Sample Text for Promoting Auto Repair Source

*This document contains sample promotional text for librarians to use in marketing Auto Repair Source to patrons and other librarians. We’ve included long descriptions for use in emails and short descriptions for use in newsletters and other brief communications.*

**Long Descriptions (for Emails)**

**AUDIENCE: PATRONS**

*Subject line: Car troubles have you feeling auto-ly frustrated?*

*Preheader: Take Auto Repair Source for a spin!*

Get into gear with a reliable do-it-yourself auto repair resource

Our library provides free access to **Auto Repair Source**,an authoritative and easy-to-use auto service and repair reference tool. All content comes from the Original Equipment Manufacturers (OEM), and you can use it to help you diagnose, repair and maintain your car, truck or SUV. You can also take this valuable resource on the road — it’s designed for devices such as laptops and tablets!

Powered by the auto experts at MOTOR, Auto Repair Source includes:

* Service information optimized for the most common maintenance and repair operations
* Maintenance schedules and estimated labor times
* Technical service bulletins and recall notices
* Component location diagrams for most domestic and imported cars and light trucks
* Precise and comprehensive wiring diagrams for all systems
* Part numbers, diagrams and retail pricing for thousands of commonly replaced parts
* Engineering specifications for common repairs and adjustments
* Diagnostic Trouble Codes (DTCs), flowcharts and step-by-step diagnostic instructions

To begin using Auto Repair Source, visit the library website: [insert direct URL].

If you have any questions, please feel free to contact me or ask a member of our library staff.

Sincerely,

[your name and contact info]

**AUDIENCE: LIBRARIANS**

*Subject line: Offer patrons a one-stop solution for DIY auto repair questions*

*Preheader: Auto Repair Source is revved up with reliable information!*

Help patrons get into gear with a reliable do-it-yourself auto repair resource

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Powered by the auto experts at MOTOR, Auto Repair Source includes:

* Service information optimized for the most common maintenance and repair operations
* Maintenance schedules and estimated labor times
* Technical service bulletins and recall notices
* Component location diagrams for most domestic and imported cars and light trucks
* Precise and comprehensive wiring diagrams for all systems
* Part numbers, diagrams and retail pricing for thousands of commonly replaced parts
* Engineering specifications for common repairs and adjustments
* Diagnostic Trouble Codes (DTCs), flowcharts and step-by-step diagnostic instructions

Here is your library’s unique URL: [insert direct URL]. I encourage you to add a direct link to **Auto Repair Source** on your library home page so that patrons can easily find and use the database. EBSCO also provides a variety of [promotional materials](https://connect.ebsco.com/s/article/Auto-Repair-Source-Promotion-Kit) to help you market Auto Repair Source to patrons.

If you have any questions about this valuable reference tool, please feel free to contact me.

Sincerely,

[insert your name & contact info]

**Short Descriptions (for Newsletters)**

**AUDIENCE: PATRONS**

Get into gear with a reliable do-it-yourself auto repair resource

If you’re looking to perform a repair or service to your vehicle, **Auto Repair Source** has all the information you need. All content comes from the Original Equipment Manufacturers (OEM), and you can use it to help you diagnose, repair and maintain your car, truck or SUV. You can also take this valuable resource on the road — it’s designed for devices such as laptops and tablets! Visit the library website to get started: [insert direct URL]. Questions? Ask a librarian.

**AUDIENCE: LIBRARIANS**

Help patrons get into gear with a reliable do-it-yourself auto repair resource

Our library offers **Auto Repair Source,** an authoritative and easy-to-use auto repair and service reference tool. All content comes from the Original Equipment Manufacturers (OEM), and patrons can use it to help them diagnose, repair and maintain their car, truck or SUV. Please be sure to add a link to Auto Repair Source from your library website: [insert direct URL]. EBSCO also provides a variety of [promotional materials](https://connect.ebsco.com/s/article/Auto-Repair-Source-Promotion-Kit) to help you market Auto Repair Source to patrons. Questions? Contact [insert contact information].