**Getting Personal About Your Vehicle**

**GM’s 2-Way Advanced Remote Start System.**

That way, according to Philippart, when customers use an accessory designed by GM, they know it will look great and won’t compromise the way they want it to be driver-friendly. It’s the reason why GM added the new accessory to its Vehicle Personalization program.

**Comforts Of Home**

More and more, consumers expect the conveniences of home in their vehicle. “Because our customers and their families are spending more time than ever in their vehicles, we want to provide them with electronics that will make that time more enjoyable and their vehicle easier to use,” Philippart says. Customers can now enjoy sophisticated electronic accessories in each of GM’s eight vehicle lines. Those accessory items will give them a stylish appearance along with more convenience.

“Our advantage is that we know our vehicles better than anyone,” Philippart says.

**New Designs Bring Backsplashes Front And Center**

(©APSA)—There’s good news for homeowners looking to make a major home improvement this season. GM’s decorative tile backsplashes come pre-assembled and ready to hang, giving from the box to the wall in less than 10 minutes. The exclusive locking design hangs the backsplash securely in place. With no adhesives, cutting, grouting or sealing, they are described as creating no mess in kitchens during installation.

Made by Broan, the Ready-to-Hang Decorative Tile Backsplashes are available in three sizes (30 inches wide by 14 inches high; 30 inches wide by 20 inches high; and 36 inches wide by 20 inches high). The decorative backsplash is designed to fit the popular appliance and range hood sizes. Plus, they can be removed from the wall in minutes as decor needs change.

Dorothy Salazar, senior vice president of associate communications, says, “We know the dollar amount of spending by homeowners in their kitchen with minimal effort. A new line of decorative tile backsplashes comes pre-assembled and ready to hang, giving consumers more control over the look of their kitchen.”

“GM has designed for each of its vehicles an accessory that customers will find attractive and easy to use.”

**Newsmakers**

**Docking Station and portable DVD player for the 2007 Chevrolet Silverado Crew Cab provides entertainment in and out of the truck.**

**Skin Sense Soothing Skin All Summer Long**

(©APSA)—Warm sunshine. Gentle breezes. A good book to read. It’s summer. But all of these can be a part of your summer, but odds are, they’re things you can do without. Good news: There’s something you can live without. Learning more about the causers of itchy skin—and how to care for it—can make it much easier to save for warm-weather pleasures.

Many summer activities can cause skin irritations, leaving the skin feeling dry and itchy. For example:

- Sun exposure can lead to sunburn and prickly heat.
- Swimming causes a 20 percent reduction in skin sebum and a 24 percent increase in pH levels, which can cause skin to feel dry and itchy.
- Bug bites from mosquitoes, gnats and flies can irritate skin, leading to itch-and-scratch cycle.
- Air-conditioning can deplete the body’s moisture balance, leaving it feeling dry and uncomfortable.
- Gardening is very enjoyable and relaxing but it can be hard on hands. Gardeners often end up with hands that are dry, cracked and cracked.

Skin experts recommend the following tips to help skin stay comfortable all summer long:

1. **Moisturize your skin.** Skin needs moisture in the summer—more than as it does in the wintertime. Choose a moisturizer that is nongreasy and dermatologist tested.

2. **Sun protection factor (SPF) of at least 15.** If you do get sunburned, soothe and comfort your skin with a calming, moisturizing lotion, such as Eucerin Calming Creme.

3. **Avoid bugs and air-conditioning.** Summer and the living is easy. You want to prevent and treat the itchy skin associated with picnicking, bugs, and air-conditioning.

For more information, visit www.napsa.org.