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Lack of Servicing fuels calls to Forté Technical Helpline

An austere approach by motorists to having their vehicles serviced has fuelled a rise in calls from garages to the technical helpline of leading trade-only treatments company Forté.

Experts at the Coventry-based company said they had seen a 12 per cent increase in calls during the first quarter of the year, compared to the same period last year.

Calls from technicians have generally related to problems brought on by engine contamination in vehicles as a result of motorists leaving it too long between services.

Phil Dugmore, technical manager at Forté, said: *"We get an average of 400 calls to our technical helpline a month and there's no doubt that we've seen an increase concerning driveability problems and mechanical repairs which have been brought on by contamination. We all understand the cost of running a vehicle has risen sharply but ignoring or putting off servicing really is a false economy. Regular maintenance and servicing prevents a lot of these contamination-induced issues arising which can land motorists with potentially enormous repair bills."*

Phil said the ideal solution was for technicians to clean the oil and fuel system as part of a vehicle's service. The company has produced a Forté Advanced Formula Motor Flush film on YouTube www.youtube.com/watch?v=-V_mT7e0j4k, illustrating how effective the treatment is and stressing to motorists the importance of it being used by their garage technicians during regular services.

Forté Advanced Formula Motor Flush cleans engines internally and provides anti-wear protection. It frees sticking piston rings, hydraulic valve lifters and variable valve timing systems and removes lacquer, varnish and sludge deposits from the crankcase. The treatment also neutralises crankcase acids, keeping new oil cleaner for longer.

Phil added: *"Using Forté Advanced Formula Motor Flush combined with Forté's fuel treatment as a part of a service is a great solution to keeping vehicles in tip top condition and improving their efficiency. Many motorists are thinking twice about regular services for their vehicles during these times of austerity. The film we have developed is aimed at educating motorists as to why regular services are so important and to illustrate to garages and workshops how effective Forté Advanced Formula Motor Flush is."*

The instructional film is available to Forté customers to play in their reception areas.

Today, Forté operates throughout the UK and works with around 9,000 garages, workshops, MOT stations and franchised dealers.

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Editor's note:-

Forté is synonymous with the very best in effective engine treatments. Its products are used on a regular basis by more than 9,000 garages in the UK, and its engine treatment programmes are regularly used when vehicles are serviced. The Coventry-based company has more than 30 years' experience in the UK helping and advising garages on how to make a noticeable difference to a car's performance and enhancing customer satisfaction. Forté operates throughout the UK and works with garages, workshops and franchised dealers.

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