

HEADQUARTERS
16217 Kittridge Street
Van Nuys, CA 91406

www.CarGeniusApp.com

FOR IMMEDIATE RELEASE

AN APP WITH STAR POWER!

Adam Carolla Launches "Genius" New Car Care App

Los Angeles, Calif.—September 1, 2016—Celebrity, comedian, and famed "car guy" Adam Carolla is announcing the launch of Adam Carolla's Car Genius™, a mobile app designed to empower consumers to manage their cars the *Carolla way*. The creation of this all-purpose app brings a cool new technology to Carolla's millions of fans: a way for users to keep track of everything related to their cars all in one convenient place. Featuring a customized factory-recommended maintenance schedule for up to six cars, the app helps customers know what service their vehicles are due for at the appropriate mileage intervals.

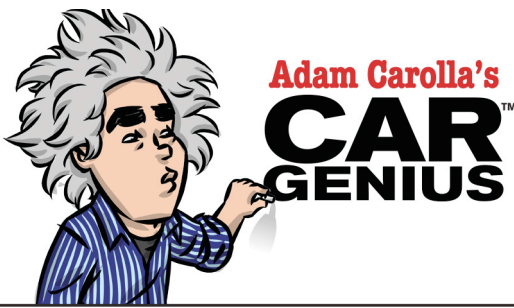
"It's been said, you can pay me now, or you can pay me later," quotes Carolla on the necessity of taking care of vehicles at the proper time, rather than waiting and having bigger, more expensive problems down the road. "With 250 million cars on the road and 79% more than six years old, we have an aging population of cars that need TLC and we want to help owners save money and make them last," added Carolla.

Whether it's an exotic sports car or family minivan, the app allows users to quickly look up factory-recommended maintenance for any vehicle by make, model, and mileage interval back to 1987. A store locator and access to hot deals under Adam's Picks encourages users to check back frequently for special deals on a variety of products. The "My Service" section enables users to store insurance cards, vehicle information, and service history, as well as set alerts and reminders for future service for each car saved in the app.

"It's a digital wallet for your car," states Deborah Castro, CMO and technology partner, Adam Carolla's Car Genius. "We are excited about providing an app that is truly relevant and useful to everyone who owns a car. Adam cares about his fans and wants them to have access to information that is often hard to find," added Castro.

To make it even more engaging, the app will feature regular contests, promotions, exclusive offers, and content that will extend to web and social media platforms.

"We feel it is important that this app tells it straight—just the facts, only maintenance that's required—no extra "flush and fills," said Carolla. "Now, vehicle owners can be armed with information *before* they take their cars in for service, and do-it-yourselfers will have reliable information about the parts they need and where to get the best deals, thanks our partners and sponsors," Carolla added.



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Carolla, a “car genius” in his own right, hosts a daily podcast, *The Adam Carolla Show*, which receives more than one million downloads a day, in addition to several other topical and co-hosted podcasts, such as CarCast, a weekly show, devoted to car enthusiasts. Carolla, along with co-host Matt D’Andrea take listeners out to the track or behind the scenes with people in and around the automotive industry. In 2015, Carolla produced and directed the film, *Winning: the Racing life of Paul Newman*, chronicling the car racing career of Paul Newman.

Adam Carolla’s Car Genius is *free* to download and available in both iTunes and Google Play app stores. Visit www.cargeniusapp.com for more information.

About Adam Carolla’s Car Genius

Adam Carolla, celebrity, comedian, and podcast pioneer is also widely known as a “car guy.” Now, he’s sharing his vast knowledge of cars with an all-new app that offers car care *The Carolla Way*, simplifying the process by making it faster, easier, and more accessible to millions of car owners. *Adam Carolla’s Car Genius* is the ultimate mobile app for all things cars, empowering owners to know what to expect before they arrive at a dealership, repair shop, or parts retailer; it’s smart car care for everyone. With people keeping their vehicles longer, this app helps owners ensure the long-term value of their cars. *Adam Carolla’s Car Genius* features factory-recommended maintenance schedules for makes and models dating back to 1987, and provides the ability to save all information for up to six vehicles, with an intuitive “my maintenance” section that let’s owners know what service their cars are due for, or the parts they need to do it themselves! Simply stated, the app is a digital wallet for users’ cars, there’s even a place to store insurance cards—now that’s genius! And, unlike apps that have come before, this one has built-in benefits: users can find nearby locations and receive exclusive offers and discounts at select retailers for a variety of automotive and non-automotive lifestyle products. App users are served up deals in the “offers” and “Adam’s Pick’s” sections. Extra content and contests keep fans coming back, plus special surprises through Adam’s daily show content and sponsors makes this app a must have for anyone who owns a car. *Adam Carolla’s Car Genius* can be downloaded the app via Apple iTunes or Google Play stores today. Visit www.cargeniusapp.com for more information, tips, and offers.

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Adam Carolla's **CAR GENIUS**™

An All-New Car Care and Lifestyle App

Adam Carolla's Car Genius™ is an all-new maintenance and lifestyle app for all things cars. After years of research and testing, Adam and his team of car geniuses are now offering the ultimate app that anyone who owns a car can use. Car Genius empowers consumers to take control of their vehicle ownership needs with an easy-to-use digital wallet that makes upkeep simple and rewarding. Factory-recommended maintenance schedules, insurance information for up to six vehicles, special savings from partners, and exclusive offers directly from Adam combine to put car owners in the drivers seat the way no other app can.

Unique App Features:

- **Factory-recommended maintenance** schedules for all models back to 1987
- **Offers and promotions** from sponsors and brand partners
- **Exclusive sweepstakes and promotions** that reward app users
- **Dedicated content** that educates and empowers vehicle owners
- **Reminders** that automatically sync with device calendar
- **Complete vehicle profile** for up to six cars per user
- **Insurance information** stored directly in the app for all saved vehicles
- **Service history** for each vehicle stored in one easy-to-find place
- **GPS-based store locator** for nearest retailers
- **Click-to-call** for easy appointment schedule and parts ordering



Now available in the App Stores!
Visit **CarGeniusApp.com** for info.

"Car Genius is about taking our knowledge and passion for cars to help all drivers understand the importance of smart car care."

- Adam Carolla



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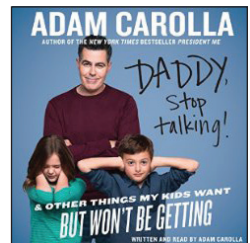
An App With Star Power!

Adam Carolla's Car Genius offers the perfect blend of utility, engagement, and brand affinity delivered through an entertainment powerhouse that is widely known and respected in the automotive arena.



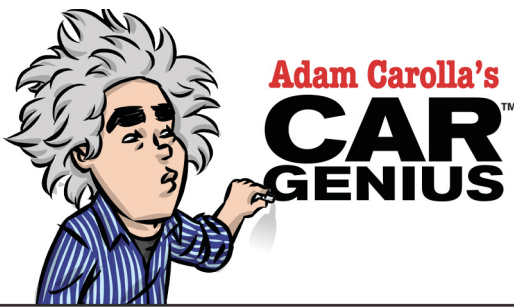
Adam Carolla is the Ultimate Car Guy

- Professional Race Car Driver
- Won the Long Beach Grand Prix Pro/Celebrity Race Twice (2012, 2013)
- Maintains His Own Car Collection
- Hosts a Podcast Dedicated to Car Enthusiasts (CarCast, Podcast One)
- Huge Fan Base with More Than 1.1 Million Daily Downloads of The Adam Carolla Show Podcast
- Fans View Him as an Authority on All Things Cars



Adam has a strong presence in pop culture and appeals to a wide demographic. His platform, Adam Carolla Digital, offers cross promotional and advertising opportunities across multiple touchpoints, including The Adam Carolla Show, CarCast with Adam Carolla, The Adam & Dr. Drew Show, and Ace on the House.

For more information, visit AdamCarolla.com



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ADAM CAROLLA'S CAR GENIUS™

- Adam Carolla's Car Genius™ is an app for everyone—not just car enthusiasts or fans—but for any owner who needs quick, easy-to-access information on all things related to their cars
- Car Genius was created because Adam wanted to share the wealth of knowledge he has gained throughout the years by taking care of his cars and his family and friends' cars; he's seen what happens when vehicles aren't maintained
- Adam frequently says, "you can pay me now, or pay me later." If you wait to take care of your car, you're going to have bigger problems down the road
- And that's why this app is FREE for users—car care should be accessible for everyone
- The Car Genius app empowers consumers to take control of their vehicle maintenance to know what they need *before* they go to a parts or service retailer—it's SMART CAR CARE FOR EVERYONE
- Adam Carolla's Car Genius™ arms vehicle owners with factory-recommended maintenance schedules back to 1987
- The app allows users to quickly search for their make, model, and mileage intervals to easily find recommended service for up to 6 vehicles
- Plus, a GPS-based store locator with click-to-call makes it easy to schedule an appointment for a repair, or to order parts online or in store through a retailer
- It's a digital wallet for your car, no more fumbling in a glove box to find information
- Car Genius stores insurance cards associated with each vehicle in the user's profile, making them easy to find when you need them
- The app includes exclusive offers from partners and relevant products because Adam wants to reward fans and users for being proactive about car care
- People can find more information, daily deals, car care tips and a whole lot more on the website at **www.CarGeniusApp.com**