



Cottman Transmission and Total Auto Care Deepens Commitment to Communities it Serves

Releases Exclusive New Collection of Online Video Shorts; The Series Saves Drivers Time, Money and Frustration

([PRWEB](#)) April 06, 2016 -- Car owners can confidently put worry in their rearview mirror -- a memory left behind as an innovative new video series just unveiled is helping drivers distance themselves from the annoyances of automotive troubles.

Cottman Transmission and Total Auto Care, revered across the nation for the honesty and integrity that defines each and every customer experience, today released an educational video series in conjunction with April's National Car Care Month. Featuring the brand's signature Cottman Man, the videos provide user-friendly tips on topics relating to car care, such how to address annual car service needs, routine maintenance, road trip precautions and many more relevant consumer preventative and proactive car care tips.

"We created this video series as a fun and informative way for our loyal and growing base of customers to learn more about how to avoid car problems, and what to do if they occur," said Derik Beck, vice president of digital marketing for Cottman Transmission and Total Auto Care. "Putting The Cottman Man to work in these short videos helps to demystify car care for our customers by solving common car problems."

By using simple explanations in the engaging, animated videos, which are 55 seconds or less, The Cottman Man provides crucial car care tips to viewers. Underscoring the usefulness of the series are colorful visuals and easy-to-follow guidelines that ensure viewers are more confident about their motor vehicles and the care it requires.

The complete video series arrives just as the brand has earned a pair of prestigious honors for its web-based content. In the Web Marketing Association's 2016 "Internet Advertising Competition," The Cottman Man Educational Video Series took a top honor and The Cottman Man Blog won "Best Blog Website." The Internet Advertising Competition awards and recognizes excellence in online advertising through online ad, video, mobile, newsletter, email and social media.

"This is truly a tribute to the effort behind our pledge to providing customers with the best experience our industry has to offer," added Beck. "There is nothing more important to us than the trust we earn. We strive everyday to garner that respect from consumers, and the video series is a sincere way for us to show the depths to which we care. It's an incredible honor to be recognized for the connections we make with the customers we serve."

To view The Cottman Man Educational Video Series, visit <http://www.cottman.com/videos/>. And, to learn more about Cottman Transmission and Total Auto Care, please visit www.cottman.com.

About Cottman Transmission and Total Auto Care

With locations across the U.S., Cottman Transmission and Total Auto Care is a transmission and auto repair brand that services almost any make or model vehicle, foreign or domestic. Cottman Transmission and Total



Auto Care centers specialize in complete transmission service, brakes, suspension, air conditioning service and much more. Cottman's headquarters is based in Horsham, Pennsylvania. For more information, please visit www.Cottman.com and www.TheCottmanManBlog.com.



Contact Information

Derik Beck

Cottman Transmission and Total Auto Care

<http://www.cottman.com>

+1 2674647212

Online Web 2.0 Version

You can read the online version of this press release [here](#).