

# COLLISION CENTER PRODUCT GUIDE

**Let's Shed Some Light On  
An Unclear Subject.**

**CERAMAX**

H/O CERAMIC PAINT COATING

See Pages 10 -11

**Digital Sample Only**  
**\*\*\*Not For Distribution\*\*\***

**INDUSTRY CATALOG**

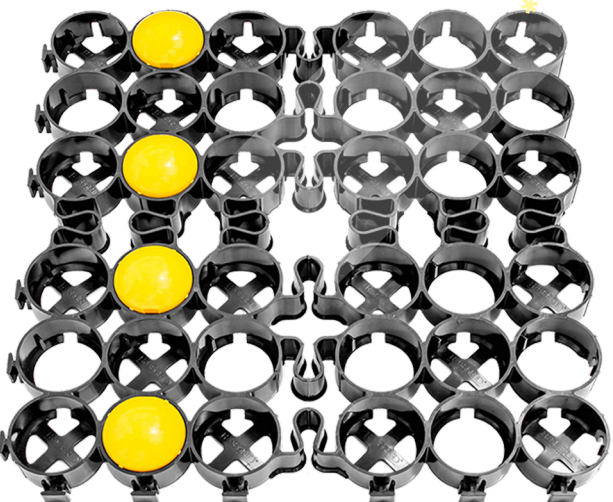


Need paving?  
Save Land. Save Costs. Add Inventory Space.

# WORLD'S STRONGEST PERMEABLE PAVERS

Drive on the surface, drain & detain stormwater below.

Engineered for high traffic, heavy loads, and maximum land use.



U.S. Patent No. 8,734,049



World's Largest 100% Permeable Parking Lot

## Case Study by the numbers:

Cox Automotive Inventory Lot.

- 15 acre inventory lot
- 4 acre detention pond eliminated.
- Capacity: Increased by 1,000 cars



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CONTACT US FOR INFO OR PRICING

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# PRODUCT GUIDE MARKETING PROVIDES

EDDM AND TARGETED DIRECT MAIL SERVICES  
to help you connect to potential customers.

## EDDM INFORMATION & BENEFITS

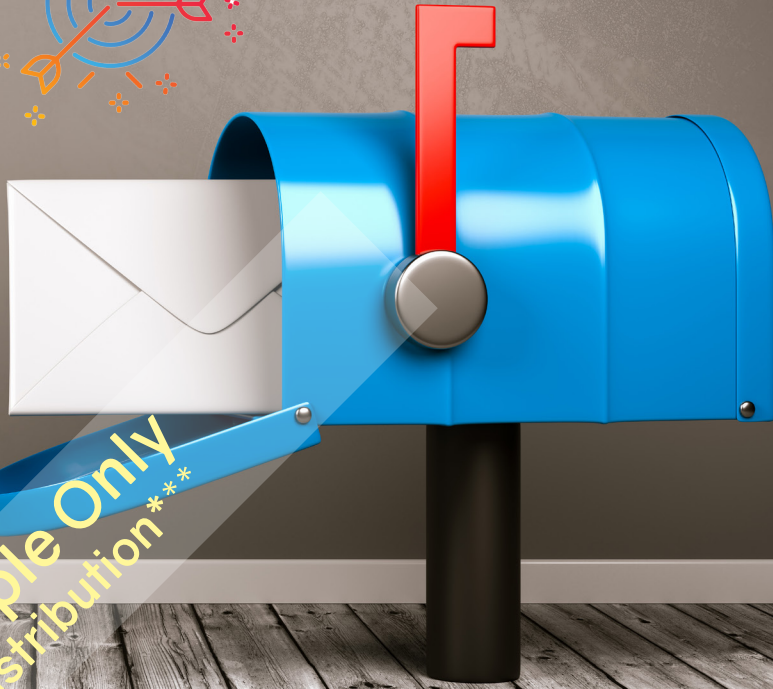
- ✓ Marketing at a Local Level
- ✓ Targeted Distribution by ZIP Code
- ✓ No names or addresses needed
- ✓ Sizes up to 8.5 x 11 Postcard
- ✓ Rates as low as \$0.162 per piece

### DIY Options

We ship product directly to you with instructions for distribution

## DIRECT MAIL INFORMATION & BENEFITS

- ✓ NCOA certified address list processing. This ensures that you're not paying for print and postage for invalid addresses.
- ✓ Sizes up to 8.5 x 11 Postcard
- ✓ First Class and Bulk Rates Available



Product Guide Marketing also provides printing services for a variety of printed products and promotional items.



SAVE UP TO  
**50%**

COMPARED TO  
TRADITIONAL  
PRINTING  
SERVICES!

## OUR PRODUCT OFFERINGS

- Postcards
- Flyers/Brochures
- Business Cards
- Door Hangers
- Yard Signs
- Catalogs
- Envelopes/Letterheads
- Vinyl/Mesh Banners
- Window Cling

...and hundreds of other products...

**Additional Services:** Graphic Design and Creative Services | Mail-List Generation Services

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WWW.PRODUCTGUIDEMARKETING.COM

# TABLE OF CONTENTS

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# THE SHOP

## TELECOM ADVISORS GROUP, INC



## TELECOM ADVISORS GROUP, INC.

Telecommunication Consulting Services

### Selecting a new telephone system is difficult and confusing.

With so many choices, how do you know which is the best one for your Dealership?

OK, your store needs a new phone system. Maybe the one you're using has just reached the end of its useful life. Maybe your current system is no longer manufactured, and parts are scarce. Or, maybe you want to move your dealership into the 21st Century and take advantage of the technology to make your business more productive.

Whatever the reason, it's not an easy process. Unless you know what's out there, who's competent, which platform is best, who has all the best features and what phones are the most reliable the chances are that you'll make a mistake that will cost you money or impact your CSI. Even if you're lucky enough to have chosen a good company, the transition to the new system needs to be managed as to not leave numbers behind or impact your overall dialing plan.



#### Some of the questions that come up in this process are:

- How do you know which companies are great and which ones are not?
- As all vendors will tell you their system is the best, whose story do you believe?
- How do you know you're buying the system that's right for your store?
- How do you know you're paying a fair price?
- How do you know that the vendor will perform as promised?
- How do you know that the vendor has the technical expertise needed?
- Will the vendor guarantee Quality of Service?
- Will all your numbers be moved or ported to the new system correctly?

Telecom Advisors Group has been helping dealerships with this complex process for over 23 years. We make sure that the companies bidding on your project are only the best. And once the final decision has been made, we manage the whole upgrade process to make sure you get exactly what was promised. With no allegiance to any one provider, we evaluate multiple vendors and systems to make sure you get the best system and services. It's what we've been doing for over 23 years. We're here to help. Call us today to find out how we can help you.

**Telecom Advisors Group**

480-461-1800 | [info@telecom-advisors.com](mailto:info@telecom-advisors.com) | [www.telecom-advisors.com](http://www.telecom-advisors.com)

## THE SHOP



**Name Badges**  
**Promotional Products**  
**Business Cards**  
**Dealer Supplies**

## MOTOR CITY BADGE

Motor City Badge is a leading manufacturer of name badges for automotive dealerships. Let us be your one stop shop! We offer a multitude of products such as business cards, name plates, interior and exterior signs, banners, decals, license plate frames and much more.

We are proud to announce that Motor City Badge is now an E-Z line distributor, allowing our customers access to 1000's of dealer supplies at competitive pricing. Please contact us for a current catalog. Sign up for a new account and receive 10% off your first order. Let us help enhance your business!

#### Here's what our Customers are saying:

"We have ordered many name badges over the last 5 years from them. These guys are very efficient and great to work with. Truly an exceptional Company."  
- Mike, Jeff D'Ambrosio Chevrolet

"Customer service is outstanding. Badges look wonderful and are sent within days of ordering. I am very pleased and recommend Motor City for all your needs." - Ruff, Bob Howard Auto Group

"Great quality and very professional looking. Best name tags I've seen yet."  
- Beth, David Stanley Chevrolet

**Motor City Badge**

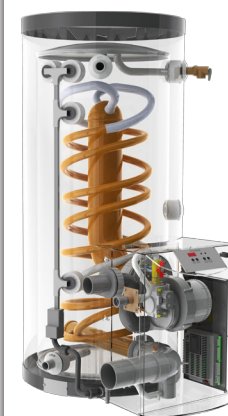
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### PHOENIX WATER HEATER



## HOT WATER PRODUCTS SERVICE BEYOND THE SALE

#### Phoenix Water Heater



The Phoenix® is a highly efficient and extremely versatile gas fired water heater. It is manufactured with super durable 316L and 800H stainless-steel materials to last longer and provide optimum heat transfer. It is up to 96% efficient with a five-to-one turndown, making it Energy Star rated and a great choice for your heating needs. This self-cleaning unit eliminates scale build-up and is built to last! Made in the U.S.A.

**Hot Water Products**

877-377-0011

[jack@hotwaterproducts.com](mailto:jack@hotwaterproducts.com)

[www.hotwaterproducts.com](http://www.hotwaterproducts.com)

When it comes to making water hot, whatever you need, we've got it!

### TOUCH4WASH

Touch4Wash offers the flexibility to build a program to meet your needs.

- Membership programs
- Loyalty Programs
- Fleet Management
- Gift Certificates
- Text Marketing
- Mobile Payment
- And much more!



It takes more than an app to provide excellent service. Touch4Wash is more than just an app! Integration is the key. Touch4Wash integrates and expands your current equipment and programs.

Built in text and e-mail marketing, mobile payment, fleet management, social sharing, membership, gift certificate, and loyalty tools.



**Touch4Wash**

612-787-7278

[jlmanman@touch4wash.com](mailto:jlmanman@touch4wash.com)

[www.touch4wash.com](http://www.touch4wash.com)

More than an app; it's a tool to help you grow your business!

PRODUCT NAME

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MSRP - \$12.34  
COMPANY NAME - Phone | Email | Website

PRODUCT  
IMAGE

# AUTO SPIN USA



**The Best Visual Marketing Program a Dealer Can Find**

All photos©Harry Siskind 2019

## 25 FEET IN THE AIR!!

**Spinning a vehicle 25 feet in the air flanked by two 17ft banners and lit up brightly by LEDs at night, the Auto Spin will capture the attention of every person that passes your dealership 24/7.**

"Our Auto Spin is the most cost-effective marketing tool our dealership has ever had in its arsenal. It spins a truck 25 feet in the air for all 23,000 vehicles that pass daily to see. Not to mention the shoppers at our neighboring dealerships. It has two giant billboards on it that we change frequently to match the current sale. I'd like to see you tell me another way to spend so little and continually drive in more car buyers." – Texas Ford Dealer

That is correct, the cost is less expensive than most online and traditional marketing ideas that you merely hope might work. The Auto Spin will work, and it will work 24 hours per day seven days per week. It is even easily movable so you can take it to local events like festivals and college or high school sports. Some dealer groups share their Auto Spin and move it from store to store. Most eventually get an Auto Spin for each location.

**"The very first day we had our Auto Spin a lady came in and said, 'I'll take that one.'"**

"We had a banner on the Auto Spin with a lease special. Our sale person explained that we had the identical vehicle with the same offer on the ground for her. She did not want the identical vehicle. She said, "no, I want that one." She wanted the one in the air spinning. The Auto Spin is unique, and people have not seen it before. It gets their attention and creates an emotional response." – Florida Honda Dealer

Dealership marketing has continuously become more complex over the last three decades. Dealers are torn between traditional and digital marketing. Dealers are pouring good money after bad into the plethora of digital

rabbit holes. All of which want to claim responsibility for the same sales. At the same time traditional media results are diminishing. Remember the good old days when you put out your inventory standing tall with balloons and flags and car buyers just came in? They were greeted with the smell of hotdogs and a carnival like atmosphere on the lot. Let the Auto Spin bring back these days and create this atmosphere for you.

**"We sell vehicles every week right off the spinner."**

Car shopping online might be methodical and boring, but car buying is still emotional. Dealers still sell cars at their dealerships, so it is important to remove shoppers from their methodical shopping mindset and get them emotional at the dealership. The Auto Spin will create a fun car buying environment and solicit an emotional response at your store. Drive in more traffic and deliver more vehicles with your Auto Spin.

**"When we got our Auto Spin we cut our newspaper spend and what a great decision. The ROI on our Auto Spin is through the roof!"**



**Call Harry today or visit our website and learn how and Auto Spin will give you an edge in your market.**

Auto Spin USA

1-800-936-2319 | [harryautospin@gmail.com](mailto:harryautospin@gmail.com) | [www.autospinusa.com](http://www.autospinusa.com)



## LET'S SHED SOME LIGHT ON AN UNCLEAR SUBJECT

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MSRP - \$12.34  
COMPANY NAME - Phone | Email | Website

INTRO-TECH AUTOMOTIVE



Our Laser Promo shades are an inexpensive way of advertising the dealership name in a distinct and elegant way, getting the dealership's name out in the parking lots of shopping malls, sports stadiums, supermarkets, and driveways!

We have 2 amazing designs in 2 distinct sizes that fit excellently within the range of late model vehicles.

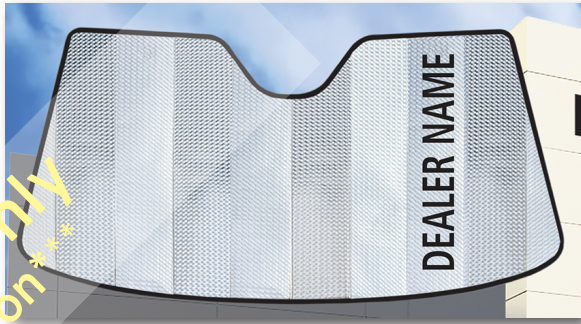
We know Dealerships are looking to add value and diversify their marketing. What better "give away" could there be than a personalized imprinted Laser Promo Shade for the automobile that you've just sold to a happy customer? You let them "Beat the Heat" with an item that will be well used and advertise your dealership every time it's up.

Intro-Tech Automotive  
866-319-8500 | [jons@introtech.org](mailto:jons@introtech.org) | [www.intro-techautomotive.com](http://www.intro-techautomotive.com)

The sun is beating down! In the automotive industry this has a strong effect on not only the exterior of the car, but even more so, the interior of the vehicle. Dashboards crack under the pounding UV-rays of the sun, while shift knobs and steering wheels get unbearably hot.

Since 1998, Intro-Tech Automotive has been on the forefront of protecting vehicle interiors not only with an extended line of custom shades but recently also with our Laser Promo Advertisement shades focused towards New Car Dealerships!

Please contact us for more information and your FREE sample.



PARTEX MICRO4 TOWELS



**MUST TRY!** 14"x14" 300 GSM Microfiber terry towels are 80% polyester/20% polyamide blend, quick drying, extremely absorbent, won't scratch surfaces, streak-free, shrink and stretch resistant and lint free! Available in a variety of vibrant colors. 12 towels/pk. **50 cents per towel.**

16"x24" 460 GSM Waffle Weave towels are 70% polyester/30% polyamide blend, quick drying, won't scratch surfaces, wrinkle

free, streak-free, shrink and stretch resistant and lint free! Multi surface texture lifts dirt and soil better! 12 towels/pk. **\$1.80 per towel.**



Towel Emporium  
800-686-9357  
[customercare@towelemporium.com](mailto:customercare@towelemporium.com)  
[www.towelemporium.com](http://www.towelemporium.com)

CLEAN • DRY • DETAIL • POLISH

ESSENTIAL CAR FRESHENERS



With years in the industry and creating a leading brand in many European and South American Countries, we want to introduce ourselves to you. We are ONA, an air freshener manufacturing company that concentrates on creating essential fresheners that bring natural experiences to your ambiance.



**ESSENTIAL FRESHENER**  
0% Alcohol—A more pleasing and natural scent  
**Adjustable**—Turn the product upside down for about 3 seconds and you will get an instant increase in the intensity of the product

Ona Inspire, LLC  
305-318-3947  
[david@onaroma.com](mailto:david@onaroma.com)  
[www.onainspire.com](http://www.onainspire.com)

Created by the inspiration from Scents to Decoration.  
All our products are 0% alcohol.

## VUWZER VIRTUAL VISIT

powered by  **VUWZER™**



**VUWZER™**  
LIVE VIDEO VISIT

## Take Your Entire Dealership to Where the Customer Is.

VUWZER is changing the way consumers shop for cars. Our software enables true virtual visits between car buyers and dealerships, creating a customer experience that makes the car-buying journey more enjoyable. Online shoppers who make a VUWZER virtual visit feel like they're in the showroom or on the lot, because they see and hear whatever their salesperson sees and hears. VUWZER technology creates a natural opportunity for salespeople and car buyers to casually interact, which builds rapport, trust and dealership goodwill. With VUWZER glasses, your sales force makes meaningful first connections that increase the likelihood of virtual shoppers making a real purchase at your dealership.

### Why Is A Customer's Buying Experience So Critical?

Findings from a recent Harris poll remind us why improving the customer's car buying journey is so critical to selling more cars. Contact VUWZER today to find out how 'Virtual Visit' can help your dealership overcome the following sentiments:

- 87% of American adults dislike shopping at a dealership.
- Of millennials (ages 18 to 34) surveyed:
- 56% would rather clean their homes than negotiate with a car dealer.
- 34% would rather wait in line at the DMV.
- 26% would rather do their taxes.
- 24% of Generation X Americans (ages 35-44) would prefer a root canal!
- 52% of Americans feel anxious or uncomfortable at a dealership.

Is that a ding on the driver's door? How is the upholstery holding up? How big is the trunk? A salesperson wearing Vuwzer glasses can answer those questions and more with a few quick looks at those specific areas.

Since customers initiate VUWZER virtual visits, salespeople are engaging warm leads in a low-pressure manner. A true virtual visit creates trust, building loyalty to your dealership before customers even set foot on the showroom floor. Because even though the majority of consumers start their car-buying journeys online, most of them end it with in-person purchases. Vuwzer virtual visits enable salespeople to build relationships with prospects and make a good first impression. So, when it comes time to make a deal, chances are those buyers choose your dealership.

**VUWZER**  
844.488.9937 | support@vuwzer.com | www.vuwzer.com

## LIQUIDYNAMICS



The LiquidDynamics OilCop Fluid Management system provides all features you would expect from a Fluid Management System and adds the reliability, flexibility and innovation you want. All OilCop software is embedded in system components, therefore eliminating the need to install software on the customer's computer. OilCop can be used totally wirelessly, totally wired or any combination in between thereby allowing maximum installation flexibility. The system can be easily accessed via existing PC's, laptops, tablets or an OilCop Technician Access Console (TAC).

OilCop can import/export system information using CSV file transfer or via API, which allows third-party applications to interact with the OilCop. Tank monitoring is an integral part of the OilCop system with the ability to interface with multiple locations and an oil suppliers "Keep-it-Full" program to ensure you never run out of fluids!

LiquidDynamics  
800.894.3572 | productinfo@liquidynamics.com | www.liquidynamics.com

## RYTEC SPIRAL® FV® FULL VISION DOOR

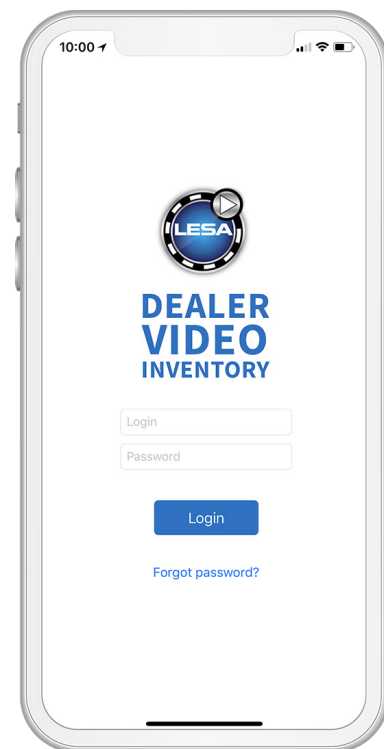
Your customers – and prospective customers – are the lifeblood of your business. What helps distinguish your dealership from that of competitors, allowing you to attract and keep customers? One distinctive way is by creating a lasting first impression – a 'Wow' factor – that also can be sustained over time. Rytec High Performance Doors provide impact in welcoming traffic into your dealership and immediately establish it as customer focused. With nearly 35 years of experience leading the way in high-performance doors, Rytec can be found in many market-leading dealerships throughout the automotive industry.

High performance doors set the tone with an aesthetically pleasing, efficient and comfortable environment, and perform reliably for many years into the future. The Rytec Spiral FV door features shatter-proof, scratch resistant LEXAN slats that provide maximum visibility and security. It uses unique Spiral® technology for ultra-quiet operation and ultra-fast opening speeds up to 100 inches per second. The companion Spiral VP® model is also available in solid or full vision configurations to provide consistent aesthetics for lower-speed, lower-cycle areas.

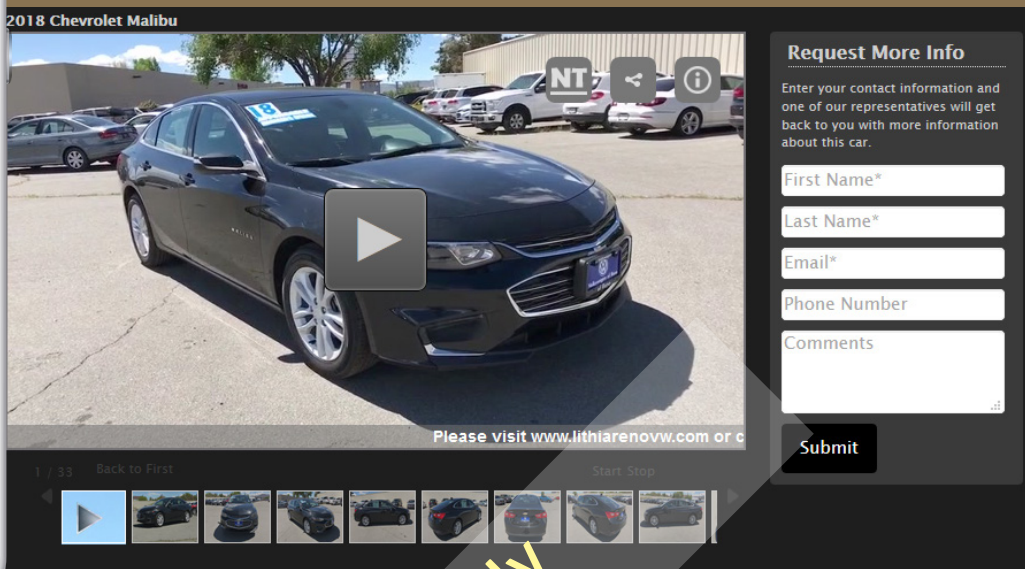


**Rytec High Performance Doors**  
888.GO.RYTEC | info@rytecdoors.com | RytecDoors.com





## DEALER VIDEO INVENTORY



LESA's Dealer Video Inventory service and do-it-yourself app gets real, full-motion videos of your inventory instantly available on your dealer website, YouTube, Facebook, Cars.com, Autotrader and more! Once your video library is complete, take your content to the next level with our Dealer Video Suite app and Dynamic Facebook ads.

Inventory video adds real, measurable value to your dealer brand with increased shopper engagement, increased time spent on vehicle details pages, and traffic induced by YouTube video SEO. As the largest dealer video inventory provider, with 85K+ daily vehicle video views, LESA will maximize your existing dealer website and speed up your sales process.

LESA simplifies the process of adding video and images to your website by allowing you to capture photos and videos at the same time! Our Vid2Pic photo extraction technology can take 40, 60, or 80 still images from an existing vehicle video, cutting shooting time in half.

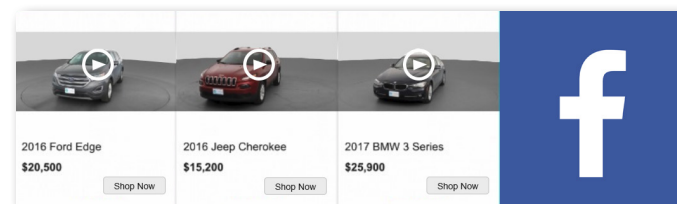
Not sure about taking videos and photos yourself? LESA has a national network of lot service providers ready to shoot your entire inventory for you. These certified technicians make capturing your inventory in its best light their top priority and take the guesswork out of uploading video and pictures.

How will you know if video is working for you? LESA provides dealers with a real-time stat reporting portal, complete with data on view-count, location of viewers,

vehicle types most viewed, and much more. You will also receive an automated monthly report to ensure that you are up to date on how video is improving your dealership web traffic. Additionally, the LESA dedicated support team will ensure that video playback is optimal on all sites, making sure your videos are viewed as often as possible.

Once you build your LESA inventory video library, you can leverage your content with the Dealer Video Suite app. Our multifunctional video toolbox allows you to amplify your walk-around videos with tailored picture in picture messages, dealership branding, custom voice over, and more, to convert leads to dealership visits. You can also control your online reputation with video reviews, make adding video advertising to your website a breeze with promotional videos, and thank your customers while introducing them to your service center with thank you videos.

Need more? LESA also offers dynamic Facebook ads, bringing traditional static ads to life. With HD full-motion video ad content tailored specifically to your inventory, your ad content changes based on a visitor's behavior and leads them directly to a vehicle description page.



LES Automotive

www.lesautmotive.com | 860-821-0657 | sales@liveeventstream.com

## Experience the Performance Yourself!

New CeraMax H/O is, by far, the most effective ceramic paint coating in the industry. But you need to experience the quality of CeraMax H/O to appreciate its performance. So we're offering a special, one-time trial kit offer.

For only \$39.88\*, one of your customers can reap the outstanding benefits of CeraMax H/O, while you (and your installer) can experience the ease of application, outstanding performance and extra profit built into every CeraMax H/O application.

This is a limited time offer, so don't delay. CeraMax H/O is a revolutionary product, and the only ceramic coating featuring both hydrophobic and oleophobic properties. So cash in on this new profit opportunity – order your trial kit today!

For more information about CeraMax H/O, and to place your trial kit order, call 1-800-543-7156 or email orders@autoint.com.

\*Plus shipping & handling. Special offer limited to one trial kit only.



Automotive International Inc | 8855 Blue Ash Road | Cincinnati, OH 45242 | 800-543-7156 | email: orders@autoint.com | www.valugard.net



## SURVIVOR CARWASH DOOR SYSTEMS



Serving the industry for over 30 years, American Garage Door Supply Inc. manufactures and distributes a full line of door and operator products designed specifically for tough and demanding carwashes, lube bays, detail centers and distributes throughout the United States and Canada.

Designed and manufactured for the most punishing applications Survivor Carwash Door Systems offer excellent durability and curb appeal while delivering reliable customer access into and out of your car or truck wash business in any season.

Survivor Carwash Door Systems feature a durable, translucent, multi-wall polycarbonate door section that is engineered to handle the demands of the modern wash bay environment. It can be purchased with either a strap counterweight system or rust-resistant torsion spring counterbalance system depending on your preferences.

Three heavy-duty hardware packages are available and range from corrosion resistant galvanized hardware to rust-proof high-quality stainless steel hardware so you can choose the right door for your specific wash type and exposure to corrosive elements.

Complete door systems include specialty openers that are side or overhead mounted and are available in either air-powered or specialty electric designs. Each of these products provide smooth, reliable operation of your door system while holding up to the elements of a rigorous wash cycle and frequent use.

American Garage Door Supply Inc.

800-233-1487 | info@americandoorsupply.com | www.CarWashDoors.com



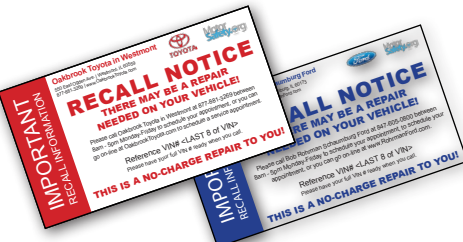
# ADVANTAGE CONCEPTS

Our Automated marketing solutions will increase your traffic and sales by 30%

## OUR SIGNATURE PRODUCTS

### UPStream

Targets online customers in the sales funnel shopping online for a vehicle and then filters the list down to customers showing a real intent to purchase. We then direct our efforts on that narrowed list using both online and offline marketing channels including search, social, display, email and direct mail. Sales attribution is easy since we send you the target list UP FRONT at the start of the campaign.



### Direct Mail

Our sales and service direct mail campaigns are stronger than ever. By adding additional marketing channels such as emails, PURLS, test drive incentives, outbound phone calls, ringless voicemails, trade values and more to our campaigns, we ensure customers see your compelling message and give them numerous ways to respond. Most important, we measure our success on what's important to you as a client - sales & profits.



### E-vent

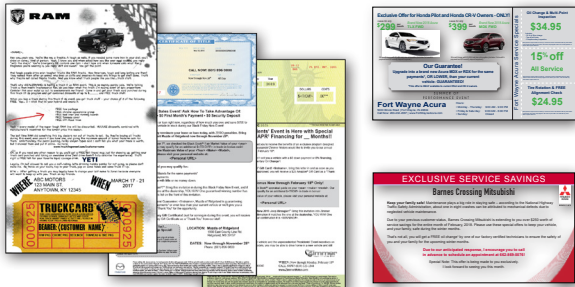
Our E-vent blasts four mid-week emails to a list of In-Market customers shopping online for a vehicle to boost your weekend traffic every week. As a bonus, we also email your previous customers the last week of the month. Targeting the right customers with the right message repetitively gives clients a great increase in their opportunities and sales.

Every Channel • Every Device • Every Platform



### Open Recall

Targets local customers within your brand who have an important safety recall on their vehicle, inviting them to get the work done on their vehicle at your store. For one flat fee, ACI will send a direct mail piece, email and ringless voice mail to a list of recall customers updated on a daily basis.



CO-OP FRIENDLY • FULLY COMPLIANT • CALL US TODAY

Advantage Concepts  
www.advconcepts.com | 866-297-9949 | michael@advconcepts.com

This guide brings you some of the industry's newest and most innovative products for your car wash, offered to you by some of the industry's leading companies.

## PRODUCT NAME



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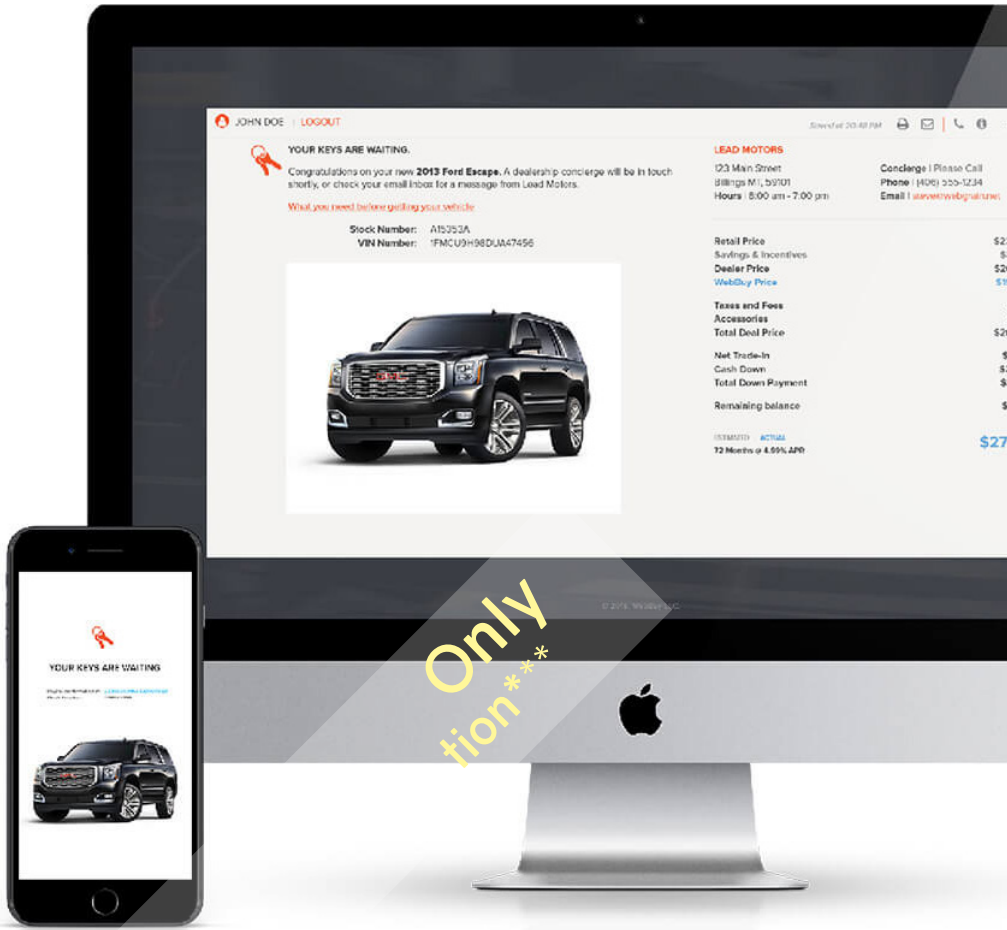
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MSRP - \$12.34  
COMPANY NAME - Phone | Email | Website



PRODUCT NAME

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MSRP - \$12.34

COMPANY NAME - Phone | Email | Website



Are you wasting budgets on bad traffic?

Most dealers are in the dark about their online advertising.

sMedia understands your online traffic – we help you uncover digital campaigns that are worth the effort.

Use data-driven approach to bridge the information gap between your Marketing and Sales.

Contact us today for a free consultation

Call: 1-306-775-0062

Email: sales@smedia.ca





By Automotive International Inc

## The High Profit, OEM Approved, Environmental Protection Line for New and Used Vehicles!

Automotive International's ValuGard line offers a wide range of products marketed direct to Original Equipment Manufacturers (OEMs) and independent automotive professionals. These custom formulations are used by vehicle manufacturers, vehicle importers/exporters, car and truck dealers, body shops, car washes, detail shops, fleets and government agencies.

ValuGard products meet or exceed standards set by major carmakers worldwide, and their formulations have been approved by the likes of General Motors, FCA, Ford, Hyundai, Kia, Mazda, and others. In fact, Automotive International products have been featured in many technical service bulletins issued by these vehicle manufacturers.

Made from the highest quality raw materials, ValuGard formulations are the industry benchmarks for environmental protection, prep and reconditioning chemicals, and body shop waxes and polishes. All are 100% employee-safe and meet all VOC requirements.

For total value and return on investment, you'll find ValuGard simply can't be matched.

### VALUGARD UNDERCOAT & ANTI-RUST COMPOUND

Today's road de-icing chemicals are more aggressive than ever. Magnesium Chloride (MgCl<sub>2</sub>), a deicer gaining in popularity, can be as much as 13x more corrosive than salt. ValuGard anti-corrosion products provide proven



value-added protection – including defense against Magnesium Chloride – that can effectively extend vehicle life. With ValuGard, you can save your customers thousands of dollars in rust repairs, help maintain residual value, ensure your reputation for quality, and add bottom-line profit to every vehicle sale.

### ValuGard Undercoat

Superior, black wax-based formula seals the vehicle underside against road salt, dirt, stone and gravel abrasion. Also acts as a sound deadener for a quieter ride.



### ValuGard Rust Inhibitor

Odorless wax-based formula penetrates crevices, cavities and other rust-prone areas for maximum protection. Bonds permanently and forms a clear, waterproof, salt-resistant seal.

### PAINT SEALANTS

ValuGard paint sealants are the culmination of over five decades of automotive experience. They are, simply, the most effective products available. In fact, ValuGard's "Nano-Tech" Paint Sealant is approved (and remarketed)



by several auto manufacturers, so you are assured of factory-approved quality and performance.

### ValuGard "Nano-Tech" Paint Sealant

Nano-technology engineering produces a polymer/co-polymer coating that bonds closer to the paint surface so dirt and moisture can't enter. Provides a smooth, pore-free, brilliant shine that protects against oxidation and fading.

### CeraMax H/O Ceramic Paint Coating

New CeraMax H/O is by far the most effective ceramic paint coating in the industry, it's the only ceramic formula featuring both hydrophobic (repels moisture) and oleophobic (repels oils) properties. And its exclusive 3-step decontamination/neutralization system minimizes the chance of installer error while ensuring optimal product performance (see page xx for special offer).



### FABRIC & LEATHER PROTECTORS

A popular new vehicle buyer upgrade, ValuGard fabric and leather protectants provide against permanent staining from coffee, soft drinks, milk and most spills. Millions of vehicles have already been treated and successfully protected by ValuGard fabric and leather protectants!

### ValuGard Fabric Protector

This resin-based formula (not dimethyl silicone) encases every fiber and thread of a vehicle's fabric. Spills just bead up and wipe



off. Perfect for both seating and floor carpeting.

### ValuGard Leather Protector

Beautifies leather interiors while protecting against permanent staining. Non-greasy formula lasts for years, doesn't attract dust and won't evaporate from the treated surface.



### NATIONWIDE INSTALLER NETWORK

To support local dealership operations, Automotive International has established more than 175 ValuGard Installation Centers specifically for the application of ValuGard products for dealer service departments. Dealer benefits? No inventory overhead. No special training of dealer personnel. No hassles. No worries. Just professional application of ValuGard products by qualified installers trained to do it right. All dealer personnel need do is simply present and sell the benefits of ValuGard. (And, yes, profit from the sale.)

For more detailed information about the advantages and superior performance of ValuGard products, as well as how your dealership can benefit from ValuGard's Nationwide Installer Network, call 1-800-543-7156, or email your inquiry to [orders@autoint.com](mailto:orders@autoint.com).



By Automotive International Inc

[www.valugard.net](http://www.valugard.net)



# Get a Free Customized Market Share Analysis and Growth Plan

with the Auto Analyzer, exclusively from Spectrum Reach Automotive, powered by IHS Markit data.



Use powerful data and insights to drive net-new customers to your dealership.

## Comprehensive Analysis:

Learn about trends by make, model, segment and zip code

## Your Competitive Advantage:

See where the best growth opportunities are for your dealership

## Maximum Efficiency:

Discover how to redirect your media dollars for the greatest ROI by eliminating wasteful spending on distant geographies

## Campaigns Driven by Data:

Leverage these insights to build a successful multi-screen video campaign

Get a free customized market share analysis and growth plan!  
Call 1-844-TO-REACH or visit us at [SpectrumReach.com/Auto](https://SpectrumReach.com/Auto)