Working Title: Car Repair Fraud Prevention for U.S. Immigrants (in Spanish)

Linking Audience: Webmasters concerned with the financial lives of US Immigrants; could support a guest posting effort too, but was not designed to do this
Reading Audience: English-first relatives of Immigrants + Spanish-first Immigrants
In-Funnel Audience: none - this piece is primarily for authority link building.

What this article does, and for whom:

For many immigrants in the U.S., driving is a necessary part of life. And it's about more than simply getting from place to place. As the Immigration Policy Center's report, "Living in a Car Culture Without a License," asserts, having a car or access to a car is connected to earning higher wages.

Some mechanics take advantage of their customers' lack of knowledge. In fact, as FraudGuides.com notes, the National Highway Traffic Safety Administration estimates that tens of billions of dollars are paid out each year by consumers for faulty or unnecessary car repairs.

In this guide, Spanish-speaking immigrants and/or their English-speaking relatives can learn about auto repair fraud prevention, common scams, and how to find a mechanic they can trust. It presents articles, tips, advice, and other resources.

NOTE: all the research and design below was written into a Spanish-language document by our good friends at http://alturainteractive.com/)

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Overview

Per National Highway Traffic Safety Administration, consumers lose “tens of billions of dollars each year due to faulty or unnecessary car repairs.”

Don’t Let Car Repair Fraud Happen To You: Tips for Prevention

Research mechanics before you have a problem.

Know your rights.

Ask any questions you have.

Think about how best to describe your problem.

Know these guidelines. (5 videos)

Get an estimate in writing before repairs are made.

Avoid overly aggressive sales pitches.

Get several quotes before choosing a mechanic.

Ask for your old parts back.

Pay with a credit card.

Keep up with the needed paperwork. (from the “Resolving Disagreements Over the Bill” section)

If you think you're a victim of fraud, file a complaint.

The Facts about Common Scams

Premature filter replacement

The “While You Were Away” Scam

The Bait and Switch

Used Part Replacement

Broken Axle Boots

Unnecessary Fluid Flushes

The “Free” Alignment Check

Making Needless Repairs

How to Find a Trustworthy Mechanic

Check out online reviews.

Ask what certifications the mechanic(s) have received.

Call the Better Business Bureau.

Go to a shop endorsed by AAA.

Check car forums.

Ask family and friends.

Check out the shops in person. Are they clean? Well organized?

Ask if they’re ok with showing you the problem.