



## **RIDE INTO THE 21ST CENTURY WITH DRIVE FRESH:**

### **The World's First Long-Lasting Car Freshening System Finally, a Contemporary Car Freshener that Looks Good! With a Stylish Wood-Grain Design, Adjustable Settings and Twice the Longevity of Other Fresheners**

*DRIVE FRESH: Eliminate smoke, food, or any odors from the car using the cigarette adapter! Just plug in this cool new air freshening gadget, insert your favorite Glade PlugIn scent, and replace those odors with the sweet smell of Orange Jasmine, Gardenia, Baby Powder, or any available flavor. MSRP: \$7.95 Available online at: [www.drivefresh.com](http://www.drivefresh.com)*

([PRWEB](#)) July 25, 2003 -- Libertyville, IL (June 2003) Whether your car is brand new or a classic, you know it's important to keep it as clean and fresh on the inside as on the outside. Everyday odors from sources like fast food, cigarettes or children can make this a difficult task and although there's no shortage of car fresheners to choose from, who wants to deal with unsightly and obtrusive pine trees hanging from the rearview mirror, or messy and inconvenient spray bottles or gels? Now there's a better way: Aries Manufacturing is introducing DriveFresh, a revolutionary new adjustable car freshening system that uses replaceable gel cartridges and plugs right into your vehicle's cigarette lighter/adapter.

DriveFresh's ability to adjust between low and high settings is, in itself, a breakthrough. But its real innovation is its compatibility with the same air-freshener refills you use at home Glade® PLUGINS® from S.C. Johnson & Son, Inc. and Renuzit® from the Dial Corporation. Though it's packaged with its own gel cartridge, DriveFresh is designed specifically to be compatible with these convenient and popular replacement cartridges to give you countless fragrance options.

With all the modern and stylish accessories available to drivers, it's frustrating to search for a car freshener and find nothing but outdated pine trees and spray bottles, says Tom Novak, President of Aries Manufacturing. DriveFresh is the freshener for contemporary drivers. Even though it's the world's first and only adjustable car freshener, the real beauty of DriveFresh is that you're not embarrassed to use it. The sleek wood-grain finish is a great complement to any interior, from a Mercedes to a Hyundai. It simply offers a fashionability never before seen in a car freshener.

Because it's powered by your car's cigarette lighter/adapter, DriveFresh offers much more longevity and versatility than an ordinary car freshener. Most typically last only 20 to 30 days, and traditional pine tree hanging fresheners can expire after just 7-10 days. But DriveFresh gives you about 45 days with just one gel cartridge. The wide availability of these refills means there's already a huge variety of fragrances for you to choose from, and given their inexpensive nature, the life span of the DriveFresh becomes almost indefinite.

And it's easy to use: Just slide the DriveFresh into your car's cigarette adapter and insert your favorite scent. There's an easily accessible high/low setting switch combined with an adjustable sliding vent, and changing the gel cartridges is simple and takes just seconds. What's more, the wood-grain design complements almost any car interior, making DriveFresh the first real stylish alternative to traditional car



fresheners.

DriveFresh<sup>®</sup> is the first available product in a new line of auto-freshening solutions from Aries Manufacturing. For more information on DriveFresh<sup>®</sup> visit [www.drivefresh.com](http://www.drivefresh.com) your complete source for auto fragrance products. Glade<sup>®</sup> PLUGINS<sup>®</sup> S.C. Johnson & Son, Inc. and Renuzit<sup>®</sup> The Dial Corporation brand names and trademarks are the property of their respective holders and are used for reference and descriptive purposes only.

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