

Benefits

Customer products benefits

- New generation of paint protection (paint, glass, alloys and interior) provides the best interior and exterior protection
- Protects against solvents, sunlight, acid rain, tree sap, spillages and staining
- Exceptionally hard-wearing, providing protection against even the harshest weather and road conditions
- Eases the removal of dirt and grime
- Helps vehicle stay looking cleaner for longer
- 5-year warranty



Warranty

Paint Protection comes with a 5-year hassle free warranty. All that is required is the consumer taking reasonable care of the car. This is unique in the market place because it does not require additional treatments (unless the vehicle is damaged or has paint work repaired).

Paint Protection will need to be registered otherwise claims cannot be accepted. The warranty is actioned by using the unique reference code provided in the valet pack.

Key facts summary

- Paint Protection paint protection system for both paint and alloys
- Interior protection is provided by a PTFE based fabric treatment, simple and safe to use
- Single stage easy application
- No special cleaners needed for ongoing protection
- The programme has the support of Williams
- Aftercare pack available



Distributor:

Dealers Name/Stamp:



WILLIAMS

Paint Protection

Innovation in Paint Protection



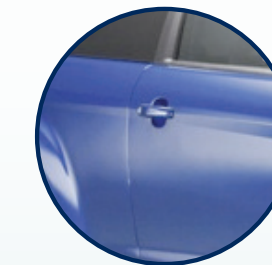
Ultimotive Limited is the worldwide licensee of premium car care products for Williams.

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Bumpers



Body Panels



Side Mirrors



Alloy Wheels

Protect your paintwork for 5 years • Maintain showroom shine • 5 year guarantee
No further waxing or polishing needed • Simply wash your car regularly



Who We Are

Williams is a leading Formula One team and advanced engineering company. Formed in 1977 by Frank Williams and Patrick Head, the Williams F1 Team has secured 16 FIA Formula One World Championship titles in the past thirty five years. Nine of these titles have been won in the Constructors' Championship, with the remaining seven titles being Drivers' Championships won with Alan Jones, Keke Rosberg, Nelson Piquet, Nigel Mansell, Alain Prost, Damon Hill and Jacques Villeneuve.

The company's core competencies are the design and manufacture of Formula One race cars, and the deployment of this expertise in running the team's entries into the Grands Prix each season. Williams Advanced Engineering was established in 2008 and takes technology originally developed for Formula One and adapts for a range of commercial applications. This includes the development of high-power composite flywheel energy storage systems, commercial applications of the Group's motorsport simulation technology, the design and manufacture of high performance vehicles, and engineering consulting and systems integration services.



Programme Guide

The concept of paint protection products has been established for many years and has proved a valuable source of extra income for dealerships/retailers across the world. However, the rapid development and introduction of new paint technologies has not been matched by improvements in paint protection technology.

This will now change with the introduction of Paint Protection, an innovation in paint protection.

After testing and market research we are confident that Paint Protection is an innovative new product that has been designed with both the consumer and the environment in mind. The unique formula is extremely durable and gives both protection and shine protecting the car. The quality of the product reduces the frequency of washing and protects the environment by saving on chemicals and energy – no waste of resources. The Williams branding is vital for long term dealer/retailer profits by enhancing the consumers experience with the programme.



Product Comparison

Paint Protection delivers what your customers expect of this type of product.

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Paint Protection is best applied to a vehicle when it is new, fresh from the factory but it can also be applied on used vehicles (up to 5 years old).

Paint Protection bonds in to the paintwork pores, forming an extremely durable crystal clear ceramic finish. This provides genuine long-term protection which requires no maintenance other than washing. Tests conducted have shown Paint Protection to be more resilient to solvents, weathering and general wear and tear.

