



**Behind This Section, Enjoy a Road Trip Through  
**Bobby Likis Car Clinic****

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## **Bobby Likis**

### **AUTOMOTIVE INDUSTRY SPOKESMAN A Brief Biographical Sketch**



It's hard to believe that a successful businessman's first intelligible phrase was "Hot car, Momma," but it gets easier when you know the man in question is Bobby Likis. Born in Birmingham, a two year old Bobby uttered these words after due deliberation from the backseat of his daddy's 1940 Ford Coupe during a July hot spell, and his first clear phrase seemed to prophesy his direction in life.

Bobby ultimately moved to Pensacola, Florida, and in American-Graffiti style, he spent his formative years ignoring his studies and working on cars and girls, not necessarily in that order. Though intrigued greatly by the fairer sex, tinkering with automobiles became Bobby's obsession, and the hot rod, drag racing atmosphere of the early '60s became Bobby's real school. Cheeseburgers, hangin' out, and chopped and channel flat-head ruled the day during that very brief, unique and vaguely innocent post-war/pre-war era, and Bobby was right smack in the middle of it all.

Bobby built and rebuilt racecar engines with a knack and assiduous care that bordered on vengeance. He loved cars, and it showed in every automobile he took apart, put together, renovated or simply admired. Before Bobby left his teens, he wasn't considered just a mechanically inclined young man who fooled around with junkers and jalopies. He was roundly acknowledged as an automotive expert by anyone who really knew cars.



## Robert A. "Bobby" Likis

### PERSONAL

Bobby lives and thrives on Florida's beautiful Gulf Coast, where he enjoys the company of many friends, two daughters, four grandchildren and sweetheart Diane. He is very involved with the community, and in addition to his passion for cars, he enjoys working out, public speaking, fund raising and the theatre.

### PROFESSIONAL

Bobby knows and loves the nuts and bolts on cars from a 1956 Thunderbird to a 1990 Crown Victoria to a 2004 Cadillac XLR. He has been in the automotive industry for over 40 years and has worn every hat in the business -- as a technician, a race car driver and pit crew, an automotive service center owner, an industry consultant, and a radio & television talk-show host!

He is currently President and CEO of Car Clinic, which has two subsidiaries: Car Clinic Service and Car Clinic Productions. Car Clinic Service, celebrating its 33rd anniversary, specializes in one-stop, full-service automotive maintenance, repair, inspection and information. Bobby likes to say that he "preaches what he practices" as he talks nationwide for two hours on Saturday what he "walks" in his service center for 50 hours Monday through Friday!

Under Car Clinic Productions, Bobby produces nationally syndicated radio and television programming, which includes *Bobby Likis Car Clinic* and *Car Clinic Minute* (see "Car Clinic Network").

### COMMUNITY INVOLVEMENT / INDUSTRY AFFILIATIONS

Bobby is extremely active in his community. Serving on the Board of Directors for United Cerebral Palsy, WSRE Public Television & the Manna Food Bank, he raises funds via the UCP Telethon in January, biannual televised WSRE drives and many Manna charity events. In addition, he is the honorary chairman of the March of Dimes; a member of the Pensacola Junior College Automotive Service Management Technology Advisory Committee, the Advanced Technical Center in Daytona, the Automotive Service Association (ASA), the Hockey League Advisory Board, the Pensacola Opera & the National Association of Radio Talk Show Hosts; and supports Ronald McDonald House & Covenant Hospice. Bobby is a Florida Certified Arbitrator for the Ford Motor Company, sits on the NAPA National AutoCare Advisory Board and serves as technical advisor for a regional law firm.

### AWARDS

Bobby was honored as the American Marketers' Association "Marketer of the Year" and nominated for Rotary Club's 2003 "Ethics in Business" award. He also won a Silver Addy for *Bobby Likis Car Clinic* television program, which captured the highest ratings in its time slot, and has been featured in many industry publications, including *Motor Age* and *AutoInc*.



## **Car Clinic Network & Programming Overview**

### **Where we've been...Where we're going!**

When we say, "We've been there & done that," we're not kidding! The original "Bobby Likis Car Clinic" was born in November 1986 on a local cable television network. The program increased in popularity, and by 1991, audience response was so tremendous that Bobby moved Car Clinic to the Gulf Coast ABC affiliate, where it was an outstanding success! 1991 also marked the birth of Car Clinic on the radio, originally broadcast on 4 stations in 2 states.

So much for the history books...2004 is in full swing! The Car Clinic programming suite has grown in breadth and depth: from one program in 2 states...to a rich programming suite with worldwide coverage via radio, satellite radio, television & the Internet.

#### **Bobby Likis Car Clinic -- Radio Broadcast Nationwide**

Two-hour, Interactive, "Most Trusted Car-Talk Program on Broadcast Radio." Automotive Lifestyle Expert, Consumer Consultant & Host Bobby Likis informs & entertains as he & his callers talk cars -- while his listening audience of self-qualified automotive consumers "eavesdrops!" Car Clinic, a proven & compelling marketing vehicle for sponsors (featuring exclusive "solution selling" or product placement), is now aired live every Saturday, 10a-12n ET on over 80 affiliates nationwide. Nationally syndicated by Genesis Communications (877-996-4327).

But wait... that's not all! "Bobby Likis Car Clinic" is webcast on the World Wide Web at [www.CarClinicNetwork.com](http://www.CarClinicNetwork.com). Car Clinic's webcast provides sponsors with not only a previously unpenetrated national market, but also worldwide exposure.

#### **Bobby Likis Car Clinic -- Nationally Syndicated Television**

You can feel the excitement as we roll out "Bobby Likis Car Clinic" for Television: America's Most Trusted Car-Talk Radio Program is now America's Favorite Car-Talk Television Program! Viewers surrender their remote controls while callers & Bobby talk cars, and Bobby offers consumer nuggets & industry information. Sponsor products & services are sold through traditional commercials and through the even more powerful "solution selling" (product placement) & "logo flipping." Nationally syndicated by DNJ (912-261-2217).

#### **Bobby Likis Car Clinic -- Sirius Sports Action Satellite Radio**

"Bobby Likis Car Clinic" is featured 2 hours live on Saturdays, 10a-12n ET, on Sports Action Channel 123 from sea to shining sea! It is also encored Saturdays 1p-3p ET, Sundays 10a-12n ET, and Tuesdays & Thursdays 3a-5a ET. (Times may be approximate.) This "Next Wave" in reaching the automotive-consumer marketplace is brought to you by Car Clinic, Sports Action Channel 123 and Sirius Satellite Radio.

#### **Car Clinic Minute**

Attention-Grabbing, Daily :60 Radio Feature that captures its audience with new technology, historical trivia & valuable consumer information about the listening consumers' 2nd largest investment: Their Cars! These colorful & often humorous vignettes can be heard prime-drive time Monday - Friday on over 240 affiliates coast-to-coast & on Sirius Satellite Radio between 6a-7p ET -- and by 1,000,000 soldiers, sailors & their families in all 24 world time zones between 9a-8p ET on the American Forces Radio Network. Nationally syndicated by Genesis Communications (877-996-4327).

#### **Gimme Gas with Bobby Likis!**

New! This weekly "what's up" fuels excitement as Bobby talks about the hottest cool car stuff with Doug Stephan on the Good Day program, every Friday, 8:30a ET. It's a Gas!

"Bobby Likis Car Clinic" & "Car Clinic Minute" originate from Bobby's state-of-the-art, all-digital "Acoustic Systems" studio ... located right inside his 15,000 square foot automotive repair, maintenance & service center. Bobby's radio voice is that of Experience & Credibility!

If it's **Cars** ... If it's **Information** ... If it's **Entertainment** ... If it's **Worldwide** ... It's  
**BOBBY LIKIS CAR CLINIC!**



## **Mission Statement & Business Philosophy**

- **To provide compelling multi-media programming for listeners & viewers and to be an effective marketing partner for sponsors.**
- **To be the most trusted name in automotive talk radio & television and to be brand associated with automotive excellence.**
- **To inform, educate & entertain radio listeners & television & Internet viewers on all aspects of car, truck, SUV & motorcycle transportation.**
- **To be recognized as the foremost authority in the automotive & related fields, including after-market products & services and industry trends.**
- **To create & produce programming that listeners, stations & sponsors want and to choose partners that share our passion & expand our vision.**
- **To exceed the expectations of sponsors, listeners and station management.**
- **To give back to the community by participating both individually and as a company.**
- **To maintain the financial health & profitability of the company so that we can recruit, hire, train & reward the best team of professionals.**
- **To foster creative, innovative thinking & sense of teamwork in the creation & production of new programming, distribution & markets.**
- **To enjoy the journey!**



## Sponsors & Advertisers

We recognize our Sponsors & advertisers as the lifeblood of Car Clinic, & as our Mission Statement reflects, we are committed to “exceeding their expectations.”

We are especially proud of our Premier Sponsors, whose products & services enjoy Bobby’s personal endorsement and the power of Solution Selling (product placement).



## Other Sponsors & Advertisers

A&E  
 AccounTemps  
 AC Delco  
 Ace Hardware  
 Alka Seltzer  
 Avon  
 Capzasin  
 CarFax  
 Clarinex  
 Clorox  
 Cool Whip  
 Eclipse  
 Encore  
 Enterprise  
 Epson  
 Febreeze  
 Folger's  
 FreeCreditReport.com  
 GEICO

General Motors  
 Greyhound  
 History Channel  
 Ikon Office Solutions  
 Jello  
 LendingTree  
 LifeSavers  
 Lipton  
 Listerine  
 Mid America Direct  
 Milky Way  
 Motel 6  
 Nabisco  
 NAPA  
 Nicoderm  
 Nicorette  
 Norelco  
 Nyquil  
 Office Depot

Philips  
 Philly Cream Cheese  
 Post Grape Nuts  
 Priceline.com  
 Realtor.com  
 Red Roof Inns  
 Red Lobster  
 Roloids  
 Royal Purple  
 Salvation Army  
 Sears  
 Standard Motor Products  
 Starbucks  
 STARZ Super Pak  
 Super 8 Motels  
 Sure  
 Travelocity  
 USPS  
 VISA





## Partners

Fred & Ginger knew it! So do Ross, Rachel & their Friends! And even The Lone Ranger ... wasn't! Yes, we at Car Clinic realize the Power of the "Company We Keep," and as our Mission Statement clearly states, we choose "partners that share our passion & expand our vision."

We are especially proud of our Premier Partners whose services & products form the bedrock of our commitment in delivering excellence to our sponsors, listeners & affiliates.

### Premier Partners



### Other Partners

- Acoustic Systems
- Automotive Aftermarket Industry Association (AAIA)
- Automotive Communications Council (ACC)
- Consumer Electronics Association (CEA)
- Microsoft
- National Association of Radio Talk Show Hosts (NARTSH)
- Network Telephone
- OmniMusic
- ProgramDirect.com
- Specialty Equipment Marketing Association (SEMA)



# Recent Show Guests







## **CAR CLINIC NETWORK AND GENESIS COMMUNICATIONS NETWORK PARTNER *Sponsors and Listening Audiences Profit***

Pensacola, FL- April 6, 2004 - Spring has sprung and what better time for two flagship networks to align, providing compelling radio programming for listeners and powerful marketing vehicles for sponsors/advertisers.

Beginning immediately, "Car Clinic Minute," as well as "Bobby Likis Car Clinic" sponsor commercials, will air on all Genesis Communications Network (GCN) affiliates, and "Bobby Likis Car Clinic" in its entirety will be broadcast on targeted GCN stations. Additionally, selected GCN sponsor commercials will air on the Car Clinic Network (CCN).

The GCN/CCN alliance provides powerful reach and frequency for each network's sponsor & advertiser commercial spots, as well as delivers to GCN audiences the standard in quality car-talk programming by adding "Bobby Likis Car Clinic" and "Car Clinic Minute" to its line up.

"We are proud to have Car Clinic syndicated nationwide on Genesis. Bobby's ability to talk cars...and to talk cars with people...in ways that are both entertaining & informative make Car Clinic a welcomed addition to our network," reflects Mike Trudeau, GCN's Executive Vice President.

Bobby Likis, President of CCN, responds, "Not only does GCN provide an amazing distribution channel for our sponsors' messages, but also its people like Mike Trudeau & Affiliate Relations Manager Chris Pearson are top-notch. The GCN/CCN alliance is a win/win/win/win. Everybody - listeners, sponsors, GCN, CCN - benefits."

CCN and GCN audiences can hear "Bobby Likis Car Clinic" live on Saturdays from 10a-12n ET and the "Car Clinic Minute" throughout the week during various day parts.

### About Car Clinic Network

Car Clinic Network is the consumer source for everything in and around the automotive lifestyle. Its programs now air in 39 of the top 50 radio markets and on cable & broadcast TV, American Forces Radio Network, Internet, and Sirius Satellite Radio.

"Bobby Likis Car Clinic," a weekly interactive call-in program, airs in about 100 markets, is streamed live on the Internet, and is heard on Sirius Satellite Radio channel 123.

"Car Clinic Television" reaches a potential twenty million viewers through broadcast and cable networks.

"Car Clinic Minute," a daily :60 vignette, is aired nationally on 275 affiliates, broadcast worldwide on the American Forces Radio Network, and heard on various Sirius Satellite Radio channels.

For more information about Car Clinic Network, call Tonia Haymans at 912-617-1371, and visit [www.CarClinicNetwork.com](http://www.CarClinicNetwork.com).

### About Genesis Communications Network

Genesis Communications Network programming broadly ranges from provocative politics to gardening, health, and pop culture and targets specific audiences with useful guidelines for surviving & prospering in an increasingly complex and challenging political and socio-economic environment.



**BOBBY LIKIS CAR CLINIC™ HITS THE ROAD  
TO THE 2003 CONSUMER ELECTRONICS SHOW**

***Bobby Likis to Present Consumers' Point of View at Industry Event  
Also to Conduct Interviews During International CES 2003***

PENSACOLA, FL -- January 2, 2003/PRNewswire/ -- Bobby Likis is one of six panelists invited to participate in "Connected for Success: An Overview of the Automotive Aftermarket," at the 2003 International Consumer Electronics Show (CES), on January 10 in Las Vegas, Nevada. Likis, host of "Bobby Likis Car Clinic" and "Car Clinic Minute," plans to bring "The Consumers' Point of View" to the forum scheduled for 3 p.m., room N260, Las Vegas Convention Center. The lively panel discussion will center on the challenge original equipment manufacturers (OEMs) and the automotive aftermarket face in delivering an integrated "digital dashboard" to consumers.

Likis knows that OEMs' proprietary audio/video systems aren't compatible with those offered by the aftermarket, which means car owners must return to dealers for system upgrades (and pursuant high cost) or face the challenge of local electronics shops modifying their vehicles' wiring, which can include disconnecting some safety systems. "Today's consumers demand a full suite of mobile electronics for communications and entertainment, and they want it easy," Likis is convinced. "The challenge is getting all these devices installed properly and working together."

Likis believes the first OEM to offer consumers compatible system upgrade options "wins!" "The three reasons that people buy are need, greed, and fear of loss. In his book, *The Road Ahead*, Bill Gates referred to 'Betamax versus VHS,' which speaks directly to the consumers' perception that they would be losing valuable recording time by choosing Betamax over VHS. This 'Perception of Loss' ultimately drove Betamax out of business even though, arguably, it was a superior quality product," Likis explains.

"Current research shows that 'lifestyles,' 'upgrades,' and 'consumer education' are in," Likis explains. "By giving people information they can use to make their lives better, you help create loyal customers." Likis believes he has the plan to help create loyalty, which he'll unveil at CES 2003.

In addition to his educational contribution, Likis will conduct interviews at CES with leaders of the mobile electronics industries. Selected interviews will be aired during 2003 Bobby Likis Car Clinic radio, television, and Internet shows.

Bobby Likis Car Clinic, a weekly interactive call-in program airs in over a hundred markets across the U.S. each Saturday morning from 10 a.m. until noon ET and is streamed worldwide on the Internet.

Car Clinic Television reaches a potential twenty million viewers through broadcast and cable networks.

Car Clinic Minute, a daily :60 radio vignette, is aired on over 240 affiliates, including 39 of the top 50 markets, and is broadcast worldwide on the American Forces Radio Network.

Bobby Likis Car Clinic is also heard live on Saturdays, 10a-12n ET, on Sports Action Channel 123 on Sirius Satellite Radio. It is also encored Saturdays 1p-3p ET, Sundays 10a-12n ET, and Tuesdays & Thursdays 3a-5a ET. (Times may be approximate.)

For more information about Car Clinic Network, call Tonia Haymans at 912-617-1371, and visit [www.CarClinicNetwork.com](http://www.CarClinicNetwork.com).

**About CES**

International CES delivers more than 2,000 exhibitors, 3,200 media and some 100,000-trade attendees from the consumer electronics industry. It is the showcase event for those involved in buying, selling, or manufacturing consumer electronics products and technologies. For more information, visit [www.CESweb.org](http://www.CESweb.org).



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FOR IMMEDIATE RELEASE

**Nationally-Acclaimed Car-Talk Program "Bobby Likis Car Clinic" To Be Broadcast Live from the Woodward Avenue Dream Cruise**

From the Center of the Automotive Universe-- Industry and automotive consumer expert, Bobby Likis -- host of the most extensive nationally syndicated car-talk programming network on commercial radio, i.e. America Radio Network, American Forces Radio Network, Sirius Satellite Radio, the Internet, and television -- announced today that he will be taking the show on the road on Saturday, August 17. The show is "Bobby Likis Car Clinic" and the road is the "Woodward Avenue Dream Cruise."

To be broadcast live from the aptly named Rhythm of the Road (Sirius Satellite Radio's mobile studio), Bobby Likis Car Clinic will not only "infotain" audiences nationwide, but Likis will also be America's eyes & ears as 30,000 muscle cars, street rods, custom, collector and special interest vehicles parade along Woodward Avenue, a 16-mile automotive fashion runway from Ferndale to Pontiac, Michigan.

Sponsoring the Car Clinic remote is -- who else -- Block-It® Car Cover Fabric by Kimberly-Clark, the premier line of fabrics that protect so many of the beauties parading down the Avenue. According to Ryan Frank, Market Manager, "Bobby is one of America's most respected car care experts, and we are delighted to bring his live broadcast to the participants at this year's Dream Cruise."

Likis -- indeed the perfect vehicle for translating the excitement of the 8th Annual Woodward Avenue Dream Cruise -- spent his formative years in American-Graffiti style, ignoring his studies and working on cars & flirting with girls, not necessarily in that order. Though intrigued greatly by the fairer gender, tinkering with automobiles became Bobby's obsession, and the hot rod, drag racing atmosphere of the early '60s became Bobby's real school. Cheeseburgers, hangin' out, and chopped & channel flat-heads ruled the day during that very brief, unique and vaguely innocent post-war/pre-war era, and Bobby was right smack in the middle of it. Today, he's still smack in the middle, roundly acknowledged in the heart of the automotive industry as an expert and in the eyes of automotive consumers as the trusted go-to guy for straight-up advice.



Suzanne Gougherty, General Manager of i.e. America Radio Network, agrees. "We are so proud to have Car Clinic syndicated nationwide on i.e. America. Bobby's ability to talk cars...and to talk cars with people...in ways that are both entertaining & informative make Car Clinic a star in our line-up. We're excited that he will broadcast Car Clinic live for a third hour from the Dream Cruise. A car star surrounded by star cars...stay tuned!"

"Bobby Likis Car Clinic" can be enjoyed live on Saturday, August 17, from 10a-1pm, from "The Rhythm of the Road" mobile studio, located in the Mickey Shorr's parking lot on the corner of Woodward Avenue & 9th Avenue, Royal Oak, Michigan.

For more information, cruise:

Car Clinic's website at [www.CarClinicNetwork.com](http://www.CarClinicNetwork.com) or call Tonia Haymans at 912-617-1371.

Block-It® Car Cover Fabric's website at [www.blockitcovers.com](http://www.blockitcovers.com) or call Deborah Butcher at 678-352-6207.

i.e. America Radio Network's website at [www.ieamericaradio.com](http://www.ieamericaradio.com) or call Rene Scarponi at 800-397-8255.

About Car Clinic Productions, Inc.

Car Clinic Productions is a full-service radio, television & Internet production house which originates a suite of nationally-syndicated, automotive-oriented programming, including "Bobby Likis Car Clinic" and "Car Clinic Minute." The Car Clinic Network includes traditional radio broadcast, the Armed Forces Radio Network, the i.e. America Radio Network, Sirius Satellite Radio, Internet video streaming at [www.CarClinicNetwork.com](http://www.CarClinicNetwork.com) & syndicated television. For more information, e-mail Tonia Haymans (THaymans@CarClinicNetwork.com).



## NATIONALLY SYNDICATED "CAR CLINIC" TO BROADCAST LIVE FROM FOOD LION AUTOFAIR

CONCORD, N.C. (April 3, 2002) - Automotive expert Bobby Likis will host his nationally syndicated two-hour radio program, "Car Clinic," live Saturday, April 6, from the Food Lion AutoFair at Lowe's Motor Speedway.

"We're really looking forward to being part of the Food Lion AutoFair and broadcasting from the BLOCK-IT car cover booth this weekend," said Likis, president and CEO of Pensacola-based Car Clinic, Inc. "It's going to be the center of the automotive universe."

"Car Clinic" airs live each Saturday from 10 a.m. to noon (ET) in more than 125 markets nationwide and on the worldwide web at [www.CarClinicNetwork.com](http://www.CarClinicNetwork.com).

A special one-hour version of "Car Clinic" will air exclusively in the Charlotte market on 1110 AM-WBT from 1-2 p.m. Saturday. Listeners can call 1-888-Car-Clinic (1-888-227-2546) to join the program.



Automotive expert Bobby Likis will host his nationally syndicated two-hour radio program, "Car Clinic," live Saturday, April 6, from the Food Lion AutoFair at Lowe's Motor Speedway.

"We're very fortunate to have such a nationally recognized program like 'Bobby Likis Car Clinic' coming to the Food Lion AutoFair," stated H.A. "Humpy" Wheeler, president and general manager of Lowe's Motor Speedway. "The Food Lion AutoFair already has a tremendous East Coast following. Now through 'Car Clinic', a live national audience will learn that our expo tops any other car show in the country."

Likis will be on hand at the BLOCK-IT car cover exhibit to chat with show-goers throughout all four days of the Food Lion AutoFair, April 4-7. "I'm excited about the opportunity to meet and talk with a lot of my longtime listeners as well as a lot of first-timers at the AutoFair," Likis said. "If you like cars, this is the place to be."

Food Lion AutoFair hours are 8 a.m. to 6 p.m. Thursday through Saturday and 8 a.m. to 4 p.m. on Sunday. Admission is \$8 and children under 12 are admitted free when accompanied by an adult. Parking for the event is \$5. For information on the Food Lion AutoFair, contact the Lowe's Motor Speedway Events Department at (704) 455-3205 or visit [www.lowesmotorspeedway.com](http://www.lowesmotorspeedway.com).



## **BOBBY LIKIS CHOSEN AS SPOKESMAN FOR WRENCHHEAD PRO MANAGER™**

*Respected Industry Car-Talk Host Will Tout The Advantages  
of Automotive Business Software Solution*

White Plains, New York, October 10, 2001- Wrenchhead, Inc., a leader in Software and Electronic Cataloging solutions to the Automotive Aftermarket industry, today announced that Bobby Likis, nationally syndicated car-talk radio personality and host of "Bobby Likis Car Clinic" and "Car Clinic Minute," will be the spokesman for Wrenchhead's ProManager™ software.

"I'm so pleased that Bobby Likis has agreed to become the Wrenchhead spokesman for our ProManager™ shop management software!" said Chris Parker, President of Wrenchhead ProSystems™. "When we set out to select someone who could speak with real authority about the potential our products offer to today's professional automotive service dealer, Bobby was a perfect fit," observed Parker. Parker added, "Shop owners today are bombarded by companies offering a wide variety of services that promise to make their lives more productive. We felt it was important that they hear our message from one of their own -- a man who has owned and operated an extremely successful automotive repair business for 30 years -- and who is so active and well respected in the industry."

Likis' enthusiasm about the Wrenchhead relationship is contagious. "I was initially introduced to the software via the ProManager™ demonstration at [www.wrenchhead.com](http://www.wrenchhead.com), and it was a classic case of love at first sight! Now after experiencing its real & practical power in my shop, spreading the word about ProManager™ is a pleasure!" says Likis. "Wrenchhead's created affordable shop management solutions that allow shop owners to treat their customers to extraordinary service, and happy customers are return customers." And he should know. He's walked more than a mile in the shop owner's shoes, owning & managing Car Clinic's service division -- aptly named Car Clinic Service -- through its Silver Anniversary. Adds Likis, "The Wrenchhead - Car Clinic relationship is a 'natural.' As host of Bobby Likis Car Clinic, I can tell Wrenchhead's success story first hand to shop owners and consumers alike -- from small towns to metropolitan markets nationwide."

As part of the relationship, Wrenchhead is also sponsoring the nationally syndicated Car Clinic Minute daily radio feature on affiliates of Infinity Radio Corporation in the country's top 25 Arbitron-rated markets. Car Clinic Minute is the brainchild of Likis, who produces this "infotaining" 60-second feature from his all-digital studio located within Car Clinic Service.

In addition, Likis will appear in Wrenchhead's ProManager™ television commercials airing on the CBS Network, TNN and other cable affiliates.

### About Wrenchhead, Inc.

Wrenchhead is a leading provider of enabling Catalog and software solutions for the Automotive Industry. The company offers a complete range of products that connect warehouse distributors and installers in an open environment, which enhances the flow of parts purchasing information. The company owns one of the largest AAIA-compatible Electronic Parts Catalogs for the automotive aftermarket industry, with over 56,000 installations nationwide. Their investor group includes Polaris Venture Partners, Goldman Sachs & Co., The Canopy Group Inc, WIT Capital, and CBS. For more information, e-mail Jeanette Thompson ([jthompson@wrenchhead.com](mailto:jthompson@wrenchhead.com)).

### About Car Clinic Productions, Inc.

Car Clinic Productions is a full-service radio, television & Internet production house which originates a suite of nationally-syndicated, automotive-oriented programming, including "Bobby Likis Car Clinic" and "Car Clinic Minute." The Car Clinic Network includes traditional radio broadcast, the American Forces Radio Network, the i.e. America Radio Network, Sirius Satellite Radio, Internet video streaming at [www.carclinicnetwork.com](http://www.carclinicnetwork.com), and syndicated television. For more information, e-mail Tonia Haymans ([THaymans@CarClinicNetwork.com](mailto:THaymans@CarClinicNetwork.com)).





### **Car Clinic Productions**

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### **Motor Age Magazine**

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(610) 205-1193 fax  
editors@motorage.com

## **FOR IMMEDIATE RELEASE**

### **Bobby Likis, Motor Age Sign Agreement to Produce Radio Features on Nationally Syndicated Talk Show**

Pensacola, FL-- Bobby Likis Car Clinic, the leading nationally syndicated automotive call-in radio show, and Motor Age Magazine, the leading trade publication for the automotive service industry, have partnered to produce "Inside The Motor Age," a 60-second radio feature.

"Inside The Motor Age" will give listeners historical trivia, technical tips and technology updates in a 60-second format. Bobby Likis, America's most trusted automotive talk show host, will air the feature each hour during his live, nationally syndicated broadcast of Bobby Likis Car Clinic radio program on Saturdays from 10 a.m. to 12 p.m. ET.

"The Motor Age staff is proud to be associated with Bobby Likis and his entire production team," says Bill Cannon, Editor-in-Chief of the monthly trade publication. "Bobby gives his listeners correct, timely information on car repair and prepares them to talk to a professional service provider in a productive way. We are preparing our first radio spots enthusiastically, and the whole Motor Age team is looking forward to sharing the inside information we have on the industry with Bobby's listeners."

"This is a great partnership for Car Clinic, Motor Age and the American consumer!" said Bobby. "What a terrific opportunity to entertain, educate, inform, and share the inside story of our industry with people from all walks of life. This is an exciting time for the automotive aftermarket, and I'm proud to be part of bridging the gap between the industry and consumers."

"Inside The Motor Age" was developed in a format similar to the popular "Car Clinic Minute" features, which "infotain" consumers about vehicle repair and maintenance in a clever story-telling format. "Car Clinic Minute" is broadcast on hundreds of radio stations around the country from 6 a.m. to 7 p.m., as well as on the Armed Forces Radio Network Worldwide.

"This is a wonderful partnership," says Bob Dunn, President of 21st Century Broadcasting. "Bringing the 'Inside The Motor Age' feature to the fast growing network of Bobby Likis Car Clinic is like getting 50 miles per gallon in the car of your dreams."

### **About Bobby Likis Car Clinic**

Bobby Likis Car Clinic is part of the programming suite offered on the Car Clinic Network, which includes traditional radio broadcast, the Armed Forces Radio Network, the i.e. America Radio Network, Sirius Satellite Radio and Internet videocast at [www.carclinicnetwork.com](http://www.carclinicnetwork.com).

### **About Motor Age**

Motor Age is the most widely read and respected monthly technical journal available to import and domestic automotive service dealers and technicians in the United States and Canada. More than 100 years old, Motor Age's mission has remained consistent throughout the years: To be the installer aftermarket's primary source of news, products and technical information.

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Motor Age Magazine  
William Cannon, (610) 205-1055  
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www.motorage.com



## **BOBBY LIKIS CAR CLINIC™ AND UNITED CEREBRAL PALSY ANNOUNCE FIRST-EVER VIDEOCAST OF NATIONAL TELETHON**

*Highly-Acclaimed Car-Talk Program and UCP Break Exciting Ground  
for People with Disabilities*

WASHINGTON, DC/PENSACOLA --January 4, 1999 -- Bobby Likis (host of the popular "Bobby Likis Car Clinic") and Paul Burke (National Director of Marketing, Development and Communications, United Cerebral Palsy Associations) today announced that Star Fest '99, UCP's annual telethon, will not only be broadcast on local affiliates nationwide, but Star Fest '99 of Northwest Florida will also be videocast on the Internet worldwide at [www.ucpa.org](http://www.ucpa.org) on Sunday, January 17 at noon until 5PM CT.

Likis (who hosts "Bobby Likis Car Clinic" -- a fast-paced, two-hour weekly call-in program nationally syndicated on more than 50 radio broadcast affiliates and simultaneously videocast on the Internet world wide) is also co-host of Star Fest '99 in Northwest Florida. The leading-edge, all-digital studio from which Likis airs his weekly program has been completely duplicated into two high-tech, portable cases specifically designed for remote videocasting. This enables the telethon and its message to be viewed by audiences worldwide and facilitates global contributions to UCP via the Internet.

Likis reflects, "This is an exciting opportunity for us to educate our nation on people with disabilities and what UCP has to offer each of them. Since one picture is worth 1,000 words, everyone with an Internet connection can see first-hand the difference their dollars can make in the lives of some very special citizens."

"Online contributions will go directly to support services to the 30,000 Americans served daily by UCP," said Burke. "This support is invaluable to the continuation of our cause."

The mission of UCP is to advance the independence of people with disabilities. Eighty-five cents of ever contributed dollar goes to programs and services. Added Burke, "With the decreased cost of raising funds online, UCP can ensure that more of the donation goes to the work of the organization."

"Bobby Likis Car Clinic," syndicated by WinStar Affiliates Sales, is broadcast live Saturday mornings from 10am to 12 noon ET and can be simultaneously seen at <http://www.CarClinicNetwork.com> on The Auto Channel, the Internet's de facto clearinghouse for automotive information.



**AutoInc.**  
**February 2002**  
**Guest Editorial**

Guest Editorial

by Bobby Likis

## You Are the Future of Your Business

**Now is the time to re-examine operations and see where you really want to go!**



Like so many others in automotive service, I am, to a large degree, my business! So it's not easy to be objective. It's even more difficult to pinpoint exactly what has made my business successful. I do know that long before I had experience, I called on personal beliefs and standards that originated from a vision of what I felt would provide car owners with a better automotive service world than they had previously known. I practice the philosophy of leaving things better than you found them.

Was I right? Who knows? But we at Car Clinic Service do enjoy a great reputation in our community. I am always delighted to meet customers at local functions where it's common for them to tell me how terrific my employees are and what great service they provided.

I made the decision to start my own business with the belief that there would be sufficient customers in my community who would appreciate and pay the price for quality automotive services - delivered by a company with strict standards of excellence - consistently! That standard was easy for me to deliver to my customers because I simply placed myself in my customers' shoes.

I care very much about my industry, my customers and my employees. I have always had a concern that technicians were not properly appreciated, certainly not held in high esteem or paid wages comparable to other service industries. This includes medical insurance benefits, paid vacations, sick days and free schooling, all of which require considerable financial resources. It was this concern that played a major part in how I structured my business.

Bottom line: I was never afraid to charge customers a premium price for work received. That was in the early days - the '70s - when most shops were giving away their services. But when you charge someone a premium for services, you must also be willing to take ownership of those services. Your customer pays your price the first time. If there's a problem with those repairs afterward ... you own it! Taking ownership of our customers' car problems has definitely been another success factor for my service business. This established our company's reputation as a shop that charged for - and delivered - excellent service.

Remember that the service business is a moving target and one that brings new challenges daily. We experience many similar circumstances that consist of many different components requiring a myriad of solutions. The key here is flexibility. Be on constant lookout. I know that when I think I've got my business down pat, it's time to pause, re-examine operations and see where we really are and where we want to go.

Meeting challenges and solutions is easier than you think because it's something you and I can control. One of our biggest individual challenges is our resistance to change. You and I work hard to learn what it takes to do business and the rules change! You and I get so caught up in day-to-day routines that our vision narrows. We do know that as long as we're the one talking to our customer, as long as we're managing the job and as long as we have control ... we see success. That's right, success ... with one job maybe. But what about all those other jobs that didn't get our personal touch. Were they up to par? Probably not! The solution is "personal growth!" We shop owners must learn to delegate, to trust others' skills and listen to their opinions, and we must hold them accountable! We must pause; look at our business from a different perspective. Upgrade our facilities. Examine how we do business now and learn the way customers would like for us to do it. We must throw out the old (not all of it) and search for the new. The future is here ... now. It demands fresh, energetic, enthusiastic entrepreneurs who aren't afraid of making mistakes and have the presence of mind to recognize and not duplicate them. We are the future of our business. Some of us are just in a lull right now. Some have been in the business so long that we've actually experienced its evolution. We may have allowed our growing industry to intimidate us ... like, perhaps, we've done to some customers in the past.

Now we must open our minds, set our egos aside, remind ourselves of those earlier days when we were so eager to serve our communities that we did whatever it took to succeed - regardless! And we must share our wonderful knowledge with our associates and build solutions that are born from every challenge!

At Car Clinic Service we're working on the next five years. We have new processes, a living policy manual that answers employee questions and promotes solutions and new electronic information devices (OK, computers!). We're setting the pace with our beliefs and standards. The future of the automotive service industry is so strong and promising that we can't wait to get up in the morning to come to work. We can't wait to find something an employee has done right so we can share it with everyone. We see the true meaning of success. We're sharing it with each other daily and it's getting easier.



making money

# Well, Naturally!

*Inside his 15,000 square-foot repair shop, Bobby Likis is overhauling the industry image by way of his state-of-the-art broadcast studio (that would make CBS blush).*

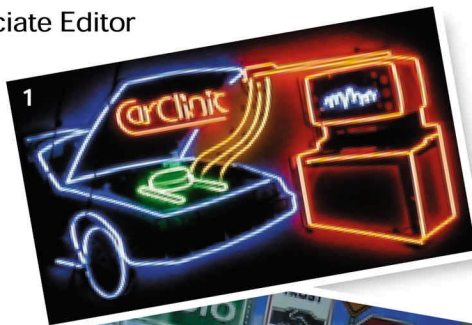
**Bobby Likis Car Clinic Service, Bobby's 15,000 sq.ft. automotive service center, is featured in the July 2000 issue of *Motor Age* magazine.**

By Bridget Ryan Snell, Senior Associate Editor

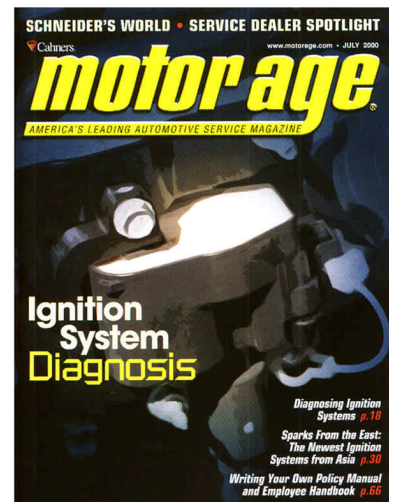
**F**ather, grandfather, technician (not an installer thank you very much), entrepreneur...(deep breath)... Business owner, skydiver, race fan, race car driver, pit crew mechanic ... (breathe)...TV personality, radio personality, webcast personality, community leader, fund raiser, paramedic...

Bobby Likis finds that moderation is for the birds. Since childhood, Bobby has known how to repair or rebuild any car he had a mind to and that doesn't surprise anyone who knows him. So, naturally, he built Bobby Likis Car Clinic Service in 1971, a one-stop full-service repair and inspection shop. It didn't take long before the original 5,000-square-foot shop became a 15,000-square-foot shop — and more.

With the help of Miss Diane Somer — the Southern-style 'Emily Post' of the repair industry — and Roy Dunn — a man of all mediums — Bobby took his lifetime of automotive knowledge and his knack for analogies to a higher level. For example, to explain how fuel makes a car run, Bobby asks customers to picture iced tea spilling on a grooved tray. That's one reason why motorists from all around the country ask Bobby's advice. In the mid-'80s, he created a 30-minute Blab-TV call-in television show. Today, he's a man of all mediums. He produces two national radio programs, a one-hour local radio show and a call-in show with the Car Clinic Minute 60-second feature. His web site, hosted by The Auto Channel, broadcasts his show as well. So what would be the next natural step? To build a studio, of course. And not just any studio: Bobby built a radio/TV/webcast studio packed with technology advanced enough to get ABC's attention. Turning 15 years old this year,



- 1: This neon sign is the original set of Bobby Likis Car Clinic show.
- 2: A camera captures everything that happens on the radio show for the web.
- 3: This high-tech, advanced-tech, portable-tech remote goes wherever the network goes.







4: Here, a computer workstation for his techs' troubleshooting. Across the shop an identical computer workstation is available for his customers to do some troubleshooting of their own.



5: Say hi to Mickey, the acting parts manager and 6: Bonnie the service manager who is with Baker in customer service.



7: Here's the man to see at the network, Mr. Roy Dunn, former fashion model, sitting in the control room surrounded by technology that is second to none.

the network has given the Car Doctor and his Car Clinic the opportunity to tell motorists from over 250 stations across the country how to keep their cars running.

Roy Dunn, the man to see at the network (and expectant father of twins!), came to the network five years ago. Then, Bobby had one show on 40 stations. Today, with Dunn's marketing know-how, the network has multiplied in programs, affiliates, as well as an Internet presence.

"I said, 'Bobby, you can do this bigger. And, if you're going to rent a studio, why not just build one to fit you?'" says Dunn. "Today, over 245 stations around the country are playing his show."

Partners of the Car Clinic network include ABC Satellite Services, Microsoft and 21<sup>st</sup> Century Broadcasting Inc., among others. The list of sponsors is long — from Alldata to Wingspanbank.com.

Bobby gets his friends and industry peers to come on the show and talk shop. Friends like Richard Wagner, CEO of General Motors; John Cafaro, chief designer of the Corvette; Doug Gafka of Concept Thunderbird at Ford; and Don Johnson (no not that one), vice president of Pennzoil.

Bobby will tell you that the people he absolutely loves to hang out with are the friends he makes at United Cerebral Palsy (UCP). In the early '90s, Bobby began hosting the local four-county affiliate of UCP's annual telethon.

motor age JULY 2000

Before Bobby hosted, the telethon averaged \$30,000 per event. Last year, they raised \$125,000 in funds for children and adults with Cerebral Palsy (CP).

Sherrie White, director of the local, four-county UCP affiliate says the successes of the panhandle's UCP foundation can be attributed to Bobby. For example, she tells us, "Once we had a gentleman with CP who was considered to be mentally retarded, Bobby raised enough money to get him a device that helps the handicapped communicate. He was tested after that with above-average intelligence, and we never would have known how smart this man is without Bobby's help!" What's more, says White, is that every year he remembers every child's name and what their interests are.

With Bobby and his network's help, the National Organization has recognized White's chapter — one of the foundation's smaller affiliates — as the techno-savvy trailblazers of the UCP foundation.

While listening to one of his Thursday morning local broadcasts, listeners noticed that Bobby was ... sending customers to another repair shop?!! Lulu! Down the road from the Car Clinic another repair shop suffered total loss from a fire. "Folks, as soon as he opens back up again we have to flood him with business," he says to his loyal following on the radio. Bobby's friends don't go without.

#### No sibling rivalry here

Having two businesses in one place could create a little competition for his attention, but his team of technicians on one side of the building, and his crew of studio producers on the other never thought of it that way. Service shop meetings include the studio and vice versa. "If we're going to produce a show about the car care business, then it's important to learn everything you can about it," says the network crew. "It's amazing to see what they're doing over there," says the service team.

Talk about opposite ends of the spectrum — how exactly does a repair shop owner run another business so completely different than fixing cars?

He doesn't. The businesses work by creating a team that has confidence in their jobs and by letting things happen, explains Bobby. Bonnie, the service manager at the shop, is a natural, he says. "I can say, 'take care of it' and it's done."

"If I need something from Bobby that will make the shop run smoother, I just ask," responds Bonnie. It's a matter of trusting each other's judgement, she adds.

Some high technology helps as well. Bobby created a computer workstation for his technicians to refer to when a "problem child" is on a lift. Not stopping there, he also created a computer workstation for his customers, who want to better understand what's being done to their vehicles.

"One of our best investments was the hands-free telephones that we use," says Bobby. "It saved the life of one of our parts manager. He collapsed with a heart attack here and Bonnie was able to come over with her headset

#### making money



and tell 911 exactly what was happening."

What Bobby didn't tell is that he was actually giving CPR to the parts manager while Bonnie and 911 talked him through it.

Miss Diane, Bobby's sweetheart and cohort in business, could be described as the foundation of this instinctive team attitude. An avid seeker of customer service, she put together an "English 101 for the Auto Repair Shop" course. Here, she helped the team learn how to talk "laymen's speak" to the customer who wants to know exactly what is happening to his or her car. While not everyone can envision the spin cycle on the washing machine and understand how the carburetor works, there are some secrets to making a potentially maddening car repair visit more enjoyable. Each of the employees looks presentable at all times and the shop is always clean ("I like my shop like I like my hospital," says Bobby). At the same time, Miss Diane spent six months with her 'temp-turned-permanent' account manager switching the paper files over to computer. Currently, there are more than twelve computers in the facility.

While some shops may struggle with high turnover in

their bays and service positions, Bobby is finding jobs for people wanting to work for him. While visiting, we saw a letter from a young man who will be moving to

the Pensacola area, wanting to know if Bobby had any open positions at the shop. It's obvious the affection Bobby has for his shop team as well as how the team feels about him.

On average, the shop team has a 10-plus-year tenure at the Car Clinic — and the newer hires say they have no intention of looking elsewhere. "I'd work for Bobby for free," said one.

So what does the future hold for the Bobby Likis Car Clinic and the Car Clinic Network? Rumor has it that he's still not done, and that we can expect new programs, new talent, new industry content ... Bobby isn't telling and Roy won't confirm this rumor for us. We did hear that the Armed Forces Network is broadcasting the Car Clinic Minute five days a week in 24 — count 'em 24 — time zones! It's obvious that Bobby has a plan.

"One of the frustrations I have with this industry," says Bobby, "is that it lacks any clear leadership."

Naturally, Bobby, we disagree. ■





GUEST EDITORIAL

by Bobby Likis



Bobby Likis

W-I-I-F-M? (a.k.a. What's in it for me?)

Please don't jump to any conclusions about the title. I'm not suggesting that you forget your customers, without whom there would be no business. But it's time we all took a long, hard look at the future of our automotive service profession and how we can protect and grow our businesses. If you aren't open to change, stop reading now. If you have three or four bays with two or three employees and you and your wife (or significant other) are working side by side (with no compensation to her), you're in for a rude awakening should something happen to her ... or you for that matter. The question we all face is: what to do about it and where to start. If you believe we can stand our ground, continue to serve our customers in the same manner as we have in the past ... ink again! We must find new ways to grow. We must create new marketing strategies and plans. We must implement these plans and be willing to change direction quickly.

I wish I had a magic wand. Unfortunately, Merlin took the last one with him! However, I do have some suggestions that can help you be a leading service center in your community. If you're satisfied with your business and you can truthfully say (be honest) that you'll retire with enough financial resources to be comfortable in your golden years, congratulations, you are in the minority. But if you feel the shifting sands, here are five strategies that have worked for Car Clinic Service.

1. Clean up! Throw away!

Ride by your shop. Does it look organized? Clean? Are there old cars lurking? Then take a look inside. Recently, we cleaned out Car Clinic Service's compressor room. It's where we house all our noisy compressors (and everything else saved from the Old Days). I made it a point to stay away from this event because I was the person responsible for saving most of this valuable junk (now that's a true oxymoron!). I did sneak a few good-byes as each load was led away. Be sure to include cleaning out from under technicians' benches too! Customers love cleanliness. You can't get a shop clean enough!

2. Codify your operation

In simple terms, this means writing down how you run your business. Everything from what happens when the phone rings to how repairs flow through your shop. Pretend you are a customer who has never been to your facility. Successful people want to deal with successful businesses. First impressions and perceptions are realities. Have friends call your shop to judge how their questions are answered and the manner in which your employees come across. Continue by asking a friend to bring in a vehicle and outline the whole repair process from start to finish. Sure, you know what the procedure is, but do your employees? When you establish rules, procedures and processes, you will see the beginning of a well-run operation that allows you some well-deserved time-off. What's in it for me ... remember?

3. Computerize your operation

This will bring you and your employees to your knees - temporarily! It will create fear, which in the final analysis, is the only thing to fear. With the coming of the new millennium, I made the commitment to completely computerize Car Clinic Service. Our solution includes the following combination: a shop management system, a leading provider of technical repair information on DVDs, and an online parts ordering source. We built eight workstations and began training Sunday, Feb. 13, 2000. The good news is we're learning new and easier methods of doing business every day. And our staff (including an 18-year Car Clinic veteran who couldn't even write a legible RO, but has great people skills) has risen to the challenge. The project has rallied the troops! Chrysler VIPs Bob Eaton and Robert Lutz put Chrysler on the map with the Viper, Prowler, Minivan and the soon-to-be-released PT Cruiser. They gave every employee at corporate (even those who weren't directly involved with the Viper creation) his or her very own photo of the Viper. In hallways, meeting rooms and employee offices the new vision was Viper - Viper - Viper. Considering these replaced pictures of K Cars, I'd say it was a great move. It brought employee enthusiasm and morale to an all-time high. And that's what computerizing will do for your operation! Another "what's in it for you." If you want to stay in business, you must computerize!

4. Communicate

Bobby's Guest Editorial in the April issue of the Automotive Service Association's national monthly publication, AutoInc.





I host a local car-talk program that provides me with the opportunity to help my listeners better understand the vehicles they drive, which elevates their positions when communicating with their service shops. This establishes my business, my technicians and me as "professionals with answers to car questions." I don't try to fix cars on air and I don't tell every other caller to bring his or her car to my shop. But I do use particular callers' questions to create messages that I want all other listeners to hear. It's called bridging. You can do this. Here's an example. A caller recently bought a used car, which developed an automatic transmission problem. I advised him to change its fluid and filter, making sure to seek an ASA member-shop that specializes in transmission repair (not mine - I'm the third-party pro, remember?). Then I bridged (changed) the question by creating the following scenario. I advised those listening to make sure that before they buy a used car, they must have a prepurchase inspection performed. How many listeners do you think were interested in transmissions vs. safely buying used cars?

#### 5. Get involved in your community

The first step is joining your local Chamber of Commerce. And think about serving on some area boards, too. I serve on several boards including United Cerebral Palsy and Public Television. This is easier than you think. The best part about this exposure is that it's twofold. First, as a "mechanic," you aren't "supposed" to be there! Usually board members are from local banks, real estate companies, beverage distributors, fast food restaurants, industrial plants, power companies and the list goes on. When a service shop owner shows up, he or she can be assured of attention. So go... sit in and listen to other members at first. Then when the opportunity presents itself, give your own idea or opinion of

the project. Don't worry, you'll soon learn that "they" (whoever they are) really don't know a lot more about solutions than you. And perhaps, because you've dealt with similar challenges in your business, your suggestions will make better sense. You've "been there and done that" with your own business. Second, stick around after the meeting and ask questions. What happens will surprise you for sure. Other members will ask you about - you guessed it - automobiles. Their automobiles. These are professional people with everything but ... time! They have children and spouses and some will have fleets of work vehicles. Some of which you soon will see in your shop. Carl Sewell, president and CEO of Sewell Cadillac, America's largest Cadillac dealer, wrote that one new customer (including his or her family) was worth more than \$300,000 in future sales and service. And you may have picked up several because you were willing to give your time to a community organization!

#### 6. There is no No. 6 because my time's up!

However, I do have one last message for you. I call it the "fine line." There's a fine line between success in life in the service business, and success in life from the service business. What's in it for you? I urge you to make your move, check out your options, step back and take a look at where you are and here you would like to be. Then step up and make the commitment. Thomas Jefferson said, "Nothing can stop the man with the right mental attitude from achieving his goal; nothing on Earth can help the man with the wrong mental attitude."

For Autolnc. and you (I hope) ... I'm Bobby Likis, "Like us? You'll love us!"

*Bobby Likis has been in the automotive industry for 39 years and has worn many hats including technician, race car driver and pit crew, shop owner and talk-show host. He is currently president and CEO of Car Clinic and its subsidiaries, which consist of an automotive maintenance and repair business, and nationally syndicated television and radio programming, including Bobby Likis Car Clinic.*

*Editor's Note: Bobby Likis will broadcast his radio show from ASA's Annual Convention in Point Clear, Ala., on April 15 from 10 a.m. to noon (Eastern time).*

## CALENDAR

#### April 12-15

ASA Annual Convention, Grand Hotel Marriott, Point Clear, Ala., Robbie Talley (800) 272-7467, ext. 235

#### May 5-7

ASA-Florida Annual Meeting, Diamond Head Resort, Fort Myers Beach Fla., Chuck Cook (850) 514-1870

#### May 5-7

ASA-South Carolina General Membership Meeting, Courtyard Marriott, North Myrtle Beach, S.C., Shirley Gordon (803) 736-1489

#### June 8-11

ASA-North Carolina/IGO-North Carolina Annual Meeting, Marriott Renaissance Hotel, downtown Asheville, N.C., Teri Harris (919) 870-5454

#### June 22-25

ASA-Washington Semi-Annual Retreat & Management Conference, Eagle Crest Resort, Ore., Pete Hunt, AAM, (253) 473-6970

#### July 8

ASA-Arizona Annual Leadership Conference, Prescott Resort, Prescott, Ariz., Bill Mason (800) 576-2963

#### August 16

ASA-Washington/ACA Annual Golf Tournament, Elk Run Golf Course, Maple Valley, Wash., Pete Hunt, AAM, (253) 473-6970

#### September 8-10

ASA-Georgia Leadership Conference, Renaissance Pineisle Resort, Lake Islands, Ga., Jonelle Cellucci (770) 455-9326

#### September 15-17

ASA-Arizona Fourth Annual Sunrise 2000 Conference and Tradeshow, Holiday Inn Palo Verde, Tucson, Ariz., Bill Mason (800) 576-2963

#### September 22-23

ASA-Washington Northwest Automotive Industry Tradeshow (NAIT), Tacoma Dome, Tacoma, Wash., Pete Hunt, AAM, (253) 473-6970

#### October 5-7

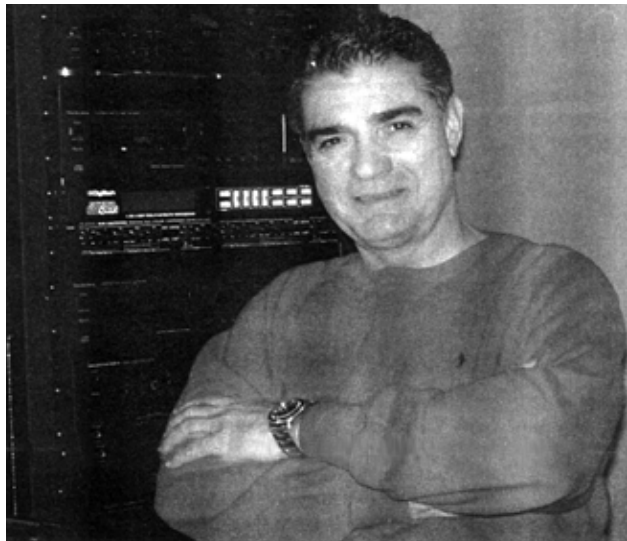
ASA-North Carolina Fall Retreat, Wyndham Hotel, Myrtle Beach, S.C., Teri Harris (919) 870-5454

#### October 7

ASA-Washington "Lights-On" Program, Statewide, Pete Hunt, AAM, (253) 473-6970



# BEST UNDER THE SUN



## Bobby Likis

Countless auto aficionados across America love Bobby Likis. They listen to his unique blend of information and entertainment on his “Car Clinic” radio program, which broadcasts from one end of America to the other, or they visit his Web site at The Auto Channel and partake of his wit and wisdom, done up digital. They like his style, and they trust the “inside info” coming from the celebrity automotive expert.

Born in Birmingham, Alabama in 1942, Likis moved to Pensacola in 1960, where he raced cars, rebuilt engines and made himself into one of the area’s foremost automotive experts. He is the owner of Bobby Likis Car Clinic, a full-service auto maintenance and repair facility on North Davis Highway. Customers and fans in the Panhandle remember the forerunner to the current nationwide radio program -- a televised 30-minute “Car Clinic” call-in program on Blab-TV during the 1980s.

What Likis’ fans may not know is the extent to which he works not merely to keep us in better cars, but to give us a better community in which to live. He serves education by his membership on the PJC Automotive Service Management Technology Advisory Committee. He’s a member of the Board of Directors of WSRE-TV, Pensacola’s PBS affiliate. His presence on the Hockey League

Advisory Board and the Pensacola Opera Board show the extent of his diverse interests -- and those are just two of the many.

But he is most identified with his efforts on behalf of United Cerebral Palsy. In addition to serving on the Board of Directors, Likis co-hosts, along with Pat Windham, the UPC Telethon that airs on WSRE-TV each January. The airtime in January doesn’t begin to reveal Likis’ year-round efforts for UPC.

Buzz Ritchie, also a UPC supporter, explains Likis’ success as a Telethon host this way: “He’s good on camera because he’s enthusiastic, he has a spark--but then, he’s that way about everything. Bobby does a lot for the community, helping raise funds for various groups--but there’s a extra spark for United Cerebral Palsy. He knows and visits with the people who use the UCP services and facilities. He believes in them and is emotionally supportive of their work.”

For his success in his chosen career, with the collateral benefit of presenting Northwest Florida to the rest of the country in a positive light, and for his dedicated support of United Cerebral Palsy and other worth causes of benefit to area residents, we think Bobby Likis is the BEST UNDER THE SUN. ☀

*Every week, The Florida Sun features a Northwest Florida citizen who has excelled in community betterment.*



**Behind This Section, Take a Tour of  
Car Clinic's Compelling Programming  
and Our Radio & Television Networks.**

**Car Clinic makes it easy for you to air our programs.  
We proudly offer more alternatives for obtaining  
our "infotainment" than any other car-talk show.**

**The suite of distribution choices includes 5 satellites  
(2 on ABC Starguide III, Galaxy 1 & 13, and Clear Channel AMC-8).**

## ✓ • **Car Clinic Radio**

- **"Bobby Likis Car Clinic"**  
Captivating, 2-hour, live, interactive, call-in
- **"Car Clinic Minute"**  
:60 vignette that captivates audiences
- **"Gimme Gas with Bobby Likis!"**  
Weekly segment on Doug Stephan's Good Day

## • **Car Clinic Television**

- **"Bobby Likis Car Clinic"**  
The best calls of "Bobby Likis Car Clinic" Radio  
produced expressly for Television

## • **Car Clinic Network**



## Car Clinic Radio

**Format:** This absorbing, **2-hour, weekly automotive call-in program features interactive dialog between industry expert & engaging host Bobby Likis and self-qualified automotive consumers** (callers) & industry leading co-hosts.

**Concept:** Leading the way in **“Infotainment”** (a powerful blend of Information & Entertainment) since 1986, Car Clinic captures audiences as Bobby engages callers in dialogue about automotive-related **consumer problems and industry issues**. Major segments of every program highlights new products, product utilization & comparisons, and automotive maintenance & service.

The broadcast is **“lifestyle”** in content, elevating the position of everyday consumers at their local service shops and helping them make **wise purchase decisions**. The interaction between caller, host and often an industry-leading co-host creates **compelling radio that keeps the audience listening** and returning to the program every week. Car Clinic is **down-to-earth, upbeat & a positive reinforcement** for automotive manufacturers, service providers and associations that support the industry.

**Benefits:** **Affinity marketing delivers pre-qualified automotive consumers** searching for information about purchasing, maintaining, upgrading and protecting their investment. Bobby’s brand of product placement called **“solution selling”** incurs brand loyalty, builds awareness, reinforces image change, showcases products & drives automotive retail traffic. **Consumers respond positively** to a trusted “third party” (Bobby Likis), when he recommends brands, services, upgrades and techniques which provide greater value, reliability and safety.

**Special Events:**

Car Clinic Network is proud of our ability to respond to special event broadcasting on behalf of our clients. Our goal is to **provide sponsors with broadcasts and program venues that produce results**. Special event remote broadcasts include:

- Consumer Electronic Show (CES) – Las Vegas
- Food Lion AutoFair – Lowe’s Motor Speedway, Charlotte
- Woodward Avenue Dream Cruise – Detroit
- SEMA & AAPEX – Las Vegas
- Corvette’s 50th Anniversary Finale – Illinois

In conjunction with client and agency requests, we can develop and originate our weekly national broadcast from special interest locations and events anywhere in the U.S. On-air promotions for special events begin 2 weeks prior to the event to provide greater impact and awareness.





# Bobby Likis Car Clinic

**"AMERICA'S MOST TRUSTED CAR-TALK PROGRAM ON BROADCAST RADIO" (NATIONWIDE)**

**"SIMULTANEOUSLY VIDEOCAST ON THE INTERNET!" (WORLDWIDE)**

**"AMERICA'S FIRST CAR-TALK PROGRAM AIRED ON SPORTS ACTION CHANNEL ON SIRIUS SATELLITE RADIO!" (EVERY ROAD IN AMERICA)**

For 17 years, Bobby's entertaining style, industry savvy & rapport with his callers have earned Bobby Likis Car Clinic kudos from callers, listeners, affiliates & sponsors alike! Car Clinic is ideal for sponsors who are interested in reaching our self-qualified, automotive-consumer audience. Here's why!

- **High "Time Spent Listening"** Industry Guru & Host Bobby Likis informs & entertains as he & his callers talk cars -- while his listening audience "eavesdrops!" Listeners tune in -- and stay tuned in. This is the ideal environment in which to deliver your message!
- **The Consumer Link to the Automotive Industry** Bobby Likis Car Clinic -- with a successful 17-year track record -- reaches an automotive-minded consumer audience that is actively looking for guidance in the products & services they use to maintain & protect their 2nd largest investment: Their Cars! This ready-to-buy audience should be hearing about your products or services!
- **Compelling Marketing Vehicle** Bobby Likis Car Clinic is "Foreground" Talk Radio with Active Listeners & Interactive Callers! Bobby's audience actually participates in creating the show through questions about their automobiles, products for their automobiles & the automotive industry. From creating brand awareness to expanding consumer demand & increasing sales, Car Clinic is a powerful vehicle for reaching your target market!

If it's **Cars** ... If it's **Information** ... If it's **Entertainment** ... It's...



**LIKE US?**

**YOU'LL LOVE US!**

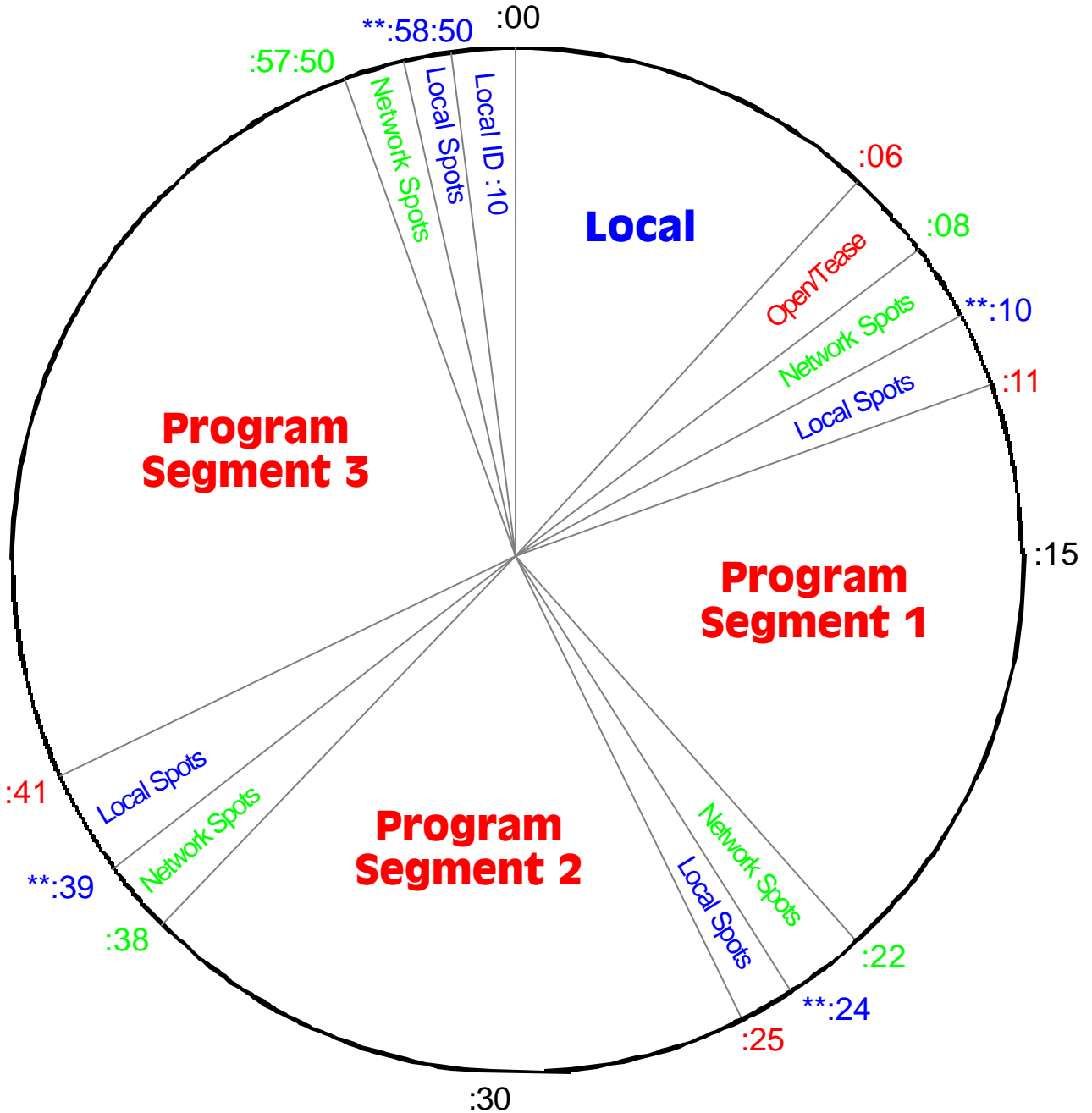
**Sponsorship Exclusivity Available!**  
**Call Tonia Haymans at 912-261-2217 or e-mail**  
**[THaymans@CarClinicNetwork.com](mailto:THaymans@CarClinicNetwork.com)**



# Bobby Likis Car Clinic Clock

## Live Saturday, 10a - 12n ET

Each Hour is a complete show and stands alone.



Primary Satellite\*: ABC STARGUIDE III, ABCNY1, POSITION TALK 1, LEFT CHANNEL, I.D. #22

\*\*OUTCUE NET TO LOCAL: "YOU'RE LISTENING TO BOBBY LIKIS CAR CLINIC"

\*Other satellite / delivery systems available upon request.



**Got a Minute?**

**A CAR CLINIC MINUTE, that is!**

**A New Daily :60 Radio Feature That Captures Its Audience --  
with Your :30 Commercial Inside!**

**The Promotional Environment:** Bobby Likis translates substantial, hands-on automotive experience into entertaining & easy-to-understand advice in this daily, :60 syndicated radio feature broadcast during prime drive time on almost 300 radio stations nationwide and on multiple channels on Sirius Satellite Radio (including CNBC, CNN, The Weather Channel, ESPN)! In addition, Car Clinic Minute is also heard on the American Forces Radio Network in all 24 worldwide time zones by 1M+ members of the military & their families!

This attention-grabbing feature captures its audience with new technology, historical trivia and maintenance & safety tips -- in addition to consumer information on buying aftermarket items and new cars!

**This is the perfect environment to reach your clients' target market!**

**Advertiser Friendly:** Listeners & sponsors appreciate & respect the positive, solution-based environment of this feature. Automotive consumers in captive prime drive time will listen to Bobby's *Car Clinic Minute* feature -- and the sponsor's message showcased in the middle.

**How it works:** Run Car Clinic Minute M-F, 6a-7p, with the national spot. (Bobby opens with a :15 tease/question -- followed by a :30 national spot -- and finishes with a :45 close/answer to the question.) Then re-play Car Clinic Minute as many times as you'd like and place your local spot inside the program. For revenue generation, please see the attached.

**Sponsorship Exclusivity Available!**  
**Call Tonia Haymans at 912-261-2217 or e-mail**  
**THaymans@CarClinicNetwork.com**

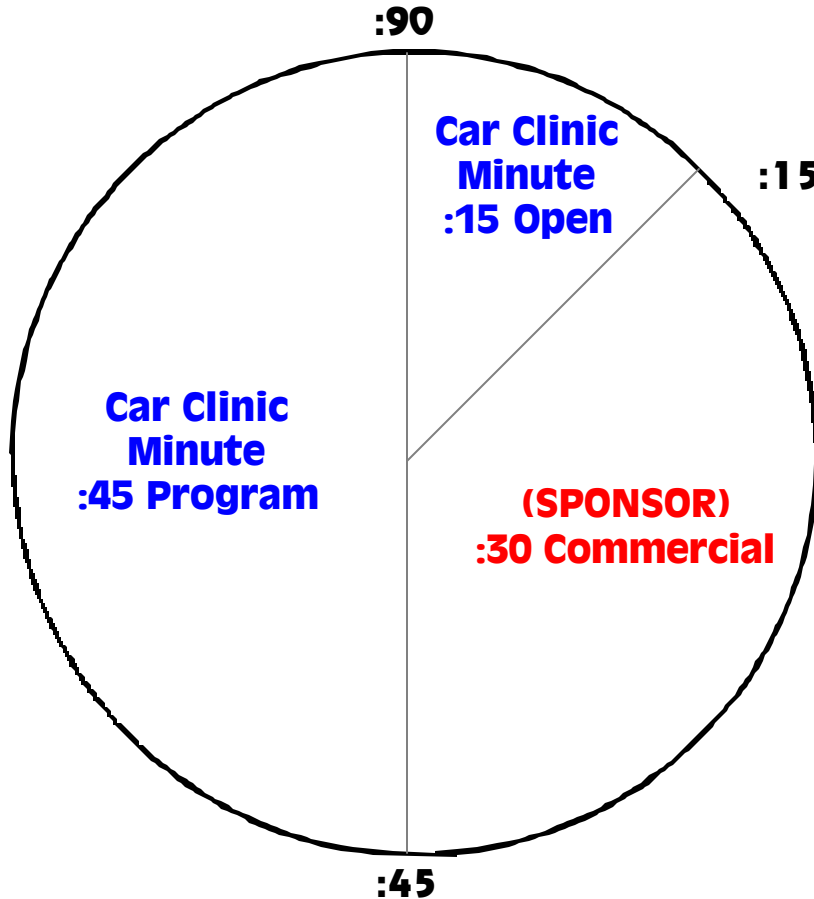
**EVERYONE**

**LOVES A CAR STORY!**

CAR CLINIC NETWORK • RADIO, INTERNET & TELEVISION STUDIOS  
5675 NORTH DAVIS HIGHWAY, PENSACOLA, FLORIDA 32503  
OFFICE 850-478-3139 • FAX 850-477-0862  
www.CarClinicNetwork.com



# Car Clinic Minute Clock



Car Clinic Minute Timeline



## Car Clinic Minute Placement Schedule

**On Broadcast Radio Nationwide (300 affiliates): Prime / Drive Time 6a-7p**

**On Sirius Satellite Radio (multiple channels**

**including CNN, CNBC, ESPN, Weather Channel) 24-hour placement**



## **Gimme Gas with Bobby Likis!**

**New! This weekly “what’s up” fuels excitement as Bobby talks about the hottest cool car stuff with Doug Stephan on the Good Day program!**

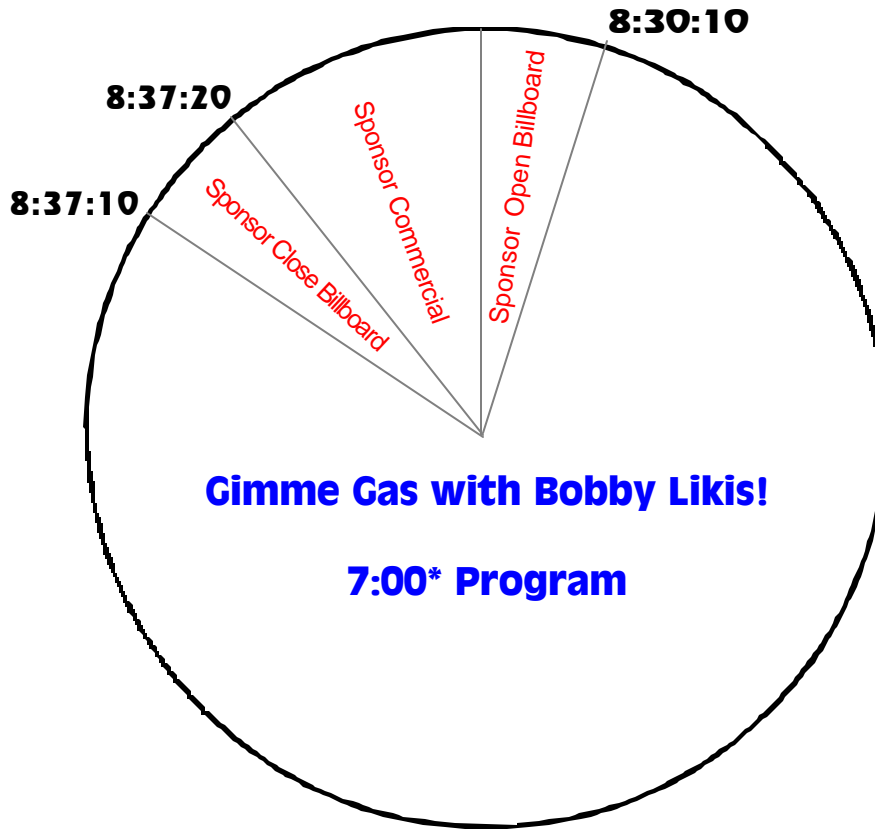
- **What:** **Gimme Gas with Bobby Likis!** is a weekly segment on Doug Stephan’s Good Day program that really sparks the imagination of the network’s national audience! The latest automotive trends, tips on saving \$, and really cool car stuff fuel their on-air conversation as Bobby & Doug kick off the weekend...
- **When:** ...every Friday at 8:30a ET.
- **Why:** This live segment is unique: **Gimme Gas with Bobby Likis!** is the only automotive-oriented information offered on the Good Day program, so it’s high in “attention-getting.” **Gimme Gas with Bobby Likis!** features two sponsorship elements--an Open/Close Billboard and a :30 spot.
- **How:** To sponsor **Gimme Gas with Bobby Likis!**, contact:  
Tonia Haymans 912-261-2217; THaymans@CarClinicNetwork.com





# Gimme Gas with Bobby Likis! Clock

**Begins at 8:30:00am ET\***  
**Ends at 8:37:50am ET**



**NOTE: Program start time & program length vary. This sample clock is based on a start time of 8:30am ET and a program length of 7 minutes. Length & placement of sponsored elements (Open & Close Billboards [:10 each] and Commercial [:30]) remain constant regardless of start time & program length.**

## Gimme Gas with Bobby Likis! Timeline





**Behind This Section, Take a Tour of  
Car Clinic's Compelling Programming  
and Our Radio & Television Networks**

- **Car Clinic Radio**

- **"Bobby Likis Car Clinic"**  
Infotaining 2-hour, live, interactive, call-in
- **"Car Clinic Minute"**  
:60 vignette that captivates audiences
- **"Gimme Gas with Bobby Likis!"**  
Weekly segment on Doug Stephan's Good Day

- ✓ • **Car Clinic Television**

- **"Bobby Likis Car Clinic"**  
The best calls of "Bobby Likis Car Clinic" Radio  
produced expressly for Television

- **Car Clinic Network**



## Car Clinic Television Overview

**Format:** **30-minute TV program featuring highlights and “best of” the 2-hour Saturday, call-in radio program.** Active dialog between engaging host Bobby Likis and self-qualified automotive consumers (callers) and/or industry leading co-hosts.

**Concept:** Add the excitement of a visual medium (TV) to interactive radio. Create a **seamless blend of great radio and visual support** by the use of graphic enhancements and product shots. Viewers/consumers hear and see answers to questions that affect them. **Sponsor logos are prominently displayed, and “solution selling” (product placement) is a key benefit to our sponsors.**

**Benefits:** **Local, regional, or national...you decide the target! Blended platforms** of TV, radio, Sirius satellite radio, streaming internet and the trust that Bobby Likis has developed with consumers are exclusive to our network. Our programming is designed to provide a **focused message to motivated consumers to produce outstanding results.**

**Reach:** Potential reach of **20 million viewers** across America! And Growing ...

**We collaborate with our clients to identify goals and develop plans.** And if you are targeting specific markets, we can make that happen ... We listen and perform!



**America's Most Trusted  
Car-Talk Radio Program  
Is Now Seen On...**



**Television!  
Television!  
Television!**



**Bobby Likis Car Clinic is taking the show on the road:  
to Televisions all over America with a sleek new look!**

**Automotive Consumers & Infotainment Seekers will have  
front-row seats -- just like Bobby's studio audience --  
without ever leaving their favorite easy chairs!**

**The cameras will be rollin' & viewers will be rockin' as they not  
only hear & see Bobby talking cars with his callers, but also are  
visually entertained with many exciting Things Automotive!**

**Sponsors' Logos (prominently displayed in 15-second intervals) & Bobby's powerful "Solution Selling" (product placement) builds brand awareness through multiple "impressions" of Sponsors' products or services on Car Clinic's Automotive Consumer Audience.**

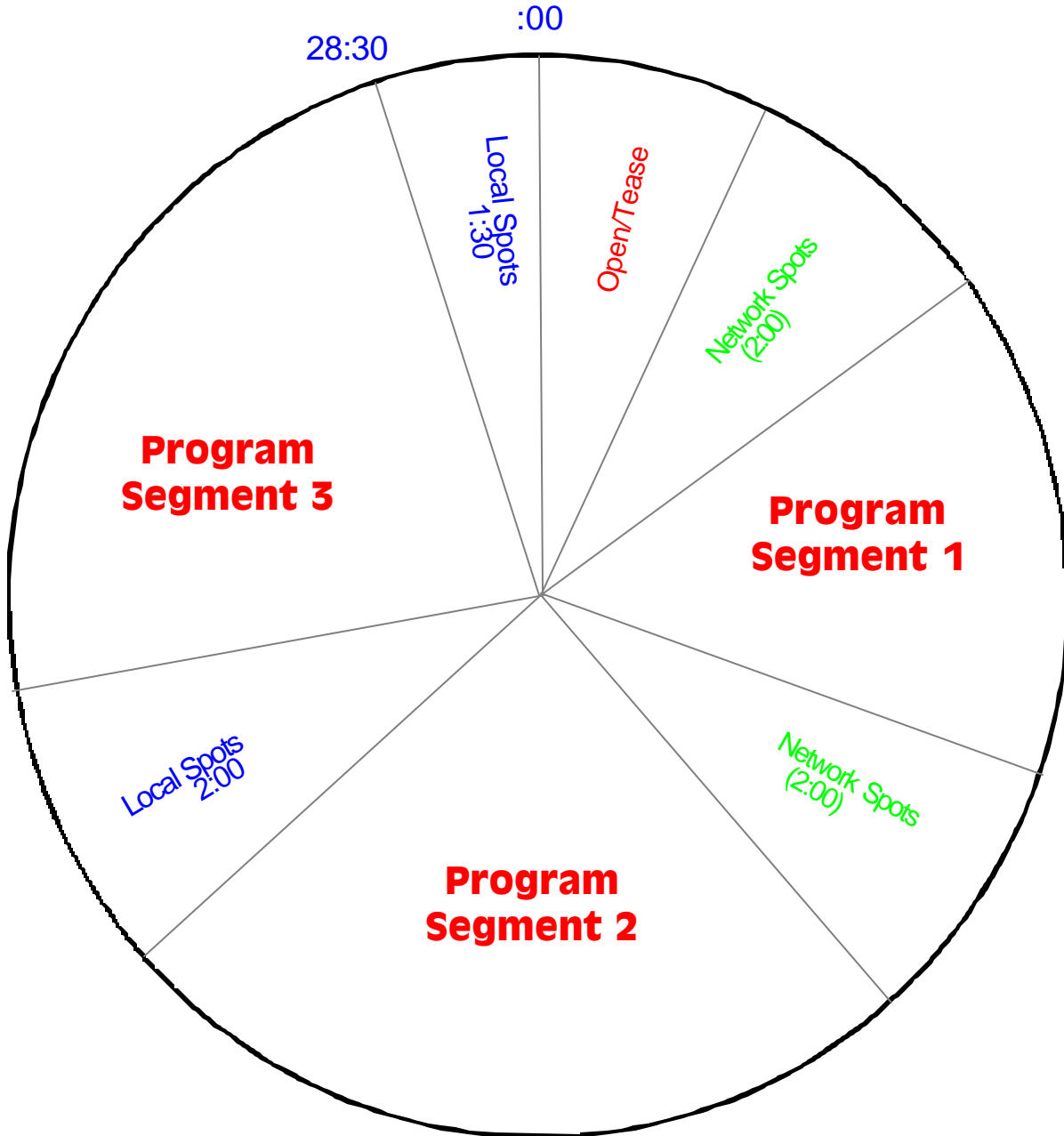
- Bobby Likis Car Clinic Television is a 1/2-hour program featuring the Saturday morning nationally syndicated radio program.
- There are only a limited number of sponsorship spots available in each show on local, regional & national levels.
- This program is uniquely cutting-edge in its look - designed especially for the automotive industry!
- Bobby Likis Car Clinic Television airs in markets that reach over 20 MILLION people nationwide.
- Sponsorships are available on a market-by-market basis.
- Commercial production is available, and don't forget to ask about having Bobby in your spot (or possibly to endorse your product)!
- The television program reinforces the radio audience in a particular market. A good mix of advertising is prime!
- Television is affordable - with local, regional & national packages available.

**Sponsorship & Syndication Exclusivity Available!**  
**Call Tonia Haymans at 912-261-2217!**



# Bobby Likis Car Clinic Television Clock

Air Time Tailored to Individual Market



**Segment Lengths** are Approximate Depending on Show Content.  
Run Sheets Pertaining to **Local 2:00 Spot Insertions** are Delivered with Betas.





**Behind This Section, Take a Tour of  
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- **Car Clinic Radio**

- **"Bobby Likis Car Clinic"**

- Infotaining 2-hour, live, interactive, call-in

- **"Car Clinic Minute"**

- :60 vignette that captivates audiences

- **"Gimme Gas with Bobby Likis!"**

- Weekly segment on Doug Stephan's Good Day

- **Car Clinic Television**

- **"Bobby Likis Car Clinic"**

- The best calls of "Bobby Likis Car Clinic" Radio  
produced expressly for Television

- ✓ • **Car Clinic Network**



# Car Clinic Radio, Television, Satellite Radio, AFRN & Internet Network

We are proud of our unique blend of radio, television, Sirius satellite radio, American Forces Radio Network and the Internet. This combination provides a powerful balance of reach & frequency for our sponsors.



• Stations are subject to change. Networks may change local programming.  
• Numbers in parentheses represent multiple affiliates in that particular market.

## • Bobby Likis Car Clinic Radio

Bobby Likis Car Clinic Radio is comprised of these programs:

- Bobby Likis Car Clinic -- 2 hours of live, infotaining car-talk radio, broadcast each Saturday, 10a-12n ET, & streamed live on the Internet at [www.CarClinicNetwork.com](http://www.CarClinicNetwork.com).
- Car Clinic Minute -- 60-second radio feature, delivering consumer information in an engaging, story-telling style, M-F, 6a-7p nationwide on broadcast & Sirius Satellite Radio, & worldwide on American Forces Radio Network.

## • Bobby Likis Car Clinic Television

- 30-minute "Best of" version of the 2-hour Bobby Likis Car Clinic, now on broadcast & cable television stations across the U.S.

## • Bobby Likis Car Clinic on Sirius Satellite Radio

- 2 hours live on Saturdays, 10a-12n ET, on Sports Action Channel 123 as well as encoded Saturdays 1p-3p ET, Sundays 10a-12n ET, and Tuesdays & Thursdays 3a-5a ET. (Times may be approximate.)

## • Genesis Communications Network

- :30 commercial spots are available for Car Clinic sponsors (outside any Car Clinic programming) on Genesis Communications Network affiliates.

CAR CLINIC NETWORK • RADIO, INTERNET & TELEVISION STUDIOS  
5675 NORTH DAVIS HIGHWAY, PENSACOLA, FLORIDA 32503  
OFFICE 850-478-3139 • FAX 850-477-0862  
[www.CarClinicNetwork.com](http://www.CarClinicNetwork.com)



## Car Clinic Network Coverage

- Bobby Likis Car Clinic Radio • Bobby Likis Car Clinic Television
- Sirius Satellite Radio • Genesis Communications Network

Albany-Schenectady-Troy, NY (2)  
Albuquerque-Santa Fe, NM (8)  
Alexandria, LA  
Amarillo, TX (3)  
Anchorage, AK (3)  
Atlanta, GA (4)  
Augusta, GA (2)  
Bakersfield, CA  
Baltimore, MD  
Banger, ME  
Baton Rouge, LA  
Billings, MT (2)  
Biloxi-Gulfport, MS (2)  
Binghamton, NY  
Birmingham, AL (2)  
Bluefield-Beckley-Oak Hill, WV  
Boston, MA (5)  
Bowling Green, KY (3)  
Burlington,VT- Plattsburgh, NY (3)  
Butte-Bozeman, MT  
Charleston, SC  
Charleston-Huntington, WV (6)  
Charlotte, NC (3)  
Cheyenne, WY-Scottsbluff, NE  
Chicago, IL (2)  
Chico-Redding, CA  
Clarksburg-Weston, WV  
Cleveland-Akron, OH (2)  
Colorado Springs-Pueblo, CO  
Columbia, SC  
Columbia-Jefferson City, MO  
Columbus-Tupelo-West Point, MS (2)  
Corpus Christi, TX (2)  
Dallas-Ft. Worth, TX (2)  
Davenport, IA-Rock Island-Moline, IL (3)  
Dayton, OH (4)  
Denver, CO (11)  
Des Moines-Ames, IA (2)  
Dothan, AL (3)  
Duluth, MN-Superior, WI  
El Paso, TX (2)  
Elmira, NY (5)  
Evansville, IN (3)  
 Fargo - Valley City, ND  
Ft. Myers-Naples, FL  
Ft. Smith-Fayetteville-Springdale-Rogers, AR (3)  
Glendive, MT  
Grand Junction-Montrose, CO (2)  
Grand Rapids-Kalamazoo-Battle Creek, MI

Great Falls, MT  
Green Bay-Appleton, WI  
Greensboro-HighPoint-Winston Salem, NC (3)  
Greenville-New Bern-Washington, NC (3)  
Greenville-Spartanburg, SC-Asheville, NC (5)  
Greenwood-Greenville, MS  
Harlingen-Weslaco-McAllen-Brownsville, TX  
Hartford - Newhaven, CT (3)  
Hattiesburg-Laurel, MS (2)  
Helena, MT (2)  
Honolulu, HI  
Huntsville-Decatur-Florence, AL (3)  
Jackson, MS (2)  
Jacksonville, FL (4)  
Johnstown- Altoona, PA (2)  
Jonesboro, AR  
Joplin, MO-Pittsburg, KS  
Juneau, AK  
Kansas City, KS  
Knoxville, TN (3)  
La Crosse-Eau Claire, WI (2)  
Lafayette, LA  
Las Vegas, NV (3)  
Lexington, KY (3)  
Lincoln-Hastings-Kearney, NE (3)  
Little Rock-Pine Bluff, AR (5)  
Los Angeles, CA (3)  
Louisville, KY  
Macon, GA  
Madison, WI  
Marquette, MI (3)  
Medford-Klamath Falls, OR (2)  
Memphis, TN  
Miami-Ft. Lauderdale, FL  
Minneapolis-St. Paul, MN (6)  
Minot-Bismarck-Dickinson, ND  
Mobile, AL - Pensacola, FL (9)  
Monroe, LA-El Dorado, AR (3)  
Monterey-Salinas, CA (2)  
Nashville, TN (3)  
New Orleans, LA (2)  
New York, NY  
Norfolk-Portsmouth-Newport News, VA  
North Platte, NE (2)  
Northfolk-Portsmouth-Newport News, VA  
Odessa-Midland, TX  
Oklahoma City, OK (3)  
Omaha, NE (2)  
Orlando-Daytona Beach- Melbourne, FL (3)

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## Car Clinic Network Coverage (continued)

- Bobby Likis Car Clinic Radio
- Bobby Likis Car Clinic Television
- Sirius Satellite Radio
- Genesis Communications Network

Paducah - Cape Girardeau - Harrisburg -  
Mt. Vernon, KY (4)

Palm Springs, CA

Panama City, FL (2)

Phoenix, AZ

Pittsburgh, PA (4)

Portland, OR (8)

Portland-Auburn, ME (2)

Presque Isle, ME

Providence, RI--New Bedford, MA (4)

Raleigh-Durham, NC (3)

Richmond-Petersburg, VA (2)

Roanoke-Lynchburg, VA (2)

Rochester, MN-Mason City, IA-Austin, MN

Rochester, NY (3)

Sacramento-Stockton-Modesto, CA (2)

Salisbury, MD

Salt Lake City, UT (3)

Santa Barbara-Santa Maria-San Luis Obispo, CA

Savannah, GA (3)

Seattle-Tacoma, WA (3)

Sherman, TX-Ada, OK

Shreveport, LA

Sioux City, IA

Sioux Falls-Mitchell, SD (2)

South Bend-Elkhart, IN

Spokane, WA (4)

Springfield, MO (4)

Springfield-Holyoke, MA

St. Lake City, UT (3)

St. Louis, MO (5)

Syracuse, NY

Tampa-St. Petersburg-Sarasota, FL (5)

Terre Haute, IN (2)

Topeka, KS

Traverse City-Cadillac, MI

Tucson, AZ

Tulsa, OK (3)

Tyler-Longview, TX (2)

Virgin Islands (5)

Washington, DC (2)

Watertown, NY (2)

West Palm Beach-Ft. Pierce, FL

Wichita Falls, TX-Lawton, OK (2)

Wichita-Hutchinson, KS

Yakima, WA

Yuma, AZ-El Centro, CA

Zanesville, OH

Albany, GA

Albany-Schenectady-Troy, NY (2)

Atlanta, GA

Baton Rouge, LA

Beaumont-Port Arthur, TX

Biloxi-Gulfport, MS

Birmingham, AL (3)

Buffalo, NY

Chattanooga, TN

Chico-Redding, CA

Cincinnati, OH

Cleveland-Akron, OH (3)

Columbus, GA

Columbus, OH

Corpus Christi, TX (3)

Dallas-Ft. Worth, TX (2)

Dayton, OH

Dothan, AL (2)

Eugene, OR

Fresno-Visalia, CA

Ft. Smith-Fayetteville-Springdale-Rogers, AR (2)

Ft. Wayne, IN

Grand Rapids-Kalamazoo-Battle Creek, MI (3)

Hartford-New Haven, CT

Huntsville-Decatur-Florence, AL

Jacksonville, FL

Knoxville, TN

Las Vegas, NV

Lexington, KY (2)

Little Rock-Pine Bluff, AR

Louisville, KY

Memphis, TN

Miami - Ft. Lauderdale, FL

Mobile, AL-Pensacola, FL

Monroe, LA-El Dorado, AR

Montgomery, AL (2)

New Orleans, LA (2)

New York, NY

Oklahoma City, OK

Orlando-Daytona Beach-Melbourne, FL (2)

Philadelphia, PA

Phoenix, AZ

Pittsburgh, PA

Rochester, NY (2)

Sacramento-Stockton-Modesto, CA

Salt Lake City, UT

Savannah, GA

- Stations are subject to change. Networks may change local programming.
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## Car Clinic Network Coverage (continued)

- Bobby Likis Car Clinic Radio • Bobby Likis Car Clinic Television
- Sirius Satellite Radio • Genesis Communications Network

Spokane, WA  
Springfield, MO  
Tampa-St Petersburg-Sarasota, FL  
Toledo, OH  
Traverse City, MI  
Twin Falls, ID  
Tyler-Longview, TX  
US Virgin Islands  
Victoria, TX  
Watertown, NY  
West Palm Beach-Ft. Pierce, FL  
Wichita - Hutchinson, KS (2)

**NOTE:** Bobby Likis Car Clinic has been added to the All-Sports TV Network, a new national network that just launched. Affiliate list to be published shortly.

Bobby Likis Car Clinic is heard live on Sirius Satellite Radio Channel 123 as well as multiple encore presentations.

Car Clinic Minute is featured on various Sirius Satellite channels including:  
CNBC, CNN, Weather Channel,  
ESPN, Discover Channel,  
ABC News, etc.

Albuquerque-Santa Fe, NM  
Amarillo, TX (2)  
Baltimore, MD  
Birmingham, AL  
Charlotte, NC

Chicago, IL  
Chico-Redding, CA  
Cleveland-Akron, OH  
Colorado Springs-Pueblo, CO  
Dayton, OH  
Denver, CO (6)  
Glendive, MT  
Grand Junction-Montrose, CO (2)  
Greenville-New Bern-Washington, NC  
Greenville-Spartanburg, SC-Asheville, NC  
Hartford-New Haven, CT  
Huntsville-Decatur-Florence, AL  
Kansas City, MO  
Knoxville, TN  
La Crosse-Eau Claire, WI  
Lexington, KY  
Lincoln-Hastings-Kearney, NE (2)  
Los Angeles, CA  
Madison, WI  
Medford-Klamath Falls, OR  
Minot-Bismarck-Dickinson, ND  
Mobile, AL-Pensacola, FL  
Monroe, LA-El Dorado, AR  
Monterey-Salinas, CA  
New York, NY  
Norfolk-Portsmouth-Newport News, VA  
Paducah-Cape Girardeau-  
Harrisburg-Mt Vernon, KY (2)  
Phoenix, AZ  
Pittsburgh, PA  
Providence, RI-New Bedford, MA  
Rochester, NY (2)  
Springfield, MO  
Tampa-St Petersburg-Sarasota, FL  
Washington, DC (2)  
Wichita-Hutchinson, KS  
Yuma, AZ-El Centro, CA

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