

## Sample Press Release

PRESS RELEASE – FOR IMMEDIATE RELEASE

WWW.UNITEDRECALLS.COM: NEW WEBSITE INCREASES PUBLIC AWARENESS OF AUTO SAFETY

Rockville, Sunday, July 23rd, 2011:

**New public awareness website [www.unutedrecalls.com](http://www.unutedrecalls.com) aims to improve auto safety by making vehicle recalls easier for owners to track. The site presents clearly understandable information regarding major recalls across all vehicle makes and models, as well as a range of other consumer goods.**

As automobile designs become more complex and manufacturing techniques become ever more automated, a growing number of vehicles are recalled by manufacturers each year due to safety flaws in the design. Previously, the public were expected to keep abreast of information released by manufacturers, usually presented in the national and local press. The downside of this situation is that unless the vehicle owner actual proactively monitors the kind of publications which warn of recalls; they are likely to overlook potentially dangerous flaws with their vehicle.

A new website, [www.unitedrecalls.com](http://www.unitedrecalls.com) is set to change this situation. Visitors to the site can search by make and model, and be instantly informed of any recall which is currently in effect for their vehicle. Additionally, the site carries information on recalls for other products, including food, children's toys and medical products.

Rumtin Afsharjavan, Vice President of Operations tells us that; "I find it incredible that in the so called information age, consumers are still expected to find information regarding potentially lethal product faults using such outdated media such as newspapers and magazines. Our site aims to make the world safer by raising public awareness to product recalls by making this critical information easy to locate."

The site features a very clean interface and is very easy to navigate. The visitor has two simple options for locating recalls on a range of products. Firstly, they can use the site navigate to drill down to the specific product they require recall information for. Secondly, the global search function returns a list of products affected by recall warnings using wide search terms.

Rumtin Afsharjavan comments thus; "The whole idea of the new site is to make finding recall data as easy and as quick as possible. For this reason our search function is probably the best tool for our visitors, it makes tracking down specific products, and the case of vehicles, specific models within a product line, very easy indeed."

## Sample Press Release

This innovative news site, [www.unitedrecalls.com](http://www.unitedrecalls.com) is surely likely to become a valuable resource for a whole range of consumers, regardless of the products which they purchase. Currently the focus of the site leans toward automobiles more than other types of products, but the [www.unitedrecalls.com](http://www.unitedrecalls.com) team are working hard to bring many other product types on board.

In a world where safety is paramount, as consumerism increases the possibility of buyers coming into contact with potentially dangerous, flawed products, which are currently under recall, this new site is not only a useful resource, it can potentially save lives.

###

Press contact:

Rumtin Afsharjavan  
15700 Crabbs Branch Way  
Rockville, MD 20855  
[www.unitedrecalls.com](http://www.unitedrecalls.com)  
Email: [email@email.com](mailto:email@email.com)  
Telephone: 012345678