noncontact measurement technology ensures unparalleled reliability and performance. Its continuously-variable analog output signals allow for easy connection to control systems.

Editors: Please use this link for attribution:

For further information, visit: www.balluff.com/BTL-SF

Editors: Download high resolution images and see full press release online:

<http://www.balluff.com/Balluff/us/NewsChannel/Press+Releases/en/2009-11+Sanitary+Fill+Level+Transducer+Press+Release.htm?pr=micropulsesf>

Balluff Inc., the U.S. subsidiary of Balluff GmbH, Neuhausen, Germany, is a leading manufacturer of a wide range of inductive, optical, capacitive and magnetic sensors as well as linear position transducers and ID systems. Balluff products for OEM and factory floor solutions are used to control, regulate, automate, assemble, position,



and monitor manufacturing, assembly, and packaging sequences for industries including metalworking, automotive, plastics, material handling, wood processing, aerospace, electrical, and electronics.

Editors: please contact Vestal Simms at 1-800-543-8390 for clarifications and additional information e-mail [vestal.simms\(at\)balluff\(dot\)com](mailto:vestal.simms@balluff.com)

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<http://www.balluff.com/Balluff/us/NewsChannel/Press+Releases/en/2009-11+Sanitary+Fill+Level+Transduc>

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image





Savage BMW Announces Opening of MINI of Ontario

Savage BMW owner Peter Savage announced the opening of his newest dealership, MINI of Ontario. Officially in "soft launch" until January, the first full service MINI dealership in the Inland Empire is open for business.

Ontario, CA (PRWEB) November 20, 2009 -- [Savage BMW](#) owner Peter Savage proudly announced the opening of [MINI of Ontario](#) this week. Located in the Ontario Auto Center, MINI of Ontario occupies what used to be Savage BMW's Certified Pre-Owned building. The lot was split and the building was completely overhauled to accommodate the first full service Inland Empire MINI dealership.

"Savage BMW has built a reputation as a customer-focused, service first BMW dealership. Our new Ontario MINI dealership will continue that tradition and provide a product that is in demand within the auto marketplace," commented Peter Savage.

MINI of Ontario will operate as a completely separate entity from Savage BMW. MINI new car sales, MINI Next (MINI's pre-owned program), MINI service MINI parts and accessories are housed in the new state-of-the-art dealership. MINI of Ontario is one of the first of a round of new dealerships being opened in the US by MINI. All these new dealerships conform to a new design standard for MINI dealerships that includes many extras like multiple flat panel screens and a creative and unique new car delivery driveway.

"The excitement has been building! Ontario and the Inland Empire community in general have been waiting for MINI for a long time. It feels great to provide a home to the thousands of MINI enthusiasts who live and work in our area. No longer do they need to drive a half-hour to have their MINI serviced or to interact with other MINI owners," said Peter Savage.

To give employees a chance to polish their skills, MINI of Ontario is essentially within its "soft opening" period, which translates to a great opportunity for prospective MINI buyers and those needing service or parts. The grand opening celebration is currently being planned for January 2010. For more details on the grand opening celebration or general information about MINI of Ontario, contact 909-390-1818.

About Savage BMW

Savage BMW is a full service [BMW dealership](#) located in Ontario, CA in the Ontario Auto Mall. Savage BMW offers the full line of new BMW models, plus BMW Certified Pre-Owned vehicles, a full service parts and service department and an accessories boutique. Savage BMW is owned by Peter Savage, who also owns the new MINI of Ontario, located directly adjacent to Savage BMW. For more information, visit Savage BMW's website at <http://www.savagebmw.com>, or call 909-390-1818.

About MINI OF ONTARIO

MINI OF ONTARIO is a full service MINI dealership offering new car sales, MINI NEXT – MINI'S pre-owned program, MINI service, and MINI parts and accessories. Located in the Ontario Auto Mall, MINI OF ONTARIO is owned by Peter Savage, owner of Savage BMW, also located in the Ontario Auto Mall. To learn more, visit MINI OF ONTARIO'S website at <http://www.MINIofOntario.com>, or call 909-390-7888.



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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Fididel Adds Ed Voyles Automotive

By implementing Fididel's InteractNow! chat application designed specifically for car dealerships, Ed Voyles Automotive has been able to convert its website visitors into in-store buyers.

Carlsbad, CA (PRWEB) November 20, 2009 -- Fididel, a leading real-time ecommerce solutions provider, continues to revolutionize how car dealerships sell cars over the Internet. Using Fididel's new InteractNOW! Real-time negotiation and sales tool, Ed Voyles dealerships are able to convert more clients from web browsers to web buyers.

"With hundreds or even thousands of people looking at cars on auto dealership websites, the dealerships needed a way to engage the customer right there," says Hal Wendel, CEO of Fididel. "Converting these passive viewers to active buyers is incredibly valuable for both the car dealership and the buyer. The combination of great service from Ed Voyle's team, and our real-time solution really make this happen."

"Ed Voyles has a lot of web traffic, but there is always a challenge getting the web users onto the showroom floor," says Richard Wade, Internet Sales Manager from the Honda store. "That is where InteractNow is a important tool, it helps us engage the customers on our website and bring them to our showroom floor."

Ed Voyles dealerships include Acura, Chrysler, Dodge, Honda, Hyundai, Jeep, and Kia. The dealerships pride themselves on guest satisfaction and a commitment to providing a buying experience that keeps their guests coming back. These assets, combined with Fididel's real-time ecommerce solution, allow them to continue as a leader in these areas as well as drive additional value for their customers.

If you would like to learn more about how auto dealerships can convert web viewers to showroom traffic, contact Fididel at [info\(at\)fididel\(dot\)com](mailto:info@fididel.com).

About Fididel

Fididel's innovative ecommerce solutions help you convert visitors into buyers by enabling real-time negotiations. They're designed for a range of Internet shops, including car dealerships. Seal sales instantly. Generate leads while you sleep. You'll be able to negotiate online with consumers who are ready and willing to buy and link directly to the items they want. Plus, Fididel's solutions sync with your Craigslist ads so you can answer questions, even take deposits. There's no software to install, which means no technical hassles. Most importantly, you'll be able to tap into a new segment of buyers who prefer the online experience -- and watch the sales flow. To learn more visit our website at www.fididel.com or email us at [info\(at\)fididel\(dot\)com](mailto:info@fididel.com)

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



My Plates Sales Start Tomorrow

Texans get fun, colorful choices in official DMV license plates.

Austin, TX (Vocus) November 18, 2009 -- Get ready to rock the roads, people. My Plates are back. Tomorrow, My Plates in partnership with the Texas Department of Motor Vehicles launches 15 fun, colorful license plate designs with prices lowered for the current economy.

More than two thousand Texans registered their interest in getting My Plates during the year the program was on hold. Tomorrow, they and you can go to www.myplates.com, pick your design, spell your message, and order. The plate arrives in about three weeks for pick up at your county tax office.

My Plates is a public/private program created by the state legislature to offer Texans more choices in the color and design of their license plates, while at the same time raising money for state services. The State of Texas receives revenue from the sale of every plate with a guaranteed minimum return of \$25 million dollars over five years.

My Plates come in colors and designs to reflect every personality. From hot pink and burnt orange to western and vintage themes, the plates range from \$55 to \$195 for a one-year plate. Prices depend on how many letters and numbers you need to spell out the combination you want on your plate. If you purchase a five- or ten-year plate, the per-year price goes down. All the prices are laid out at www.myplates.com.

Every one of the original My Plates categories will cost less under the new pricing, dropping from \$10 to \$200 from last year. There are even a few new designs that will be offered for the first time. Create your plate at www.myplates.com. You can also call My Plates at 1-888-7MY-PLAT(ES), Monday to Friday 8a-6p.

Contact Kim Miller Drummond at 512.423.4237 or [kim\(at\)myplates.com](mailto:kim(at)myplates.com) for interviews with:

- Texans with My Plates on their cars - interesting stories behind their plates
- County Tax Assessors - the official word on how plate pick-up works
- My Plates program leaders - fun facts about the program and lots of background info
- Jpegs of plates personalized with the name of your media outlet
- My Plates Brochure - if you received this release electronically, the brochure is attached

BACKGROUND:

The Texas state legislature is the first in the U.S. to create a public/private program to get creative with license plates to raise money for the state. The program has been popular because it costs taxpayers nothing and offers all Texans a fun choice in customizing their car. In just a few weeks of sales in 2008, about 1300 Texans bought My Plates for their cars, helping the program raise about \$170,000 for state programs and services.

The first company that was awarded the contract to run My Plates ceased operations last fall, citing the U.S. economic crisis. In August 2009, TxDOT awarded a new contract to a joint venture between Pinnacle Technical Resources of Dallas (www.pinnacle1.com) and Etech, Inc. of Nacogdoches (www.etechnic.com). My Plates sales



resume November 19.

My Plates operates in partnership with the Texas Department of Motor Vehicles (TxDMV). TxDMV is a new state agency that oversees the state's motor vehicle services, including the registration of passenger vehicles and the sale of license plates.

My Plates designs and markets new specialty license plates in partnership with the Texas Department of Motor Vehicles. My Plates' goal is to create a long-term, mutually beneficial relationship designed to maximize revenues for the state through the sale of My Plates specialty plates. My Plates is dedicated to providing Texans with greater choices in specialty plate designs, a unique way to add personality to your vehicle, and unmatched customer service. My Plates is run through a joint venture of Etech, Inc. of Nacogdoches (www.etechnic.com) and Pinnacle Technical Resources of Dallas (www.pinnacle1.com). More at www.myplates.com.

TxDMV is responsible for the registration, titling and credentialing of personal and commercial vehicles. It also licenses vehicle dealers and issues operating authority for commercial motor vehicles and buses. TxDMV also is home to the Auto Burglary and Theft Prevention Authority (ABTPA), which awards grants to law enforcement agencies to reduce auto theft and increase public awareness and education. To learn more, go to www.TxDMV.gov.

For Immediate Release
Kim Miller Drummond
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Online Web 2.0 Version

You can read the online version of this press release [here](#).



WorldDialer 2.1 Now with Enterprise Administration Panel BES Push Support

Research has shown that up to 80% on calling costs can be saved by using calling cards for IDD or long distance calls. WorldDialer integrates well with the BlackBerry® Address Book and Call Log to provide convenient ways to use calling cards for such calls.

Hong Kong (PRWEB) November 19, 2009 -- Version 2.1 of WorldDialer for BlackBerry® Smartphone devices is suited for private users as well as companies who want to cut their costs on long distance and IDD calls. No one would ever use calling cards on a BlackBerry® if they have to enter numbers manually; with WorldDialer a calling card just needs to be entered once and can then be used directly right out of the Address Book.

No matter if a simple calling prefix or a complex calling card with access number, calling card number, pin and verification code, WorldDialer can handle them all. By storing up to 100 phone card configurations simultaneously nearly every possible case is covered. A user can select a contact in his address book, a previously called number in the call log or enter a number manually and then select a calling card to use for this call.

Corporations can deploy the WorldDialer BlackBerry® client wirelessly through their BlackBerry Enterprise Server®. Volume license rates as well as site licenses allow to run WorldDialer cost- efficiently in small, medium and large enterprises. By leveraging the capabilities of Research In Motion's BlackBerry® Push Technology™ the WorldDialer Enterprise Administration Panel can update WorldDialer client configurations within the BES® network. The WorldDialer Enterprise Suite provides the perfect entry point for companies into the world of cost-efficient wireless calls. The yearly site license comes with the Administration Panel and 5 WorldDialer clients, free lifetime-updates and premium enterprise. Further customization of WorldDialer is available as well which allows the integration of callback services or even custom PBX systems.

All current BlackBerry® models running BlackBerry® OS 4.3 and higher are compatible with WorldDialer 2.1. This includes but is not limited to the brand new BlackBerry® Curve™ 8520, BlackBerry® Bold™ 9700, BlackBerry® Pearl™ 8220 Flip™, BlackBerry® Storm™, Storm2™ and BlackBerry® Tour™.

WorldDialer BlackBerry® Client is available for \$9.99 on BlackBerry® App World, all major mobile content platforms as well as directly on www.s4bb.com. Volume license rates apply. WorldDialer Enterprise Administration Suite is available as yearly site license for \$1,000. More at <http://www.s4bb.com/software/worlddialer/enterprise/>

For additional information about MemoryBooster, please contact S4BB Limited or visit <http://www.s4bb.com/software/worlddialer/>

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You can read the online version of this press release [here](#).



DezignWorks brings Intelligent Reverse Engineering capabilities to SolidWorks 2010

Integrated software allows users to perform feature based reverse engineering functions with new added functionality to capture data directly inside the SolidWorks environment.

Mooresville, NC (PRWEB) November 19, 2009 -- Creative Dezign Concepts Inc today announced that DezignWorks, a feature based reverse engineering software product, supports SolidWorks 2010 3D mechanical design software. Engineers and designers use DezignWorks and SolidWorks to capture data from existing parts directly within the SolidWorks environment maintaining the associativity so they can design better products faster and more accurately, speeding time to market.

A SolidWorks Certified Gold Product, DezignWorks enables users to perform reverse engineering functions directly inside the SolidWorks interface and create feature based models utilizing digitizer devices such as Faro, Romer and MicroScribe. DezignWorks in conjunction with SolidWorks 2010 expands on the software's legacy of ease of use, design power, and affordability by also providing users with comprehensive drawing tools and new productivity features that will speed the adoption of 3D design around the world. DezignWorks gives engineers the functionality to capture data from their existing part and create an intelligent feature based model, allowing the engineer to make changes rapidly while preserving the associativity to the part. DezignWorks can be used in a part or an assembly.

Dezignworks again is bringing the latest innovative features to reverse engineering inside of Solidworks with their Dezignworks 10 release for Solidworks 2010. Building on 7 years of feature based reverse engineering experience; the latest release of Dezignworks 10 now has the ability to create alignments to any work plan inside of Solidworks so your orientation, position in 3D space and position for 2D drawing creation is just like Solidworks. Also in Dezignworks 10 existing functionality was enhanced, lock plane and lock surface functions that allow you to scan a part with a probe similar to the way you would with a laser, now have added functionality and improved performance. Storing the movement when you scan so that you only have to probe once and use as many times as you need to is now enhanced with load last scan and the ability to merge scans. New for Dezignworks 10, you can now create points at the center of a sphere, edge or circle; you can also save out any set of points as a text file to be loaded in for Solidworks to create a curve through them. These are just a few of the many enhancements to Dezignworks in the latest release.

"Engineers shouldn't have to move between 2-3 different applications to finish a product design," said Jim Watson, CEO of Creative Dezign Concepts and creators of Dezignworks. "Integrating DezignWorks with SolidWorks means engineers can begin reverse engineering their existing parts directly within the SolidWorks environment. That saves time and helps manufacturers meet tight production deadlines."

In conjunction with the release of Dezignworks 10, Creative Dezign Concepts has launched a new Youtube channel highlighting the functionality of the latest release of the software. Hear you can find the latest features, demonstrations and tips and tricks for the use and application of the software. [You tube Channel](#) Johnny Kim, Sales Manager for Creative Dezign Concepts commented, "With the addition of our Youtube channel along with our existing support staff and technical newsletters, we believe we are bringing not only the best product to the



market for reverse engineering inside of Solidworks but also the best customer experience and ongoing value to the market."

Combining Solidworks with DeSignWorks gives engineers the tools they need to do their jobs faster and better by performing reverse engineering functions inside SolidWorks, creating intelligent data that conforms to SolidWorks and allows engineers to make changes to the data. Complex shapes can be captured quickly and accurately. DeSignWorks is the only product of its kind that has the ability to randomly move the digitizer across the surface of the part and store the movement of the digitizer device for immediate use or at a later determined time. New or existing data can be added and simply reloaded into the database. Because of its depth of integration to the SolidWorks interface engineers are productive in a few hours.

The SolidWorks Partner Program features products and services that complement SolidWorks products. Certified Gold Products are fully integrated with SolidWorks and provide users with instant access to the partner application within the SolidWorks window. Solution Partner products offer a variety of integration methods with SolidWorks software, including the SolidWorks application programming interface (API) and established industry standard file formats. SolidWorks has more partners in the mid-range CAD market than any competing technologies, with more than 600 companies worldwide participating in the SolidWorks Partner Program.

A recent study estimated that 80% of new designs came from existing designs, usually an existing part. Utilizing DeSignWorks a feature based product instead of a point cloud product gives the engineer the ability to capture the exact shape, even complex surfaces, directly inside the SolidWorks interface and then make changes rapidly to meet the needs of the new products and improve the design for the ever changing market needs. DeSignWorks offers best-fit capabilities for lines, arcs, circles and splines. DeSignWorks offers several utilities for curve editing such as maintaining minimum distance while capturing complex curves as well as spline uniformity tool.

About Creative DeSign Concepts Inc

Creative DeSign Concepts Inc develops and markets software for reverse engineering. It is the leading supplier of 3D CAD / CAM Products for the NASCAR Race Teams. Creative DeSign Concepts Inc is also a certified VAR (value added reseller) for Cad/Cam software such as SolidWorks, Cosmos and DeSignWorks. Being a certified manufacturing partner for SolidWorks offering reverse engineering services enables Creative DeSign Concepts Inc to use DeSignworks on a daily basis, constantly testing and implementing industry first technology. Located in Mooresville, NC (Race City USA) home of over 95% of the NASCAR Race Teams. Creative DeSign Concepts works with the NASCAR race teams on a daily basis to improve their performance. For the latest news, information, or a Webex demonstration, visit the company's web site [Reverse Engineering](#) or for other Cad / Cam products visit (www.gocreative.net) or call 1-704-660-5100

DeSignWorks is a registered trademark of Creative DeSign Concept Inc.. Other brand and product names are trademarks of their respective owners. DeSignWorks currently has several patents pending on DeSignWorks.

About SolidWorks Corporation

SolidWorks Corporation, a Dassault Systèmes S.A. (Nasdaq: DASTY, Euronext Paris: #13065, DSY.PA) company, develops and markets software for mechanical design, analysis, and product data management. It is the leading supplier of 3D mechanical design software for the mainstream market. SolidWorks leads the market in



number of users in production, customer satisfaction, and revenue. For the latest news, information, or a live online demonstration, visit the company's Web site (www.solidworks.com) or call 1-800-693-9000 (outside of North America, call +1-978-371-5000).

SolidWorks is a registered trademark of SolidWorks Corporation. Other brand and product names are trademarks of their respective owners.

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You can read the online version of this press release [here](#).



Classic Recreations Releases Details on Official Shelby G.T.500CR

Classic Recreations announces preliminary specifications and model line details for officially licensed Shelby G.T.500CR continuation vehicles.

Yukon, OK (Vocus) November 18, 2009 -- Custom coachbuilder Classic Recreations has released preliminary technical details and package specifications for the G.T.500CR, a 1967 Shelby continuation vehicle that was announced opening day of the annual SEMA Show in Las Vegas. All three G.T.500CR models will feature a hand-built 427 cubic inch (7.0L) engine, model specific bodywork, custom paint and hand-stitched upholstery. Every car will have an official Shelby serial number, badges and will be included in the official Shelby Worldwide Registry.

The G.T.500CR will be offered in three models. The "Intro" model is powered by a 545hp fuel injected 427, built in-house at Classic Recreations using top-shelf performance parts and Mass Flo digital fuel injection. A 150hp NOS nitrous oxide system provides extra power when needed. Upgraded suspension and power rack and pinion steering modernize the car's handling, and a Tremec five speed manual transmission sends the power to ZR rated tires on 17x8" Shelby 427 wheels over front and rear cross drilled Shelby/Baer brakes. Inside, the driver will find a custom stereo, climate control and Carroll Shelby Signature seats, gauges, console, and floor mats. The exterior is available in five different color schemes and features authentic Shelby Performance parts, such as lights, emblems and a real Shelby Le Mans racing gas cap.

The "Performance" model has all the features of the "Intro", including the 150HP Nitrous system, rack and pinion steering and 160mph speedometer, plus Carroll Shelby Scat Rally series 1000 seats, larger 17x9.5 rear wheels and a Total Control front and rear coilover suspension system for modern sports car handling.

The "Venom" maintains the authentic Shelby look of the "Intro" and "Performance" models, but boosts horsepower to 780hp with an F1-R Intercooled ProCharger supercharged engine. The interior is upgraded with a 200mph speedometer and racing-style bucket seats. The "Venom" also boasts suspension and chassis upgrades as well as 17x11" rear wheels and wider ultra high performance Goodyear tires. Model line specifications and details are subject to change.

About Classic Recreations

Classic Recreations founder Jason Engel, and his company's team skilled technicians and craftsmen, have been modifying and custom fabricating high-performance vehicles for more than 10 years. Each built-to-order vehicle takes approximately four months (nearly 2,500 man hours) of painstaking assembly. Find out more about how to get your own customized vehicle at www.1967fastback.com.

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You can read the online version of this press release [here](#).



DriveSafe.ly App Stops 25 Million Potential Texting While Driving & Distracted Driving Incidents

Free mobile app puts an end to texting while driving for over one million people. Government and private sector expected to follow suit and adopt DriveSafe.ly.

Newark, N.J. (PRWEB) November 19, 2009 -- DriveSafe.ly, the free mobile app aiming to stop distracted driving, launched seven weeks ago and has been used by over one million people. The app is reading millions of text messages (SMS) aloud per week to drivers around the world -- keeping their eyes on the road.

“If your software (DriveSafe.ly) had been available in 2007, maybe my husband, Chuck would still be here with me, and the texter would have made his ice hockey practice,” says Weida Stoecker about DriveSafe.ly. Stoecker lost her husband in a car accident caused by a teenager [texting while driving](#). She continues, “I think our phone manufacturers and providers should require that DriveSafe.ly be preprogrammed on to all new phones effective immediately.”

DriveSafe.ly, which was just yesterday nominated for the prestigious 2009 Mashable Open Web Award for Best Mobile App, [reads text messages and emails](#) in real-time without any action from the user. The latest version features a ‘Speed Activated’ feature which turns the app on automatically when driving and off when exiting the vehicle, making it truly hands-free and easy for drivers.

“DriveSafe.ly is taking off because people want to stay connected while they drive, and do it in a safe way” says Heath Ahrens, CEO of iSpeech and creator of DriveSafe.ly. “I recommend that everyone install DriveSafe.ly, not because I work for the company behind it, but because I actually use it and it stops texting while driving.”

About DriveSafe.ly

The unprecedented DriveSafe.ly app reads text messages and emails aloud in real-time and automatically responds without users touching their mobile phone. Developed by iSpeech.org founder, Heath Ahrens, DriveSafe.ly utilizes iSpeech.org text to speech software as a service (SaaS) in hopes of eliminating the danger created by the growing number of Americans who text while they drive. For more information or to download the app please visit www.DriveSafe.ly.

About Weida Stoecker

Weida Stoecker is a well respected spokesperson against texting while driving, speaking for the AAA Safety Foundation on the Today Show, Maryland Transportation Dept, Maryland Highway Safety Foundation and Stevenson University. Since her husband’s untimely death caused by a texting teen driver, she has put much of her time and energy in successfully advocating Maryland lawmakers to ban texting while driving. Weida holds her masters degree in elementary education from George Washington University and pursued a 30 year career in education, teaching special ed in the Baltimore area.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Used Car Dealer in Atlanta GA Launches New iPhone Web App, Unique to Industry

[Atlanta used car dealer](#), Sandy Springs Ford, launched a cutting edge ASP.net Car Dealer Website this week and as of today is offering mobile iPhone users a special treat. One click functionality. Users make only one click to search inventory, call the dealership, email for info, or one click to display a detailed map with directions from the shopper's current location, determined by the GPS on the phone.

Atlanta, GA (PRWEB) November 19, 2009 -- Car buying consumers searching online must be able to easily navigate the actual vehicles in inventory on a dealer's website. Sandy Springs Ford's [used cars in Atlanta](#) just became a bit easier to find for local clients and Apple iPhone users. As with all JP Marketing [Automotive web designs](#), users enjoy one click from the home page to real inventory. A click on [used Toyota](#), [used Honda](#), or [used Chevy](#) returns all of the used cars of that make available.

This week, along with the launch of their new, database driven website, Sandy Springs Ford is debuting a new iPhone web application available to mobile users visiting SandySpringsFord.com on their iPhone. The iPhone web application is designed to offer ease of use to consumers and a high sales conversion rate for Sandy Springs Ford. Some of the advantages include easily searchable used and new car inventory, four photos of each vehicle, one click to call the dealership, one click email request, and one click to display a map with directions from the user's current physical location directly to the dealership as determined by the GPS on the phone.

"We are very excited to offer all of our clients a streamlined, iPhone web application that is unique to this industry. Our dealer clients enjoy a massive increase in leads from happy customers that easily navigate through their actively turning vehicle inventory. The added functionality for iPhone users of easy mobile search functionality and easy dealer contact and directions is a huge advance for our product; I am excited to see the sales results."

Christian Jorn, President, JP Marketing

Brian Logun, GM, Sandy Springs Ford, had this to say about the new site.

"These guys are on the ball; no other company is offering what they have been able to do in terms of actual sales results originating from the internet. Our inventory looks better than ever, it is easy to navigate and loads faster than any other car dealer site I've ever seen. The benefit of my dynamic inventory being highly visible on Google and all of the major search engines is amazing. I am excited to get results and confident that this new marketing system will bring us many more customers."

Brian Logun, GM, Sandy Springs Ford

Steve Ferenczy, the GSM, had this to say about the transition to JP Marketing.



"The transition from our previous provider went very smooth, we had lots of change requests and each one was handled professionally and promptly. Our e-mail requirements were unique to our dealership and JP Marketing was able to handle all of our needs without a glitch. We are very excited to experience the increase in sales from our new, fully search engine optimized website."

Steve Ferenczy, GSM, Sandy Springs Ford

Sandy Springs Ford is profitable in a very tough economy due to their embrace of the current environment in online marketing. Successful car dealers today price vehicles competitively and employ full disclosure of equipment and condition and make sure that their inventory is highly visible in the exact moments that consumers are searching for the vehicles they have in stock.

Sandy Springs Ford is one of many dealerships that have now embraced search engine optimization as a successful lead generation strategy and a high return advertising investment. Atlanta is a very competitive market for car dealers and the talented and professional crew at Sandy Springs Ford thrives because they stay on the cutting edge and give their customers exactly what they want, a respectful sales environment, with high quality vehicles at low prices.

This article was written by Christian Jorn, President of JP Marketing.

JP Marketing provides successful web marketing systems to franchise and independent dealers across the county. Dealership principals and owners that see the incredible value in owning their market areas in organic Google search results should contact JP Marketing right away. Many areas are already protected by exclusivity agreements. Coming soon, Bob Tyler Toyota, Scion, Suzuki in Pensacola FL and Willis Ford in Smyrna DE.

Christian Jorn can be reached through the website at <http://JPAutomotiveMarketing.com> or toll free at (866) 319-4745.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image





NMB Signs Distribution Agreement with PIB

Pacific International Bearing, Inc. (PIB) has signed on to represent and distribute NMB's precision miniature ball bearings. This agreement takes effect immediately.

Chatsworth, CA (PRWEB) November 19, 2009 -- NMB Technologies Corporation, a Minebea Group Company, and Pacific International Bearing, Inc., (PIB), have reached a distribution partnership agreement. Pacific International Bearing, Inc. will develop new markets for NMB's [miniature and instrument ball bearings](#).

PIB will distribute NMB's miniature ball bearings ranging in size from .1181 inch to 1.000 inch (3mm ~ 26mm) outside diameter.

“NMB welcomes the addition of PIB to our bearing distribution family,” says Pat Bernie, bearing business unit manager for NMB Technologies Corporation. “PIB will become a valuable resource for servicing and uncovering new markets for our miniature bearing products in the U.S.”

“PIB is excited to bring NMB bearings to our customers and prospects.” says Kevin Sweeney, president of PIB. “Our new distribution partnership with NMB shows our commitment to quality and excellence to the markets that we service.”

About NMB Technologies Corporation – NMB Technologies Corporation, a Minebea Group Company, is the world's largest manufacturer of miniature precision ball bearings and a volume leader in the design and manufacturing of precision electro-mechanical components, including cooling fans and blowers, precision small motors and mechanical bearing assemblies. NMB products can be found in the personal computing, networking, telecommunications, home entertainment, home electronics, and automotive, medical and industrial markets. For more information on [NMB Technologies Corporation](#) call 818-341-3355.

About Pacific Bearing Sales, Inc. - Located in Union City, California, Pacific International Bearings, Inc. (PIB) specializes in ball and specialty bearings. Their services include JIT, handled from a 24,000 square feet warehouse, quick turn around and cost effective products. To contact PIB, please [visit their web site](#).

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

The Return of the One Car Family?

Cost of motoring is down year-on-year, although cash-strapped drivers feel no benefit.

London (PRWEB) November 19, 2009 -- The cost of motoring for Britain's 30 million drivers has fallen 5% (£123) in 2009 to £2,219, according to RAC's annual Cost of Motoring Index¹. Despite this small reduction, an RAC poll revealed that eight out of 10 cash-strapped motorists still believe that the cost of running their car has risen². And in response nearly half of those surveyed (45%) have been making significant changes to their motoring lifestyle over the last year, such as reducing their car ownership and moving towards a one car household.

The drop in the cost of motoring has been driven primarily by the price of fuel. While the price of petrol and diesel has fluctuated over the last twelve months, costs have fallen overall by 10% to £1,184 per year. Diesel in particular has become much cheaper, with prices falling 14%.

The Cost of Motoring (CoM) Index focuses on the day to day running costs that have a tangible impact on motorists' pockets. This includes road tax, fuel, insurance, maintenance and [breakdown cover](#). For the first time the 2009 Index also calculates the annual running costs for used cars,³ which is £2,744, 24% (£525) higher than for new vehicles.

Changes In Motoring Lifestyles

The return of the one car family

45% of motorists surveyed have made changes to their car ownership habits in 2009 and of these, a fifth have returned to running just one car. This group are saving on average £229 per month on the running costs of a used car according to the CoM Index.

In addition to these new one car households, 28% of motorists stated that they're using their car less and 6% admitted downsizing their vehicle for a smaller model. Unsurprisingly the need to save money was cited as the most common reason for making a change. And motorists are embracing these changes, with two-thirds claiming they won't revert back once the economy improves.

Commenting on this year's findings, RAC motoring strategist Adrian Tink said:

"It's been a tough year for motorists, and while it's good news that the costs of running a car have slightly dropped in the past 12 months, it probably won't feel like it at a time when the family budget is being squeezed from all sides. So despite the drop, the overriding desire for drivers is to cut back where they can.

"We're seeing motorists really question how they use their cars. The trend towards the one car family shows how people are prepared to make fundamental lifestyle changes for the benefit of themselves, their families and their pockets. But such change for a lot of drivers is still merely an aspiration, with practical difficulties caused by work and family needs or a lack of alternatives, such as inadequate public transport, stopping them in their tyre tracks."

Women more likely to downsize than men

Women are twice as likely to have downsized their vehicle in the last 12 months compared to men. According to the CoM Index, a motorist can save £769 a year by downsizing from a large saloon to a small car. Small cars (e.g. Vauxhall Corsa) are £235 (11%) cheaper than the average to run. By contrast, large saloons (e.g. Peugeot 407) and MPVs (e.g. Ford Galaxy) are £534 (24%) and £635 (29%) more expensive to run than the average.

Women drivers have also quickly re-evaluated the role of a car in their lives, 9 out of 10 have found positive benefits in using their car less and 73% said the changes they've made will be permanent.

Avoiding going into the red is more important than going green

Only 28% of motorists cited environmental benefits as an incentive for change. Saving money was rated the top benefit, although 35% of those motorists who have made changes appreciated their actions had an environmental impact too. The CoM Index revealed that owners of used cars pay £29 (25%) more in road tax, proving that owning a newer and greener car can help reduce motoring costs.

Trapped motorists

One in four (26%) motorists surveyed said they couldn't afford to downsize or reduce the number of vehicles they own, with a further 8% unable to sell their current vehicle in order to fund a change. This group of motorists are effectively trapped, unable either to raise the money, secure a loan or sell their car outright to buy a smaller vehicle. Only 6% of those surveyed, who'd made changes by downsizing their car, mentioned the scrappage scheme as the reason for their change.

According to the CoM Index, maintenance costs are £421 (115%) higher on average for used cars, further compounding the problem for this group. Most used vehicles, between three to six years old, require significant investment in new tyres too, which can account for up to 40% of annual maintenance costs.

A further 34% of motorists polled considered reducing their car use in 2009, but didn't; deeming public transport a considerable barrier (21%), as well as not wishing to sacrifice the freedom their car provides (41%), and recognising that they would be unable to fulfil family requirements if they did (23%).

Drivers who can't make changes to their motoring lifestyle should try and maintain their vehicle to the best of their ability. RAC recommend motorists check their tyre pressure regularly, quickly rectifying any small defects on their car, keep the service history up to date and regularly wash and wax, which will all help maintain both the value and sense of pride in a vehicle during a tough economic time.

For more information, interviews or case studies please contact:

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About RAC



With around seven million members, RAC is one of the UK's most progressive motoring organisations, providing services for both private and business motorists. Whether it's roadside assistance, [car insurance](#), vehicle inspections and checks, legal services or up-to-the-minute traffic and travel information - RAC is able to meet motorists' needs.

RAC is committed to providing the very highest levels of service to its members and has been ranked first for customer service by J.D. Power and Associates' UK Roadside Assistance Study for the last three years and the top named service organisation in the July 2009 UK Customer Satisfaction Index from the Institute of Customer Service.

Aviva bought RAC in May 2005. The acquisition brings together RAC's powerful brand and customer base with the expertise and leading position in motor insurance of Aviva UK Insurance (formerly Norwich Union Insurance). Aviva is the UK's largest insurer with a market share of around 15 per cent.

RAC is part of Aviva, the world's fifth largest insurance group which operates in 28 countries.

RAC's news releases and a selection of images are available from the internet press centre at www.rac.co.uk/press-centre/

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



OCM Awards Contract to One Marketing Solution

OCMUSA (Online Customer Management USA), a business management solutions company, recently awarded the marketing contract for its new Dealer Diversity initiative to One Marketing Solution founded by Terrance Cox and Miles Crovitz.

Gresham, OR (PRWEB) November 19, 2009 -- OCMUSA (Online Customer Management USA), a business management solutions company, recently awarded the marketing contract for its new Dealer Diversity initiative to One Marketing Solution founded by Terrance Cox and Miles Crovitz. One Marketing Solution, experts in assisting minority owned dealerships, provide technological solutions for companies by helping them "go green".

"We are really excited about this contract, and working with a prestigious company like One Marketing Solution really benefits OCMUSA", said Paul DeMoret, Director of Operations for OCMUSA. "This is a segment that we haven't been involved with before."

Terrance A. Cox III is a national motivational speaker who has spoken at several Fortune 500 company events. He has been in the automobile industry for 25 years, and has devoted his time and effort to several positive causes. He was contracted by GMAC and contributed to the GMAC National Diversity Program. He also created the National Insurance Program for the Church of God in Christ. Additionally, he created the national Eke Sandal program to help raise money for schools all over the country. Terrance Cox has one child and works closely with his business partner Miles Crovitz in creating "green" solutions for companies.

Miles Crovitz is a North Carolina native and attended ECU University. He has been involved in the automotive business for 21 years, and is a seasoned manager with extensive experience. Prior to his business venture with Cox, he was a fixed operations manager with DC Automotive for 8 years.

One Marketing Solution, "One World, One Market, One Solution" can be found on the web at <http://www.onemarketingsolution.com>, or reached at 1-888-236-1239.

"The combined experience between Terrance and Miles is beneficial to the automotive world", said DeMoret. "This is contract is a definite positive for both companies."

OCMUSA was founded in 1996 by CEO and President Dave Peterson. The company provides affordable web-based software products that serve marketing segments at home and abroad. For questions, or more information about OCMUSA and the products they offer, their website is <http://www.ocmusa.com>.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



US Hole in One Gives You More Bang for Your Buck

US Hole In One, a leading provider in hole in one insurance and prize coverage offers great prizes that are sure to bring a crowd even during this downturn in the economy.

(PRWEB) November 19, 2009 -- The idea of “cutting back” has become a way of life for many people over these past two years. Individuals are spending less on things that are not necessities in an attempt to save more. The sport of golf is not immune to these economic pressures and in speaking to golf tournament organizers across the country it is clear that enrollment is down for a variety of golf outings whether they be charity, corporate or recreational events. Event organizers are finding it difficult to get the turn out that they have had in the past years, car dealers and other sponsors are more hesitant to provide prizes for the event and people are all around less likely register to play in tournaments.

President of [US Hole In One](#), Greg Esterhai believes that promoting prizes for a hole in one or putting contest is an effective way to stave off attrition and actually help increase participation at the event, especially during such tough times. According to Esterhai, “By offering an incentive such as a chance to win a big prize at your tournament, you are sure to generate more buzz for your specific event that will draw more people to play.”

In asking Esterhai for details regarding the [hole in one insurance](#) program offered by his company he explains that, “Securing coverage on your event won’t break your budget! For example, an average golf tournament with 72 golfers playing on a 175 yard par 3 of 175 yards for a chance to win a \$10,000 prize can cost under \$200.” This price includes all of the amenities that come with a standard prize package as offered by US Hole In One when coverage is purchased for a grand prize hole. The prize package includes bonus prizes for the other par 3 holes on the course and signs for all of the prize holes so golfers know what they are shooting for when they get up to a particular hole. US Hole In One has also extended its relationship for 2010 with Warrior Golf and will continue to offer a free golf club to each golfer playing in a tournament where [hole in one coverage](#) is provided by US Hole In One.

US Hole In One is a leading provider of contest prize coverage for golf tournaments and other events. Each year, US Hole In One, along with it’s other division, [Interactive Promotions Group](#) covers over \$300,000,000 in [prize insurance](#) for golf events and other sports and media contests. Additionally, US Hole In One specializes in high-quality, temporary-use event sponsorship signage and offers thousands of promotional items to event organizers across the country.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).



Lathem Offers 30 Day Free Trial of AirTime® Wireless Wall Clock System -- Sample the Benefits of Synchronized Time Today

Today more than ever time is money. Lathem's AirTime wireless wall clocks offer accurate, affordable and easy-to-install solution for small business.

Atlanta, GA (PRWEB) November 19, 2009 -- Lathem Inc., one of the world's leading designers and manufacturers of time, labor and security products for small business, today announced the launch of a 30 Day Free Trial program for its new wireless, synchronized wall clock system, [AirTime®](#). AirTime is designed for any size business that wants to optimize efficiency and organization. Traditionally this type of technology has only been available to industries such as schools, hospitals, airports and large corporations. AirTime is designed with those markets in mind, as well as the often-overlooked small business market. Organizations can sign up for the free trial online at www.lathem.com/AirTime.

"In today's economic climate, time is more critical than ever to optimize daily operations and stay competitive. Synchronized time allows everyone to share the exact same schedule; it keeps the workplace harmonized. When everyone in a building sees the same time, to the second, there's little room for late excuses," said Lance Whipple, Lathem vice-president of Sales and Marketing. "We want to make it easy for businesses of any size to sample this product, see how easy it is to install and experience the benefits of synchronicity. We're excited for people to try it."

The standard AirTime trial system consists of one wireless time signal transmitter (model ATX), two battery-operated wall clocks and one solar-powered wall clock that uses a room's light to power the clock. However, depending on a company's needs, a customized trial system is also available. There is no obligation to purchase the system. The customer can simply return the product if they choose after 30 days.

The trial system does not require any professional installation. The customer simply installs the included batteries in the transmitter and clocks and hangs them on the wall. Lathem offers free factory technical support if any questions arise during the install process. Because there are no wires, customers can change the location of the clocks to fit their exact needs. The solar-powered clock, which recycles a room's existing lighting, offers another "green" element to a company's existing energy conservation efforts.

Detailed information on the offer can be found on Lathem's website at www.lathem.com/AirTime.

About AirTime

AirTime can help a business save money by eliminating the need for costly wiring. A single AirTime wireless transmitter can communicate time to an unlimited number of clocks in an entire building and even across large campuses. Unique to the industry, AirTime also offers a battery powered "mini transmitter" for small locations, and they can be linked together to extend coverage as needs grow. AirTime clocks also feature a high quality clock movement that provides a smooth sweeping second hand for precision timekeeping.



About Lathem

Headquartered in Atlanta, Georgia, Lathem is one of the world's leading designers and manufacturers of time, labor and security products for business. The company specializes in three primary lines of business: time and attendance products, synchronized clock systems, and small business access control solutions. Founded in 1919, Lathem is proud to celebrate its 90th anniversary, and remains a family-owned and operated US manufacturer. More than 300,000 companies worldwide use a Lathem product every day to help manage their business. More information can be found online at www.lathem.com.

Note to Editors: High-resolution images of AirTime can be downloaded online at <http://www.lathem.com/support/product-images.aspx>

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image





A Free Spaberry Spa with Volvo -- No Strings Attached

Volvo of Edmonton has partnered with SpaBerry to promote a contest where one lucky person coming into Volvo of Edmonton's new beautiful state of the art showroom will win a brand new 2-person Volvo branded SpaBerry.

(PRWEB) November 19, 2009 -- Volvo of Edmonton has partnered with SpaBerry to promote a contest where one lucky person coming into Volvo of Edmonton's new beautiful state of the art showroom will win a brand new 2-person Volvo branded SpaBerry.

The promotion is free to enter and requires no purchase or test drive - though the Volvo range on display will undoubtedly be tempting - and the winner of the Volvo branded SpaBerry portable hot tub will be announced on Valentines Day, February 14th 2010.

SpaBerry is a new innovative and eco friendly portable spa , true plug and play, available in 5 vibrant colours and can be personalised with the unique BerryWrap picture wrapping livery. Like much of the Volvo range Spaberry is eco friendly by using a unique dry moss water filtration system that is not only good for the environment but also leaves your skin feeling much softer because of the reduction in the need to use harsh water chemicals.

Considerable investment has been made to create an appealing, spacious and informative retail environment and the launch of the new showroom coupled with the SpaBerry portable Spa give away certainly creates a reason to visit. Go to Volvo Edmonton, enter to win a SpaBerry and see what's available with no obligation. These Volvo cars are hot!

Contact Pauline Haviland for more details.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).



Dealerskins Releases Psychic Certificate for Automotive Dealers

Dealerskins has released Psychic Certificate, a new feature in Promotion Center. This new tool automatically creates a certificate on the automotive dealership home page promoting the vehicle that the shopper last viewed. An image and title of the vehicle appear alongside the dealer's offer.

Nashville, Tenn. (PRWEB) November 19, 2009 -- Dealerskins, a division of Dominion Dealer Solutions and leader in innovative web services for automotive dealers, has released Psychic Certificate, a new feature in Promotion Center.

This new tool automatically creates a certificate on the automotive dealership home page promoting the vehicle that the shopper last viewed. An image and title of the vehicle appear alongside the dealer's offer.

This addition to the popular set of Promotion Center tools allows car dealers to more effectively target their customers using behavioral marketing technology, which follows Internet users' activity. The custom-designed coupon generates leads for auto dealers by requesting that the shopper submit a simple form. The dealer is then alerted to the shopper's interest.

Psychic Certificate was developed in response to Dealerskins research showing that the Certificates tool is the highest lead-generating platform within its slate of products. Because Certificates is a part of Promotion Center, Psychic Certificate is a free service to dealers who already utilize Dealerskins Promotion Center tools.

"Our customers have seen a lot of success from our Promotion Center tools, and we wanted to expand on that by creating a new feature that makes it even easier for dealers to cultivate leads," said Jason Ezell, Dealerskins founder and national accounts manager. "Psychic Certificate is a unique feature for the automotive industry, and we look forward to seeing how it helps dealers streamline their online marketing processes."

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Janicki Industries' Composite Tooling Speeds Custom Car to Market

Janicki Industries worked with car company Local Motors, fabricating composite patterns and molds for their new Rally Fighter off-road racer. Janicki produced thirty-two unique molds in just 60 days so that the Rally Fighter could be introduced at the Specialty Equipment market Association (SEMA) show in early November. The molds encompassed all the exterior body panels and windows for the Rally Fighter.

Sedro-Woolley, WA (PRWEB) November 19, 2009 -- Janicki Industries has again demonstrated its ability to provide complex multiple sets of composite tools for quick-turnaround projects. Working with the new American car company Local Motors, Janicki Industries prepared 32 unique molds from 36 machined patterns. This encompassed all the exterior body panels and windows of Local Motors' new Rally Fighter off-road racer.

Local Motors' timeline was driven by their desire to launch the Rally Fighter at the biggest specialty automotive show in the U.S. - the Specialty Equipment Market Association (SEMA) Show, November 3-6, 2009.

Start to finish, the 32 unique composite molds took Janicki Industries just 60 days to produce and ship. The first Rally Fighter body panels were popped off the molds just five days later in a two-week push to the finish line.

According to Janicki engineer James Diedesch, "The timeline was extremely tight, but we jumped at the chance to work on such an exciting transportation project. This is an incredible car design, and we really wanted to participate in bringing it to market."

The Rally Fighter was designed by Sangho Kim, Local Motors community member and design student at Art Center College of Design in Pasadena, CA. The entire Local Motors community worked together to develop the Rally Fighter. Local Motors (www.local-motors.com) invites anyone with a passion for cars to collaborate in an open design process on each new vehicle. Now home to over 4,000 car designers, engineers and enthusiasts, their community is the largest of its kind – and the only one to bring a new car to market.

About Janicki Industries: Janicki Industries is a technical engineering company that creates composite tools, prototypes and production parts for transportation, aerospace, space and defense, marine, wind energy and other innovative markets throughout the world. For more information please visit: <http://www.janicki.com/>.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Exa Releases PowerFLOW 4.2, Features True Rotating Geometry for Prediction of Fan Noise & Brake Cooling, Improved Accuracy & Turnaround Time

Exa® Corporation, a global innovator of fluids simulation (CAE/CFD) software for product engineering, announces a new release of its flagship product, PowerFLOW®. PowerFLOW 4.2 simulates true rotating geometry – an industry breakthrough that enables practical and accurate prediction of fan noise, fan performance, brake cooling and wheel aerodynamics. In addition to improved accuracy and simulation process turn-around time, PowerFLOW 4.2 also offers the ability to simulate long-term transient thermal protection situations such as key-off and soak.

Burlington, MA (PRWEB) November 18, 2009 -- USA [Exa® Corporation](#), a global innovator of fluids simulation (CAE/CFD) software for product engineering, announces a new release of its flagship product, [PowerFLOW®](#). PowerFLOW 4.2 simulates true rotating geometry – an industry breakthrough that enables practical and accurate prediction of fan noise, fan performance, brake cooling and wheel aerodynamics. In addition to improved accuracy and simulation process turn-around time, PowerFLOW 4.2 also offers the ability to simulate long-term transient thermal protection situations such as key-off and soak.

Since its inception, Exa Corporation has been committed to the seamless integration of simulation and analysis into the engineering process. This new release continues the mission and offers capabilities that further enhance accuracy and overall turn-around time. “With PowerFLOW 4.2 and true rotating geometry, not only are we handling real-world applications that were not practically possible before, but we are also providing tools, templates and physics improvements that streamline the simulation process, enabling product performance analysis to be performed at the very earliest stages of design,” commented Charles Alexander, Exa’s Director of Product Management for Simulation Products.

[True rotating geometry](#), frequently called ‘sliding mesh’ by the simulation community, simulates the actual movement of arbitrary geometry during the course of the simulation. “PowerFLOW is an inherently transient simulator,” remarked James Hoch, Exa’s Vice President of Software Development. “Updating the position of the geometry at each time-step is a natural extension of the core technology, resulting in very accurate prediction of the fluid flow in and around rotating geometry.”

PowerFLOW 4.2 Overview

This newest Exa release adds functionality that not only extends the simulation capabilities of PowerFLOW, but when coupled with complementary products such as [PowerTHERM®](#) and [PowerACOUSTICS™](#) also improves aerodynamic, aeroacoustic and thermal results.

- [True Rotating Geometry](#). PowerFLOW 4.2 further extends Exa’s leadership in simulation technology by offering the first practical and accurate simulation of the actual movement of rotating components. True rotating geometry enables prediction of the noise and performance of HVAC and cooling fans. It also improves accuracy for any application that has rotating components, especially those transient in nature such as brake cooling and wheel aerodynamics. PowerFLOW 4.2 offers an easy-to-use case setup for true rotating geometry as well as built-in support for visualization of results showing the geometry rotating.



- Long Term Transient Simulations. PowerFLOW 4.2, an inherently transient solver, coupled with Exa's PowerTHERM, now allows for the simulation of minutes or even hours of real time for the accurate prediction of critical thermal cool-down conditions such as key-off and soak.
- Accuracy. In addition to the accuracy benefits realized with true rotating geometry, PowerFLOW 4.2 offers an improved turbulent thermal wall model and porous media physics for enhanced precision and robustness in these extremely complex simulations.
- Turnaround Time. Exa continually works to streamline the engineering simulation and analysis process. Exa has now published validated design study best practices using reduced resolution runs that dramatically reduce the time and compute resources required. With PowerFLOW 4.2 extensive turnaround time enhancements are included, such as: application specific case templates—a sophisticated automated case setup capability which allows capture and re-use of company best practices; enhanced cluster/queuing support; automatic coarse-to-fine seeding capabilities; and real-time volume visualization.

About Exa Corporation

Exa Corporation develops, markets, and supports a suite of fluids simulation software solutions including PowerFLOW, PowerACOUSTICS, PowerDELTA™, PowerCLAY®, PowerVIZ®, PowerSPECTRUM®, PowerCOOL® and PowerTHERM along with professional engineering consulting services. Exa's products and services enable engineers to create competitive designs, while shortening product design cycles, and speeding time-to-market. A partial customer list includes: AGCO, BMW, Chrysler, Ford, Hyundai, Kenworth, MAN, Nissan, Peterbilt, Porsche AG, Renault, Scania, Toyota, Volkswagen, and Volvo Trucks.

Founded in 1991, the company is headquartered at 55 Network Drive, Burlington, MA, USA 01803. Tel: 1.781.564.0200; Fax: 1.781.564.0299; URL: www.exa.com

Exa, PowerFLOW, PowerCLAY, PowerTHERM, PowerCOOL, PowerWRAP, PowerSPECTRUM and PowerVIZ are registered trademarks of Exa Corporation. PowerACOUSTICS and PowerDELTA are trademarks of Exa Corporation.

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You can read the online version of this press release [here](#).



eXtèresAUTO Rolls Out Online Reputation Management as Standalone Solution for Dealerships

Dealer results: Hundreds of positive new reviews, generating 120 calls (on average) from reviews sites/directories a month. Industry's most advanced online reputation management technology now available for \$475/Month.

PRWEB) November 18, 2009 -- eXtèresAUTO (www.exteresauto.com) today announced that its breakthrough Online Reputation Management solution is now available to dealerships as a standalone program. Previously the technology was only available to subscribers to the company's complete 'Search Asset Management' (SAM™) program, which integrates advanced SEO, Online Reputation Management, Website Analytics, Piracy Protection, and more.

The move is designed to bring the leading, and only proven, Online Reputation Management dealer solution to more businesses nationwide - and help dealerships gain far greater control over, and capitalize on, the exploding world of online consumer reviews. Today roughly 3 in 4 car shoppers turns to online dealership reviews, with 1 in 5 changing their dealer selection based on what they read**. And roughly 40% of all local auto searches now specifically involve a dealership's name, which increasingly return review sites on the first page of search results.

eXtèresAUTO pioneered Online Reputation Management for the dealer industry in Spring 2009, and early-adopter dealerships are reporting powerful results. Dealers, on average, are generating hundreds of new reviews, with a much higher overall customer rating (rising from roughly 2.5/5 'stars' to 4.7/5). And the effect on incoming calls and leads underscores the unique power of positive online 'word of mouth': their improved review presence is leading directly to a high volume of review-generated calls (from under 10 calls/month on average before eXtèresAUTO, to 120/month today).

Priced at \$475 a month, eXtèresAUTO's technology automates, and dramatically simplifies, what would take a dealership hundreds of hours of manpower.

Online Reputation Management Features:

- * Delivers reviews (daily) from dozens of review sites/directories into the easy-to-use, back-office dashboard: reporting on where posted, how many 'stars' earned, etc. Additional monthly reports on total reviews gathered and average rating performance.
- * Technology to manage negative reviews requiring action, and tools to generate hundreds of positive reviews for the sales and service departments - all across the Web.
- * Alerts dealers to issues at 'Consumer Complaint' sites, providing the tools to respond or dispute.
- * Alerts dealers each time their name, inventory or URL are being used online.
- * Review & Directory Set-Up: Places a dealership's info everywhere their customers are searching, featuring



numerous website links and content that drives positive word-of-mouth, web traffic and calls.

eXtèresAUTO's Online Reputation Management solution was one of seven new dealer products spotlighted at the recent 2009 DrivingSales Executive Summit 'Technology Showcase' – dedicated to 'products you don't want to miss.'

LEARN MORE: For media inquiries, or to access dealership case studies/results, contact Beth McGroary, 213.300.0107, beth@rbicom.com

Dealers wishing to receive a free analysis of their current Online Reputation, or to learn how eXtèresAUTO's solutions can benefit them, contact: Kim Orr at [kim.orr\(at\)exterer.com](mailto:kim.orr@exterer.com) or 866.806.6164.

For More Info: www.exteresauto.com

** Yahoo!/Cobalt Dealer E-Business Study

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Magic Call Button Rolls Out Click-to-Call Business Intelligence Tools

To provide companies with better business intelligence tools, Trade Winds Advertising has introduced a new click to call and contact software-as-a-service, Magic Call Button, with an interface that not only connects online businesses with website visitors by telephone, but can also deliver a surprising amount of information in real time.

(PRWEB) November 18, 2009 -- Click-to-call, a technology that enables a website visitor to connect to an online business using standard phone lines is not new, but Trade Winds Advertising's Magic Call Button is able to capture more information and preferences of callers to help businesses close more sales. As the two parties connect by phone, an email or mobile text message is sent to the business owner or staff with the caller's answers to any custom-designed set of questions along with automatic inclusion of telephone number, geolocation, IP address, web page that generated the contact, form ID, date and time.

Victoria Oldham, Co-President of Trade Winds Advertising and product designer of Magic Call Button, comments, "Magic Call Button is distinguished from other click-to-call models because it's designed to capture more custom-tailored information. The ability to link specific business intelligence directly to sales is the holy grail for online marketers, and with Magic Call Button, a business owner can ask the right questions to qualify customers and present only products and services they'll really want. That, combined with immediate contact, can lead to significantly more sales."

The latest version of Magic Call Button enables businesses to add unlimited questions to the click-to-call interface. There is also the option to deploy an interactive popup form with a user-defined time delay to attract a web surfer's attention, even if they miss seeing the click-to-call button or form on the page. Scheduling and budget-setting features are used to control times when calls can be accepted; outside of a schedule, phones will not connect, but an alternate, custom confirmation message is displayed and any information captured in the form is immediately emailed to the business, ensuring that no leads are missed.

Studies on the effectiveness of click-to-call have consistently demonstrated that this is an online sales tool that works. Websites using click-to-call report an increase in revenues up to an impressive 45%, with across-the-board improvement in inbound inquiries, and customer satisfaction (sources include Forrester.com). A recent article by Raymund Flandez, Business Reporter for the Wall Street Journal, discusses the best ways to convert Web traffic into sales, and places the use of click-to-call widgets and tools at the top of the list (<http://online.wsj.com/article/SB125207251462486505.html>).

Businesses with call centers and directories are among the clients that Trade Winds Advertising hopes will benefit from using its proprietary click-to-call tool. Magic Call Button includes a customizable greeting and hold message for the website visitor, while an automated prompt requires interaction by the business owner to help prevent unwanted calls; however, this default prompt can be removed for call centers or businesses that use their own automated greeting and interactive voice response (IVR).

Magic Call Button customers pay \$10 per month which includes up to 10 different buttons or forms and up to 60 minutes USA calling. When the initial call allowance is used, the cost per minute is 5 cents. Extra telephone



numbers are \$3 each per month and can be used in rotation with multiple numbers in a call schedule.

Magic Call Button--A Production of Trade Winds Advertising:

In addition to Magic Call Button, Trade Winds Advertising has also developed destination marketing web portals, designed and published travel guides and launched a number of private websites for clients in industries ranging from biotech to tourism.

For more information about Magic Call Button, call 912-275-5921 or visit <http://www.Magic-Call-Button.com>.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Process Management Brings Significant Savings to Small Businesses

Up until now Business Process Management (BPM) has been for the big boys, but with eVision Services' appointment as a Metastorm partner that is set to change. They plan to launch a range of hosted BPM solutions enabling even very small businesses to have fully automated tailored packages to enhance their profitability.

(PRWEB) November 18, 2009 -- eVision Services has been at the forefront of improving and re-engineering business processes for many years. Now their industry knowledge, business consulting services and technical skills are being combined with the Metastorm BPM suite to provide an on-line service specifically targeted for small businesses.

There are many routine tasks that small businesses perform which can easily be transformed to CLICK © processes showing tremendous payback for the company concerned. CLICK is eVision's shorthand term for their proprietary method to reduce the manual (human) involvement in a process to the minimum. In some instances even approaching the ultimate target of 'one click'.

"We are committed to making life simpler for SME's" said Peter Green, eVision Services' MD "we want to bring large company productivity benefits to small companies, without the usually large price tag, and this technology is the best way we know."

A typical project would involve key staff working directly with a process technician who will develop the process map with them. The map will then be optimised for a range of scenarios to provide the best return on investment. A day later the system can be live, with appropriate staff having a secure logon to a private URL.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).

The Outsourced Training Company Helps Ford Deliver an Industry Recognised Apprenticeship Programme

Ford is reinforcing its competitive edge during the recession, using The Outsourced Training Company to deliver the highly regarded Ford Motor Company Ltd (Ford) Apprenticeship Scheme.

(PRWeb UK) November 17, 2009 -- Ford is reinforcing its competitive edge during the recession, using The [Outsourced Training](#) Company to deliver the highly regarded Ford Motor Company Ltd (Ford) Apprenticeship Scheme.

The Outsourced Training Company has been retained to deliver Ford's training programme, following the success of the 2008 apprenticeship programme.

The benchmark Apprenticeship Scheme delivers a range of advanced engineering skills geared precisely to the needs of the company.

The Scheme is fully endorsed by the Sector Skills Council (SEMTA) and is recognised by the Institute of Mechanical Engineers (IMechE) through eventual Chartered technician status.

Candidates will qualify either with a Foundation Degree or a Higher National Certificate as part of the course.

The Outsourced Training Company works with its partners; Thames Gateway College, delivering the Further Education elements and with Barfords Ltd, delivering aspects of the vocational qualifications.

However, The Outsourced Training Company provides the over-arching management of the training programme from the recruitment phase through to final qualification. The programme enjoys high success rates due to a commitment to high quality tailored training by both Ford and the Outsourced Training Company.

Rebecca Lightfoot, head of Learning and Development of Ford of Britain said:

“Both Ford Management and our Union are committed to equipping our apprentices with a high quality training programme encompassing practical and theoretical skill development . We work closely with our partner, The Outsourced Training Company, to ensure the ongoing quality standards of the programme are maintained and progressed”

The Outsourced Training Company is a [Managed Training Services](#) provider based in Rainham, Essex. It is a wholly owned subsidiary of the Centre For Engineering and Manufacturing Excellence (CEME), a not for profit organisation dedicated to skills development in the Thames Gateway area as well as other parts of the UK.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Peoplecount Announces The Release of traffikcounts for Canada

A one-stop shop for nationwide Canadian traffic counts has arrived with the launch of Peoplecount's traffikcounts GIS data layer.

Toronto, ON (PRWEB) November 18, 2009 -- Peoplecount announces the release of its 2009 Canadian traffikcounts data layer. With this release users will have access to 25,000 geocoded vehicular traffic counts in 80 markets across Canada. Users can choose to purchase individual markets or the nationwide layer depending on their needs. Prices vary depending on the size of the market. The data can be purchased in either line or point format with the line format delineating the exact segment of road to which the traffic count is applicable. "We're very excited about this launch as it truly represents a one-stop shop for traffic counts across Canada," says Mike Latka, Peoplecount's Manager of GeoMedia Services. "Being a traffic engineering firm we have the expertise to work with a variety of traffic count formats to convert them to that of an average day of the year thus providing a standard delivery format for the counts," adds Latka.

About Peoplecount:

Peoplecount a division of Transearch Group Inc., is an award-winning, highly respected and innovative transportation engineering firm established in 1995. Transearch Group Inc. has extensive experience in all aspects of traditional traffic engineering and transportation planning. In addition, Peoplecount provides unique services in applying the principles of traffic and pedestrian flow, statistical analysis and surveying to the research and measurement of out-of-home and in-store advertising audiences. Peoplecount is staffed with professional transportation engineers, geographers, GIS specialists, a network of field surveyors across North America, executives and support staff. Offering research and measurement solutions related to traffic and pedestrian operations, our client base includes government entities, landowners and developers, outdoor advertising associations, operators of out-of-home media and digital signage, and recreational and retail companies.

SAVE \$1,500.00 NOW – if purchased before Dec 15, 2009

For more information or to purchase traffikcounts contact

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Christmas And Holiday Ornaments With A Company Logo or Message Are Becoming More Popular As An Advertising Promotional Tool

Schools, churches and businesses find custom Christmas ornaments from BagwellPromotions.com become a lasting keepsake during the holiday season.

Dallas, TX (PRWEB) November 18, 2009 -- As businesses and non-profit organizations look for ways to connect with their customers, prospects or donors, holiday ornaments are increasing in popularity.

A popular website, <http://www.BagwellPromotions.com>, offers thousands of promotional items year round. However, custom ornaments make up a large portion of the products sold in November and December.

“Each year this category continues to grow larger,” according to John Bagwell, President of Bagwell Promotions.

Schools from elementary to colleges use ornaments as fund raisers or for gifts for donors. An ornament with the school logo is often a cherished gift that is placed on a Christmas tree for many years.

Churches will often include a photograph of their building, an illustration of a familiar stained glass window or even their logo. Many churches will issue a new ornament each year while others will issue a collectors ornament on an anniversary or other special occasion.

Some business will give ornaments out to their employees or customers at an annual Christmas or holiday party. “We’ve had lots of customers purchase these for five or six years in a row,” says Bagwell. “Employees look forward to the yearly tradition.”

“Typically over half of our customers reorder each year, claims Bagwell, “but we have also seen an increase in companies who are using the promotion for the first time.”

Through the years Bagwell Promotions has added more ornaments to the selection of styles. Now you can have your message, name or logo imprinted on traditional glass or plastic balls, beveled glass ornaments or a variety of metal ornaments including pewter or brass.

There are patriotic designs along with special shaped items.

Bagwell’s staff of artist can transform almost any idea into a finished ornament. “We once had a construction company request an ornament shaped like a cement mixer,” says Bagwell.

Perhaps the most unusual was for a couple who were getting married two weeks before Christmas. They gave everyone in attendance at their wedding an ornament with their names and wedding date. “I’m not surprised at any request, when it comes to ornaments,” Bagwell says.



Additional information is available at <http://www.bagwellpromotions.com/imprinted-holiday-christmas-ornaments.html> or by calling toll free 1-866-281-8830.

About Bagwell Promotions:

Bagwell Promotions offers over 500,000 imprinted promotional products from 4,100 suppliers such as coffee mugs, pens, flashlights, magnets, ID bracelets, key chains and an assortment of apparel.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image





FleetMind's 'Green' Fleet Management - Good for the Environment and Bottom Line

FleetMind announced today its solution to help waste, recycling and less-than-truckload (LTL) transportation firms “green” their fleets by reducing fuel consumption, mileage and emissions, and ensuring more efficient driver behavior.

(PRWEB) November 18, 2009 -- FleetMind Solutions, Inc., the technology leader for fleet management solutions, announced today its solution to help waste, recycling and less-than-truckload (LTL) transportation firms “green” their fleets by reducing fuel consumption, mileage and emissions, and ensuring more efficient driver behavior.

“Green fleets are not only more responsible fleets, but more profitable ones as well,” said Martin Demers, CEO of FleetMind. “If your fleet is not managed effectively, you will generate unnecessary emissions and excess costs that negatively impact your bottom line. Current economic conditions and a growing concern for the environment are providing the impetus for more and more fleet managers to implement green policies and solutions. It is FleetMind’s mission to help make leaner and greener fleets a reality.”

FleetMind’s green fleet solution tackles core fleet issues that impact the environment - fuel consumption, mileage and driver behavior - and provides tools to address these as follows:

Improve fuel consumption management

Fuel costs account for a major portion of total fleet operating costs which makes managing fuel consumption a critical part of green fleet management. FleetMind helps reduce the amount of fuel burned by the engine by using alarms to monitor and reduce idling, identify aggressive driving patterns, identify vehicle maintenance problems and collect ECM codes so that engines can be repaired before problems escalate.

Reduce overall mileage and emissions

FleetMind’s onboard Driver Direction functionality optimizes each truck’s routes to reduce time spent on the road and the number of engine hours per day. Driver Direction also provides a graphical view of route stops to the driver, and will automatically re-calculate the route when a driver selects an out-of-sequence manual stop. This ensures that each route is optimized for time and distance to reduce overall mileage and emissions.

Monitor and educate drivers

Driver behavior is fundamental to ensuring high levels of fleet efficiency. FleetMind’s real-time monitoring of driver behavior and driving patterns allows fleet managers to influence and educate drivers on more fuel and emissions-friendly driving approaches. FleetMind’s FleetMap lets managers select from a number of layers which determine the level of detail and plot the vehicle’s position according to reported events. Using FleetMap, managers can further reconstruct the route taken by a driver on any given day, view alarm criteria such as exceeding specified speed limits, and identify drivers that are deviating from assigned routes or making unscheduled side trips.



About FleetMind

FleetMind Solutions, Inc. is the technology leader for fleet management solutions. FleetMind was founded in 1996 by bringing together leading-edge computer systems expertise for harsh, real-world environments with breakthrough research and development in telematics for heavy trucks. FleetMind designs, manufactures, and markets wireless enabled on-board computers, driver terminals and business automation software that extend the reach of our customer's enterprise back-office systems all the way to the truck and driver. Our solutions have allowed some of the largest transportation and Waste Management fleets in North America to link their drivers and vehicles to business operations in real-time, delivering proven business results and a true competitive edge. FleetMind puts YOU in your driver's seat.

For more information, visit us at www.FleetMind.com.

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You can read the online version of this press release [here](#).



Vehicle Protection Association Supports Proposed Statutes that Seek to Put an End to Call ID Spoofing

Trade association for automotive service contract firms pledges support to put an end to telemarketing tactics that deceive consumers.

Selbyville, DE (PRWEB) November 18, 2009 -- The [Vehicle Protection Association \(VPA\)](#), an association formed to promote regulatory transparency, education, and accountability for marketing and servicing of automotive service contracts, today announced their strong support for several bills currently working their way through Congress that seek to add stiff penalties for anyone engaging in caller ID spoofing.

Spoofing is the practice of transmitting misleading or inaccurate caller identification information. Disreputable companies use spoofing as a way to get consumers to answer telemarketing phone calls they may not otherwise pick up.

Some of the bills currently in Congress are seeking criminal charges for anyone engaging in this practice. The first, S.B. 30, is looking to make spoofing a felony. Sponsored by Senator Bill Nelson, D-Fla., S.B. 30 was approved by the Senate Commerce, Science and Transportation Committee on August 5. In addition, H.R. 1258, which is pending in the House Energy and Commerce Committee, seeks Federal Communications Commission guidelines against spoofing and H.R. 1110, which is also pending in the House, provides for prison terms up to five years for spoofing.

The VPA supports the regulation of spoofing and strongly condemns recent deceptive telemarketing practices perpetrated by a handful of automotive service contract sellers that the VPA insists is not representative of the industry.

"The Vehicle Protection Association strongly supports any measure that helps us rid the marketplace of deceptive marketing practices that seek only to harm consumers," said Larry Hecker, executive director of the VPA. "We condemn these deceptive and unlawful practices and are pleased by legislation such as this that helps in the fight against telemarketing spam and vehicle warranty scams."

The Vehicle Protection Association has been active in reforming an industry in need of restructuring. In addition to supporting measures by the Federal Trade Commission to ban robo-calling, the VPA recently launched a [certification-audit program](#) that will evaluate member companies based on a set of established standards.

"The efforts of the Vehicle Protection Association are centered around protecting consumers and ridding the automotive service contract industry of deceptive practices," Hecker said. "We are confident that the actions we have already taken and the new programs we are seeking to roll out will help to create clarity and transparency throughout the industry."

About the Vehicle Protection Association

[The Vehicle Protection Association \(VPA\)](#) is a not-for-profit trade association representing firms that are active



in the automotive service contract industry. Members include service contract finance companies, marketers, administrators, insurers, and software providers. VPA currently has more than 50 members. The organization is committed to ensuring regulatory compliance among members, educating consumers on their rights, [protecting consumers](#), and otherwise ensuring the integrity of the automotive service contract industry.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).



Belle Tire Celebrates the Grand Opening of Two New Locations

Belle Tire is pleased to announce the grand opening of two new Michigan stores located in Battle Creek and Monroe. Both locations stock over 250,000 tires ready for immediate installation and offer services including, but not limited to: wheel alignment— which many other tire retailers don't even offer, brake systems, oil and lube, steering and suspension, windshield repair and replacement, air conditioning, batteries, starters and alternators, shocks and struts, cooling systems, and more.

(PRWEB) November 18, 2009 -- Belle Tire is pleased to announce the grand opening of two new Michigan stores located in Battle Creek and Monroe.

The Battle Creek store, located at 2822 Capital Ave. S.W. just south of I-94 at the corner of Beckley and Capital, opened Sept. 30, 2009.

"This is the first Belle Tire store in the Battle Creek area and we are pleased and excited to be entering this new market," said Don Barnes Jr., President of Belle Tire. Belle Tire currently has four locations in the Kalamazoo area.

The Monroe location, at 1776 N. Telegraph Road, will open its doors Wednesday, Nov. 25, 2009 and host a ribbon cutting ceremony on site at 11 a.m. Currently Belle Tire has locations in Toledo and Woodhaven to service the Monroe area; this is the first location in the Monroe market. Special Grand Opening savings postcards will be mailed to 53,000 area residents offering \$20 off anything the Belle Tire location sells with no minimum purchase required.

"Belle Tire is absolutely thrilled to be in the Monroe area. We've worked for years to find the best building site in Monroe and we're extremely happy with the outcome. We look forward to earning the business every day of our new neighbors and promise to always provide a great value and service. The Frenchtown township building officials and Fire Department were among the best to work with and we thank them" said Jeff Kruse Vice President of Retail Operations.

Belle Tire stocks over 250,000 tires ready for immediate installation. Customers at both stores will have access to top tire brands including:

- * Goodyear
- * Michelin
- * Toyo Tires
- * Kelly Tires
- * BFGoodrich
- * Bridgestone
- * Continental
- * Sumitomo Tire



Services offered at the Monroe and Battle Creek locations include, but are not limited to: wheel alignment—which many other tire retailers don't even offer, brake systems, oil and lube, steering and suspension, windshield repair and replacement, air conditioning, batteries, starters and alternators, shocks and struts, cooling systems, and [more](#).

Both the Battle Creek and Monroe stores will employ 15 people, which include manager, assistant manager, sales staff and Automotive Service Excellence (ASE) certified technicians. The store hours at both locations are Monday and Thursday, 8 a.m. to 8 p.m.; Tuesday, Wednesday and Friday, 8 a.m. to 6 p.m.; and Saturday, 8 a.m. to 5 p.m. Both locations are new construction stores featuring 9800 square-feet and include 12 service bays to better serve the customer.

About Belle Tire

Allen Park, Mich.-based Belle Tire was founded in 1922 when it opened the first Belle Tire location in Detroit, Mich. Today, the company has expanded to 80 locations across Michigan and Ohio. Belle Tire offers discount tires and variety of car care needs, ranging from auto glass repair, auto glass replacement, brakes, alignments, batteries, shocks and struts, exhaust system repair, batteries, and oil changes. For more information about Belle Tire, visit <http://www.belletire.com/>. Join the Belle Tire Advantage today, <http://belletireadvantage.com/>.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Bernstein Liebhard LLP Wins \$14.7 Million Jury Verdict

Bernstein Liebhard LLP Wins \$14.7 Million Jury Verdict For A Connecticut Class Of Independent Automobile Physical Damage Repair Shops against The Hartford Fire Insurance Company

(PRWEB) November 18, 2009 -- Bernstein Liebhard LLP is pleased to announce that it (along with co-counsel) has won a \$14.7 million jury verdict for a class of Connecticut independent automobile physical damage repair shops against The Hartford Fire Insurance Company ("The Hartford"). Connecticut Superior Court (Stamford/Norwalk Division) The case, filed in July 2003 in the Connecticut Superior Court (Stamford/Norwalk Division), claimed that, in violation of Connecticut's Unfair Trade Practices Act, The Hartford wrongfully "steered" its insureds to a closed network of repair shops and suppressed the hourly labor rate paid to independent auto body repair shops for repairs performed on The Hartford's insureds automobiles. In rendering a verdict for the plaintiff auto body repair shops, the jury found that The Hartford violated the Connecticut Unfair Trade Practices Act by suppressing the labor rate paid to these independent shops.

The case was litigated for six and one half years, including a three week jury selection process and a four week jury trial. The verdict, which provides a recovery for a class of one thousand five hundred independent auto body shops, will protect the independent auto body shops from undue influence by The Hartford whose only interest is improving its own bottom line at the expense of these independent repair shops. The class was represented by Artie's Auto Body, Fairfield, Connecticut; A&R Body Shop, Wallingford, Connecticut; Skrip's Body Shop, Prospect, Connecticut; T&J Auto Body (sub-class rep), East Hartford, Connecticut; and The Auto Body Association of Connecticut.

Commenting on the verdict, partner Ronald Aranoff stated: "We are delighted for our clients who have had to deal with this offensive conduct for many years. Now these independent repair shops can compete on an equal playing field free from The Hartford's undue pressure and influence."

The case, number X08-CV-03-0196141S (CLD), was litigated by partners Stanley D. Bernstein and Ronald J. Aranoff, and associates Dana Statsky Smith, Tania T. Taveras and Amina Akram.

For more information, please contact Ronald J. Aranoff, Esq. at (212) 779-1414.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Europcar Rewarded at the World Travel Awards

Europcar rewarded at the World Travel Awards for its efforts to improve mobility and client satisfaction

Guyancourt, France (PRWEB) November 18, 2009 -- Europcar has been named the World's Leading Car Rental Company, at the 2008 World Travel Awards ceremony in London, following its title of Europe's Leading Car Rental Company in Portugal on October 17.

The World Travel Awards are the 'Oscars' of the travel industry, with 187,000 industry professionals voting for the best company in each category across seven regions of the world.

These two global awards not only reflect Europcar's professionalism but also its commitment to customer satisfaction: a double victory for the group, which further strengthens its position as Europe's number one car rental (<https://www.europcar.co.uk/EBE/module/render/Book-and-quote>) company.

As the European Leader in short-term light- and utility vehicle rental, Europcar is strongly customer-orientated and strives to listen carefully to its customers' demands. For the last two years the company has taken a global look at its customers' mobility habits with a pan-European survey: the Europcar Mobility Observatory. This has enabled Europcar to better understand and predict drivers' habits across Europe, in order to deploy car rental deals and offers (<http://www.europcar.co.uk/EBE/module/render/special-offers>) which meet customers' needs.

Europcar has also worked to make progress in innovation and formed partnerships with other leading travel industry players, to offer customers an ever wider and more accessible range of services, as well as renewing agreements with some of the leading names in the European tourism industry. These agreements include easyJet and Swiss, and the launch of a new service of reservations tailored to the customer's needs with ACCOR.

Additional developments include the development of a new B2B website 'click4wheels', known in France as 'Click@ndrive', which facilitates vehicle reservations through the websites of Europcar's travel agency and tour operator partners. The car rental company has also recently launched a new mobile phone service (<http://www.europcar.co.uk/EBE/module/render/mobile-service>), which allows users to make or change a reservation, and find the nearest car rental location (http://www.europcar.co.uk/car-hire-UNITED_KINGDOM.html) from compatible mobile phones.

Jehan de Thé, Global Marketing Director of Europcar International, who accepted the trophy in London, commented: "We are truly proud to have won these two awards. They represent our commitment to providing the highest quality of service - a value shared by our entire network, as demonstrated by the awards won by Europcar in Europe, Africa, the Middle East and Central America."

About Europcar (<http://www.europcar.com/>):

Europcar is the European leader in passenger car and light utility vehicle rentals. The company serves business and leisure customers throughout Europe, Africa, the Middle East, Latin America and Asia-Pacific. Excluding franchise operations, in 2008 Europcar signed more than 10 million rental contracts, with 8,000 employees and a



fleet exceeding 225,000 vehicles. In September 2008, Europcar and U.S. market leader Enterprise Rent-A-Car joined forces in a strategic commercial alliance to form the world's largest car rental network, with more than 1.2 million vehicles and 13,000 locations around the world. Europcar is owned by the French investment company Eurazeo.

In addition to being the European market leader, Europcar is leading in its environmental approach to car rental. It opened its first 'environmental agency' in Paris in 1999, and in 2008 it was the first company in Europe to have its 'Environmental Charter' - which formalizes its commitments in favor of sustainable development - certified by Bureau Veritas. In 2008, Europcar was also the first company ever to win the World Travel Award for 'the World's Leading Green Transport Solution Company.'

About the World Travel Awards:

The World Travel Awards were launched in 1993 to promote the travel industry. The awards are given on the basis of votes cast online by travel agents from 187 000 agencies in 160 countries worldwide.

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