

## **New Marketing Push Offers Insider's Look into Car Care Business**

*Professional mechanic Larry DeHays releases fun, informative guide for 'The Car Care World'*

FORT MYERS BEACH, Fla. ([PRWEB](#)) January 08, 2016 -- [Larry DeHays](#) has spent a lifetime in the [car repair](#) business. His extensive experience gave him insight into the ins and outs of the business as well as the challenges faced by the people that make up the industry. DeHays has released "[The Car Care World](#)" (published by AuthorHouse), a collection of stories and advice columns on automotive care written not just to educate readers but to [foster trust](#) between customers and car care professionals.

DeHays has seen how car repairs can make people anxious and stressed. Written in a consumer-friendly style by an experienced mechanic, "The Car Care World" offers an insider's look into the car repair world and helps readers make the most out of the repair process.

"Since most people don't understand the technology they have to rely on the mechanic's opinion and this can be problematic if there is no trust," DeHays says. "By exploring the interactions between mechanics and public, we shed light on potential problem areas, making the repair process more pleasant."

Fun and informative, "The Car Care World" is a must-read for car owners, mechanics and anyone who wants to maximize [car maintenance](#) and repair.

"The Car Care World"

By Larry DeHays

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E-Book | 456 pages | ISBN 9781496965165

Available at Amazon and Barnes & Noble

### About the Author

Larry DeHays is a U.S. Navy-trained electronic data systems technician, Vietnam veteran and field engineer with the Apollo program which landed men on the moon. At 26, he became the youngest station manager in the NASA Network. He then brought those skills into the automotive repair field. He has spent 40 years "turning wrenches" and talking with the public about car repairs in his service center in a small south Florida town.

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