

## **SP EVENTURES INC Releases 2010 Quick Report on Consumer Trends Towards Automotive Maintenance**

*Today SP EVENTURES INC released its first Quick Report of 2010 focused on Consumer Trends towards routine automobile preventative maintenance. The report, available for purchase on the company's website: [www.ASCOC.com](http://www.ASCOC.com) focuses on consumer behaviors towards routine maintenance during the economic recession. The study also looks at price sensitivity towards routine maintenance and the impact that has on service providers. Different Quick Reports will be released throughout the first quarter culminating in the release of the entire study.*

([PRWEB](#)) February 23, 2010 -- ASCOC.com, a division of SP EVENTURES INC, today announced the release of its first 2010 Quick Report. ASCOC (Automotive Service Consumer Opinion Council) is an independent research site with a panel of over 100,000 automotive service consumers. The consumers join the panel via the company's consumer related website: [mycarbuzz.com](http://mycarbuzz.com) and then participate in various automotive studies. The first study of 2010 is underway and the first Quick Report from the study is available from the company's website for a small fee.

This first Quick Report provides findings based upon consumer trends towards routine preventative maintenance during this economic recession. The question is posed to determine whether consumers are prolonging preventative maintenance to save money in the short term. While many would argue this is not a sound practice, many consumers are uneducated as to the damage that may occur with skipping scheduled maintenance.

"As a Jiffy Lube franchisee, we are very interested in understanding the consumer trends in regards to routine preventative maintenance. Our opinion is that if consumers are anticipating keeping their vehicles longer during the recession, routine preventative maintenance would serve as an important piece to prolonging the life of that vehicle. It will be interesting to see how consumers respond," said Jiffy Lube Franchisee Rudd McClory.

While consumers are generally looking for every bargain they can get, the report looks to whether the same holds true for automobile maintenance. In an industry that has a wide spectrum of pricing and service levels, what variables are consumers looking for when determining their next service visit? To view details of the report visit the company's website at [www.ASCOC.com](http://www.ASCOC.com) today. The report costs only \$75 and is available for immediate download.

About SP EVENTURES INC: SP EVENTURES INC was founded in 1999 for the purpose of providing guest feedback and Automotive Research to Automobile Maintenance providers. The ASCOC, Automotive Services Consumer Opinion Council, is available to those business operators who want to align their services with the needs and expectations of the automotive consumer.

We provide a web-based surveying tool that gathers opinions from consumers who use services within the automotive industry. Our client can conduct their own survey with the help of surveying professionals or find invaluable information in one of our compiled reports.

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