

# *MotorWeek*

Television's Original Automotive Magazine

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## **Auto Value and Bumper to Bumper become newest *MotorWeek* sponsors**

*Award-winning weekly television series is in its 42<sup>nd</sup> season*

**OWINGS MILLS, MD** – [MotorWeek](#), television's original and longest-running automotive series, today announced that [Auto Value](#) and [Bumper to Bumper](#), part of the independent member network of the Aftermarket Auto Parts Alliance, Inc., have signed on as national sponsors of the award-winning public television program.

The Auto Value and Bumper to Bumper's sponsorship package consists of a comprehensive suite of media and engagement benefits across *MotorWeek's* weekly broadcast, cable TV and digital platforms, including the series' popular [YouTube channel](#).

"We are thrilled to be a sponsor of television's longest running and most respected automotive series. This opportunity to speak directly with *MotorWeek's* loyal audience is a great benefit to the Auto Value and Bumper to Bumper network of parts store and certified service centers," explained JC Washbish, vice president, Sales and Marketing at the Alliance. "Our sponsorship signals to our customers that their trust and reliance on Auto Value and Bumper to Bumper – to keep their vehicles running – is well placed. We couldn't think of a more appropriate place to highlight our brands than *MotorWeek*."

Created and hosted by car expert John Davis, *MotorWeek* delivers consumer-oriented reviews of the latest cars, trucks and utility vehicles along with valuable DIY car care advice about car appearance, performance and maintenance, while keeping pace with the latest automotive lifestyle trends.

"We are honored to have such an incredible organization on board to sponsor *MotorWeek*," said John Davis. We know firsthand that Auto Value and Bumper to Bumper provide top quality auto parts and highly valued service from coast to coast. We welcome them to the series and to be in front of our audience and look forward to a long and mutually beneficial sponsor relationship."

The two brands join [Lucas Oil](#) and [TireRack.com](#) as *MotorWeek* sponsors.

*MotorWeek* is now in its 42<sup>nd</sup> season and is seen weekly on PBS stations nationwide, the [MAVTV](#) motorsports and automotive enthusiasts' cable channel, and the [V-me](#) Spanish-language network.

Online, *MotorWeek* episodes can be streamed 24/7 on PBS Living, a Prime Video channel, with the latest episodes also available for free at [pbs.org/motorweek](#). Many hundreds of *MotorWeek*-archived road tests and features, including popular Retro Road Test Marathons, can also be accessed at [youtube.com/motorweek](#) with nearly three million viewers each month.

*MotorWeek* is available for every type of video screen and mobile device with up-to-the-minute automotive news, instantaneous driving impressions, and exclusive videos online at [motorweek.org](#). Viewers can also follow *MotorWeek* on social media as well as download complete shows on iTunes.

*MotorWeek* is produced and distributed by [Maryland Public Television](#).

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### **About Auto Value and Bumper to Bumper**

Auto Value and Bumper to Bumper are part of the independent member network of the Aftermarket Auto Parts Alliance, Inc., the premier aftermarket distribution and marketing program group in the world. As a network of independent warehouse distributors, they are the industry choice for quality parts and service with thousands of parts stores and professional repair shops across North America, Mexico, Honduras, Colombia, Belize, Europe, and China. Members pride themselves on responding to the individual needs of each customer and providing unequalled products and service throughout the Alliance's global network.

### **About MotorWeek**

*MotorWeek* is television's longest running and most respected automotive series. *MotorWeek* debuted in 1981 and launched a new television genre by becoming the first weekly series to offer consumer-oriented car and truck reviews, do-it-yourself car care tips, and the latest auto industry news. Produced by Maryland Public Television, *MotorWeek* airs on 92% of PBS stations nationwide, and can also be seen on cable's MAVTV Motorsports Network and V-me Spanish-language network. The winner of dozens of prestigious automotive journalism awards, *MotorWeek* is a reliable source of automotive news on television and the internet.