



Protecting a Brand New Car Simplified By Pristine Clean Ceramic Coatings


PRISTINE CLEAN
AUTOMOTIVE DETAILING



www.pristinecleanpgh.com

Protecting A Brand-New Car Simplified

Ok, you pulled the trigger! Congratulations on your new car!

Nowadays the average cost of a new vehicle is a staggering \$46,290 dollars.

One of the biggest questions customers have is: How do I protect this brand-new vehicle, keep it looking great, and help withhold its value?



Above is a picture of my Audi S4 purchased in September of 2022, Below I will share some of the things I did to help protect it as well.

First of all, you need to know a few things about what happens when you purchase a car from a dealership (if indeed that is how you purchased yours):

. Unless you paid for it (and trust me, you will know), there is 0 protection of any kind on your brand-new vehicle. No wax, no sealant, no ceramic coating. The vehicle was at most washed, the tires were dressed with something shiny, and the glass cleaned. That's what they do for vehicles that are "going out".

. Your vehicle has sat unprotected for likely months. Even if it just arrived at the dealership, after it was built it sat in a giant lot waiting for transport. It was then transported hundreds if not thousands of miles. It sat at the dealership waiting intake and then sat at the dealership for however long it took for you to buy it. During that time there was no protection on the paint at all, and at the absolute most it was periodically washed by a commercial car lot washing crew.

. If you had some sort of pre-applied protection applied to your vehicle (you paid for it somewhere, check your sales paperwork!), there is a 50/50 shot that protection is going to work long term. You might be saying... hmm, how would you know that? Because I used to work at a dealership many, many moons ago and I was trained the exact same way dealerships train detailers today. Which means... I wasn't. They threw me in the detail bay and said here are your chemicals, have fun! The odds that the detailer at the dealership properly prepared, polished, solvent wiped, and applied the protection that was pre-loaded onto your vehicle is extremely slim. They are taught to do this in the amount of time it takes to fill out paperwork for a car (about an hour).

So, what are the next steps?

You should also know that according to cars.com, when reselling or trading a vehicle the condition of the outside of your car (the paint, trim, wheels, glass) being in "Good" condition will raise your resale value by up to 5 - 10%! That's right, assuming your vehicle is worth \$30,000 in trade (trucks are worth much more than that generally), you could be adding another \$3,000+ in value to your trade if your vehicle is in "Good" shape".

What constitutes "Good" condition compared to "Fair" condition (which is a massive difference in \$\$\$):

- . The paint is shiny, glossy, and has very little visible swirl marks.
- . The paint is mostly free of rock chips, dings, and deep scratches.
- . The trim looks black and it not faded or chalky.
- . The glass is free of cracks, major chips, and in overall good condition.
- . The wheels are free of chips scuffs, and scratches.

So based off of those standard, I would say you would definitely be better off if your vehicle is in "Good" shape or better when trading or selling.

Now that we've established why protection is so important, let's go through the options:

Waxing your car. Waxing a car can be a pain, and it needs to be done often. While there are a variety of spray waxes and sealants that make this easier, the reality is that few waxes last beyond a couple of weeks, maybe a couple of months at best.

Meaning that you are going to have to set up a strong schedule and keep to it, even in the winter. While waxing does provide some UV protection to a vehicle, it doesn't provide the chemical resistance, hardness, or thick UV protection of other options.

Paying a detailer to wash and wax your vehicle can be a touch and go proposition also, sometimes this can cost \$200+, or if it costs significantly less the question is... what type of wax are they using? Many low-cost detailers use store bought spray waxes, or cheap bulk wax (\$30 for a full gallon!) to save money on product costs. These products can actually last a shorter duration than applying yourself with a quality store bought wax.

Paint Protection Film. While this is fantastic option to protect paint, there are some ups and downs. Just a "track package" which covers the front bumper, lower rocker panels, and mirrors can cost \$2,000+ from a reputable installer, a full vehicle can easily be \$5,000+ to completely cover in film. One of, if not the biggest benefit of paint protection film is rock chip resistance. There is no better protection against chips in your paint, although the film does not necessarily offer the ease of cleaning, ease of maintenance, and hydrophobic (water and dirt shedding) abilities of other forms of protection.

Ceramic Coatings. Now I'm going to come into this one very biased, because I've been installing these products at my shop for 10+ years and I still believe this is the best overall exterior protection you can get for your car.

Ceramic coatings provide you with a jaw dropping shine when the surface has been properly prepared, polished, and prepared for the coating application. There is really nothing that rivals it.

They also provide the best current protection against fading of the surface due to UV rays, provide protection against the etchings that bugs do to vehicles when they are left on the surface, and completely eliminate the need to wax for the life of the coating.

The reason that most of our customers come back again and again after having a ceramic coating applied is the ease of cleaning. One of the most under sold aspects of these coatings is that they make the surface tremendously easier to clean. It will take a 1 – 2 hour wash process for a full size pickup truck down to 30 – 40 minutes from start to finish, and at the end of that time it will look like you spent the whole weekend washing and waxing it.

There are some downsides to ceramic coatings. Unlike paint protection film (see above for cost comparison), ceramic coatings do not prevent rock chips, and if something sharp enough (like a key) is scraped against your paint, it will definitely leave scratches. There is simply not enough thickness to ceramic coatings to prevent this type of damage.

Ceramic coatings do have a high upfront cost (our coatings typically start around \$895, with our best selling and best package starting at \$1 495).

This cost is strongly mitigated by comparing it to the cost of paying someone to constantly (3-4x per year) wax your vehicle, the value it brings when selling or trading your vehicle, the amount of your time that it saves from spending hours washing and waxing, and the incalculable value of having your beautiful, expensive vehicle look great for the life of the coating that is protecting it.

Other things to consider when protecting your vehicle.

One thing I want to bring to your attention is the cost of painting a vehicle. Most people don't think about this, but the paint on your vehicle is *the single most expensive component of the entire vehicle*.

The engine? Nope.

The transmission? Nope.

The electronics? Nope.

A quality paint job on a vehicle (that is close or near close to a factory paint job) can cost \$5,000 - \$10,000 from a reputable painter or body shop!

Another factor to consider is that your clear coat (the third part of how a paint system works, there is a primer, the base coat or color, then the clear coat) is about as thick as a post-it note! (see below)



Part of the reason is that factory cars are painted by robots, and car manufacturers love to save money. They want this top layer of your paint to be as thin as possible because it saves them money.

The thin layer of clear coat is one of the primary reasons you see cars that are only 1-2 years old that look awful, despite the high price of new vehicles.

They are driving around with this (literally) paper thin clear coat with no protection on it at all.

This is why it is vital to put on and keep some sort of protection on your vehicles, paint, trim, wheels, and even glass. It will protect the appearance long term and keep your car looking new, even if it isn't new anymore.

Other areas where protecting a new car is important.

Interior protection is also important, especially if you plan on driving the vehicle a lot or have a lot of kids or grandchildren that will be riding in the car. They are professionals at messing up interiors!

Remember when I told you I was going to share what I did to protect my new car after purchasing it?

One of the first things I did before I even washed it for the first time was to do a full interior protection treatment.

I put interior ceramic protection on the leather to keep it looking new and reduce dye transfer from jeans, protected the plastic and vinyl surfaces to keep them from fading, and put a durable and anti-microbial fabric protectant on the carpet and floor mats.

I did this *before* I even put the exterior ceramic coatings on it, because I knew that the interior was where I was going to be every time I got in the car, and I wanted to keep it looking great for a long time.

Some people think about all purpose floor mats as well. I have those on my Palisade, and I'm going to give you a personal opinion about all purpose floor mats based on a long career of detailing vehicles....

DO NOT BUY WEATHER TECH.

Even though they are highly marketed as the most “high end” of all purpose floor mats, by my experience they hold up the least, tend to discolor the most, and tend to “bend” after only 1-2 years of being in the vehicle. There are a lot of other brands out there and I would personally recommend you explore them. Weather Tech’s simply do not hold up to the test of time.



Now, there is undoubtedly people reading this that are wondering where the sales pitch is...

That's the joke, there is none. I would be more than happy to apply ceramic protection to your brand-new car for you. We do it all the time and are one the busiest and most successful rural detail shops in the entire country.

That being said, the purpose of this is to help YOU make the right decision for your vehicle, your budget, your life, and your time.


Not every solution is right for every person, and I want you to be informed rather than sold on a particular option.

If you have any questions about the options above, and inquiries about protecting your new vehicle, even if you are not looking to schedule an appointment with us, I would be more than happy to answer them for you. All of my contact information is below.

Again, congratulations on your new car purchase! If we are going to be part of your journey in protecting and preserving it, we will see you soon!

- Gerard Antonucci III


Founder and Owner of Pristine Clean Auto Detailing

 Call Us: (412) 680-8455

 View us online: www.pristinecleanpgh.com

 Email us: Pristinecleanpgh@gmail.com

 Services Provided: Ceramic Coatings, Paint Correction, Detailing, Window Tinting

 Cities and Towns Our Customers are in: Westmoreland & Allegheny Counties

 We are located at 6025 Kennedy Ave , Export, PA 15632