



Jeff Schmitt Auto Group's Six Dealerships in Ohio Selected as Motor Trend® Certified Dealerships

Norcross, GA – November 3, 2011 – MOTOR TREND® (www.motortrend.com), a publication of Source Interlink Media, LLC, a subsidiary of media and marketing services company Source Interlink Companies, Inc, and EasyCare® (www.easycare.com), the leading independent provider of automotive benefits specifically created to enhance a consumer's vehicle buying and ownership experience, today announce that **Jeff Schmitt Auto Group and their six dealerships in Dayton, Ohio have been selected as Motor Trend® Certified dealerships.**

Jeff Schmitt Auto Group is among the first 100 dealers in the United States chosen to participate in this program created by MOTOR TREND and powered by EasyCare. Motor Trend Certified is "*a better way to buy a better car,*" and allows franchise dealers to provide a highly valued certification program for their Other Make and Model (OMM) pre-owned vehicles. By operating as Motor Trend Certified dealerships, Jeff Schmitt Auto Group's six dealerships will provide consumers with the added assurance that all of their vehicles meet the strict standards of the MOTOR TREND program, as well as providing other enhanced benefits typically associated only with luxury vehicle purchases.

Ira Gabriel, Vice President & Executive Director of Motor Trend Certified, says, "Jeff Schmitt Auto Group's dealerships were selected as Motor Trend Certified dealerships because of their superior record of customer service and satisfaction. Now, new and pre-owned vehicle buyers in Dayton, Ohio can have an exceptional buying experience matched by a superior ownership experience supported by the Motor Trend Certified/EasyCare brands in partnership with Jeff Schmitt Auto Group."

Motor Trend Certified participation is limited to select dealers who have been individually chosen by MOTOR TREND and EasyCare for their dedication to customer service and vehicle excellence. These dealers are then thoroughly trained per the program's national specifications to deliver a noticeably better buying and ownership experience in accordance with the requirements of the program. These dealers agree to ongoing training and monitoring of their customers' experiences to ensure the highest customer satisfaction ratings of any certified program available.

"We're thrilled to add Jeff Schmitt Auto Group to the family of Motor Trend Certified dealers," adds Julie Smartz, Vice President and General Manager, Brand Development of Source Interlink Media, the parent company of MOTOR TREND. "They have always been dedicated to providing the kind of customer-focused experience that brings the pleasure back to buying and owning a vehicle."

Jeff Schmitt Auto Group will officially launch this program on November 10, 2011. For more information about the Motor Trend Certified Vehicles program, please visit www.motortrendcertified.com.

About EasyCare, an Automobile Protection Corporation – APCO Brand (www.easycare.com)

Founded in 1984, Automobile Protection Corporation – APCO is the leading independent provider of automotive benefits specifically created to enhance a consumer's vehicle buying and ownership experience in ways that create long-term bonds between the consumer and their dealership. APCO's benefits are provided under the EasyCare brand as well as on behalf of some of the most preeminent manufacturers in the automotive industry. EasyCare

benefits include vehicle service contracts, dent removal coverage, GAP insurance, key replacement coverage, 24/7 personal concierge service, and more.

About MOTOR TREND Magazine

MOTOR TREND, part of Source Interlink Media, LLC, was founded in 1949 and has a circulation of 1.1 million and reaches an excess of 12 million consumers across its various platforms each month. Internationally recognized as one of the leading brands in automotive publishing, MOTOR TREND comprises *Motor Trend Magazine*; the award-winning website motortrend.com; Motor Trend Radio; *Truck Trend*; *Motor Trend Classic*; Motor Trend International Auto Shows; *Motor Trend en Espanol*; and the renowned Motor Trend Car, Truck and SUV of the Year Awards program.

About Source Interlink Media

Source Interlink Media is the premier source of special interest media in the United States. With more than 70 publications, 90 websites, 800 branded products, 65+ events, and TV and radio programs, SIM is the largest provider of content to enthusiast communities interested in automotive, action sports, marine and other niche activities. The division's strategy is to wholly focus on targeted audiences by leveraging and expanding upon its core market-leading brands through a multiplatform media approach.

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