



Servassist Launches Local Automotive Coupons

New site tool lets dealerships offer discounts on service procedures online.

Troy, MI ([PRWEB](#)) January 4, 2007 -- Servassist Online (www.servassistonline.com), the automotive service and maintenance resource, has found a new way to assist consumers with servicing their cars. The company announced today that it has launched its Local Coupons tool, a feature that allows consumers to obtain coupons offering discounts on service procedures like oil changes from automotive dealerships and service centers in their region.

In the Local Coupons section of ServassistOnline.com, site users can search for offers by state and vehicle brand to locate current coupons in their area. All coupons are printable and updated with new offers on a regularly basis.

For automotive dealerships, the Servassist Local Coupons tool provides the opportunity to increase service revenue as well as exposure among potential local customers. Using the self-serve online interface, dealers and service centers can create four coupons and update them as frequently as needed. Access to the tool is sold on a six-month subscription basis for a small monthly fee.

"The benefits of this tool to both consumers and dealerships are considerable," says Grant W. Repsher, founder of Servassist Online. "Consumers can save money on common service procedures by searching for discounts in their area, while dealerships can increase their service business for a fraction of the cost of traditional advertising."

Repsher notes the tool can also improve the relationship between dealerships and their customers. "If a consumer finds a good deal on a timing belt replacement on Servassist and is happy with the work that's done, he'll gladly go back to that dealership. That kind of customer loyalty is good for everyone involved."

In addition to Local Coupons, Servassist provides the ability to view model-specific service schedules online; articles on service and maintenance; discussion forums where consumers can get vehicle advice; and a blog with daily updates on consumer car care. The objective of the site and its related features is to arm consumers with more information on automotive service to help reduce accidents, save costs and extend the life of their cars.

About Servassist Online

Servassist Online (www.servassistonline.com) is a free Web-based automotive service and maintenance resource headquartered in Troy, Michigan. Through online service schedules, helpful articles, and up-to-date information, Servassist aims to assist consumers with every aspect of car care to help ensure the safe, reliable and efficient operation of their vehicles.

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Online Web 2.0 Version

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