

Automotive

The Race For Space



(NAPS)—Trunks are being raised to new levels of spaciousness. A leader in following consumers' request for more trunk room is the all-new 1995-model Mercury Mystique shown here. The mid-sized sedan has 13.9 cubic feet of cargo space, or nearly as much as the luxurious Lincoln Mark VIII. With its fold-forward split back seat, Mystique can carry passengers and their skis and can even carry a small load of lumber. "More trunk room helps buyers get the most out of a mid-sized car," explains Chuck Stevens, Mercury marketing coordinator for the Southeast Region. Shown with him is Starlet O'Hara, a well-known resident of Zoo Atlanta.

Car Seat Use: A Little Extra Time May Save A Life

(NAPS)—Parents with hectic schedules are always looking for short cuts. But no one would knowingly jeopardize the safety of a child just to save a little time. Yet it happens more often than one might think.

According to the National Highway Traffic Safety Administration (NHTSA), approximately 75 percent of all auto crashes occur within 25 miles of home, on roads where the posted speeds are 45 mph or less. Too often, convenience takes precedence over the safety of small children who, by law, should be buckled into child car seats. Taking the time to make sure that children are properly restrained is the most important part of running errands.

Dr. Mark Widome, professor of pediatrics at The Pennsylvania State University College of Medicine, says, "If there is any one thing a parent can do to add measurably to a child's safety during the first few years, it is to put him or her in a child safety seat when traveling in a car. In the event of a crash or sudden stop, the child will be more secure.

"If you have a child under the age of four and/or under 40 pounds, you need a child safety seat," Widome says. "But it's not enough just to buy a child safety seat, parents must learn to use seats correctly and use them consistently."

To help parents or guardians ensure that they use child safety seats properly, Midas International has created Project Safe Baby. The goals of the program are to inform the public about the laws regarding child restraint, educate them on the proper use of child safety seats and making seats widely available at a reasonable price.

With the assistance of the National Highway Traffic Safety Administration (NHTSA), they developed educational materials, which are available at Midas Muffler and Brake Shops, for adults responsible for traveling with children. Ten-minute in-

structional videos and brochures, entitled "Tips for Safer Travel with Children," are available in both English and Spanish to illustrate the correct use of child car seats.

Through Project Safe Baby, more than 1,900 Midas Muffler and Brake Shops across the country offer Century 1000 STE convertible car seats to consumers at the wholesale cost of \$42. In addition, Midas' Car Seat Exchange program allows customers to return the seats to any Midas shop when they are no longer needed in exchange for certificates good for \$42 worth of Midas services on their cars.

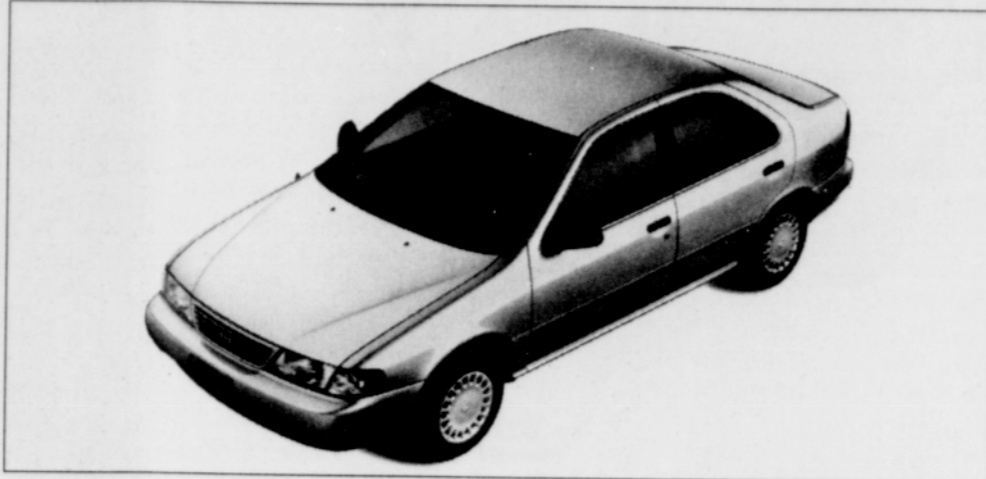
FREE BROCHURE

For a free copy of the child car seat instructional brochure, "Tips for Safer Travel with Children,"

available in English and Spanish, write to the address below. The videotape, "Tips for Safer Travel with Children," also in English and Spanish, is available for a \$2.50 shipping and handling fee (make check payable to Midas International). Mail all requests to: MIDAS PROJECT SAFE BABY, P.O. Box 92292, Dept. G, Libertyville, IL 60092.

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SENTRA



Demographics

Age Range: 25-54 years old
Median Household Income: \$35,000-\$45,000
Marital Status: Married
Family: 1-2 children
Education: Attended or graduated college

Psychographics

Profile: The Nissan Sentra offers more than you would expect from a compact sedan.

Vehicle Preferences: Target consumers are rational people who consider cars expensive purchases to be taken seriously. Cars fulfill a utilitarian role—they must be economic, dependable and practical, providing plenty of passenger room and cargo space. High-quality exterior styling and comfort are determining factors when purchasing a new car, but these consumers are realistic about what they want and what they can afford.

Positioning Statement

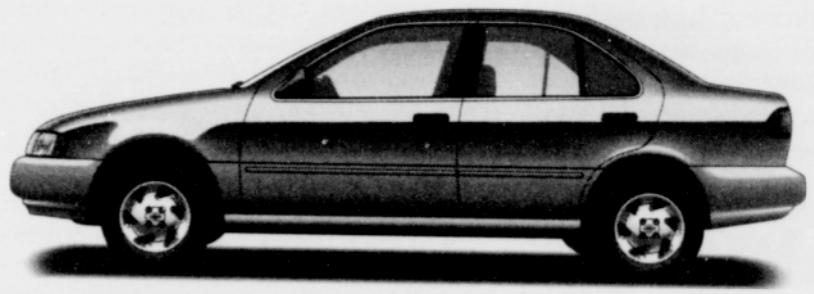
The new Nissan Sentra offers the quality and value of compact sedans, without sacrificing the comfort and desirable features normally found in larger sedans.

Tonality

Smart and exciting. Strong quality and value message.

Primary Competitors

Toyota Corolla
Honda Civic
Ford Escort
Saturn 4-Door



Sentra GLE

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