



For Immediate Release

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SKF Sponsors the Car Care Council Women's Board

BETHESDA, MD – April 21, 2008 – The Car Care Council Women's Board announces SKF has committed to sponsoring the 2008 Women's Board.

"SKF has been a strong supporter of the Women's Board for many years and we are pleased to continue our sponsorship in 2008," said Katie Noga, manager, marcom and motorsports for SKF and current president of the Car Care Council Women's Board.

SKF, the world's leading producer of bearings, was founded in 1907. Headquartered in Gothenburg, Sweden, SKF has technology centers in the Netherlands, Italy and the United States. A worldwide supplier of radial shaft seals, precision-engineered elastomeric products and value-added subassemblies to a variety of industries, SKF serves the automotive, aerospace, heavy-duty/off-highway, industrial and marine markets.

The Women's Board offers four tax-deductible sponsorship levels, Platinum (\$5,000), Gold (\$2,500), Silver (\$1,250) and Bronze (\$500). These sponsorship dollars cover all of the activities of the various Women's Board committees, including:

- Consumer education, with special emphasis on female consumers
- Expanded scholarship program for women
 - Post-secondary vocational students enrolled in automotive programs and planning to enter the automotive field
 - High school students planning to enter the automotive field
 - Northwood University student enrolled in the automotive aftermarket curriculum
- Recruitment and retention of women into our Industry
- Development and maintenance of <http://women.carcare.org>
- Industry support, articles and educational materials
- Research projects and public relations activities
- Automotive Communications Awards and reception

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The Women's Board is comprised of professional women and men, including company executives, service shop owners, service writers, motor sports figures, association executives and consultants, who are dedicated to informing female audiences about proper vehicle maintenance and safety, while encouraging young people to investigate automotive career choices. For more information about the Car Care Council Women's Board, visit <http://women.carcare.org> or e-mail womensboard@carcare.org.

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