

**For Immediate Release**  
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## **AAMCO Launches New Advertising Campaign**

Campaign aims at educating consumers on complicated and simple auto repair

**HORSHAM, Pa.** – [AAMCO](#), the world’s largest chain of transmission specialists and leader in total car care, is pleased to announce one of two new advertising campaigns. The first campaign, “800 Pieces,” focuses on the heart of a vehicle: the transmission. The ad features the transmission – the most complicated part of the vehicle – and delivers the message that if AAMCO can fix the transmission, it can fix any part of a vehicle.

### **“800 Pieces”**

Most people don’t know that their car’s transmission is made up of over 800 pieces. Nor do they know how many things can make their “check engine” light come on, or even how their brakes work, but they will after seeing AAMCO’s new advertising campaign.

The “800 Pieces” campaign is educational and combines computer-generated imagery (CGI) with live action footage. Four different television spots show an AAMCO technician on a deserted road while he details technical issues that occur within a vehicle such as the transmission, brakes, “check engine” light and Total Car Care. We see each car part floating in the air, which then splits into hundreds of pieces. As the AAMCO technician diagnoses the problem, he pushes the pieces back together until the part and the car are rebuilt.

“We are very excited about our two new campaigns. “800 Pieces” is serious with an educational tone and addresses the difficulty of understanding the transmission,” said Mike Ganjei, president of the National AAMCO Dealers Association and chairman of AAMCO National Creative. “At the same time, we will continue with our tradition of using humor in our creative, which our second campaign accomplishes.”

The ninety-second, sixty-second and the various thirty-second “800 Pieces” spots that are currently available to AAMCO dealers across the country can be viewed here:

<https://www.youtube.com/AAMCOCarCare>.

The second, humorous campaign will debut before the end of the year.

Client: AAMCO National Creative  
Ad Agency: Qorvis MSLGROUP  
Concept Creation: Director Nick Piper, CGI Director/Producer Tony Smoller  
Production Company: Backyard Productions  
Editorial: Golden Entertainment

**About AAMCO**

[AAMCO](#) is the world's largest chain of transmission specialists and a leader in total car care services. AAMCO has over 700 automotive centers throughout the United States and Canada. Established in 1962, AAMCO centers are proud to have served more than 45 million drivers. For more information, visit [www.AAMCO.com](http://www.AAMCO.com) or [www.AAMCOBlog.com](http://www.AAMCOBlog.com).