

Protect Your Vehicle & Ownership Experience with an American Icon!

# WORLD CLASS APPEARANCE PROTECTION

#### The Power to Select

#### The Power of the Brand

- Paint & Interior Protection
- Protection When Minor Dents Occur
- Wheel & Brake Dust Protection
- ✓ Windshield & Headlight Protection
- Anti-Microbial Interior Surface Protection

## WorldClass & Family Owned



#### Our Mission

"Simoniz is steadfast in our commitment to continually pioneer professional car care. High quality products, exceptional performance, second to none customer service and creative marketing strategies drive our core values to excel in our industry. Our tradition started in 1910 and we continue today and in the future to continue to drive our brand in support of our team members, professional agents, strategic partners, dealers and customers is the focal point of our existence. We are proud of our unrivaled contributions and accomplishments, but strive daily to be better than before! **Professional car care... around the globe.**"

Bill Gorra, Proud Owner and CEO,Simoniz USA

"The Leader in Vehicle Appearance and Total Surface Protection"

# WorldClass "User Friendly" Sales Process





Meeting and Exceeding Your Customers Expectations



# Our Services - 16 levels of coverage to choose from



ı	COVERAGE	Glasscoat &
Į.	SS5-101	• •
	SS5-102	• •
NEW / PREUWNED VEHICL	SS5-103	• • •
	SS5-104	• • •
2	SS5-105	• •
	SS5-106	• • •
٤I	SS5-107	• •
<u> </u>	SS5-108	•
Ï	SS5-109	• •
	SS5-110	• • •
2	SS5-111	• • • •
	SS5-112	• •
Z	SS5-113	•
	SS5-114	• •
	SS5-115	•
	SS5-116	• • • •

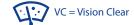
COVERAGE	Gasscoat &
SS5-125	• •
SS5-126	• •
SS5-127	• • •
SS5-128	• • •
SS5-129	• •
SS5-130	• • •
SS5-131	• •
SS5-132	•
SS5-133	• •
SS5-134	• • •
SS5-135	• • • •
SS5-136	• • •
SS5-137	•
SS5-138	• • •
SS5-139	•
SS5-140	• • • •

al la carte or "bundled"...gives dealers the ability to maximize their transaction profitability

LEASED VEHICLE

#### **KEY**

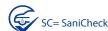












# From Our Service Drive To Your Service Drive







Your customers can download the Simoniz Claims App, or go to Simoniz.claims to make a modern connection when service is needed.

Customers live inside the phone. It's how they like to do business. Filing a claim has never been so easy.



Our industry class products are now supported by industry class service.







Exterior Protection: Acid Rain, bird droppings, tree sap, insect damage, and more. Interior Protection: Fabric seats, leather seats, floor mats and more.

Paint protection against: acid rain, bird droppings, tree sap, insect damage, road d-icing agents, hard water etching and UV damage.

**Interior protection** against: consumable foods, chewing gum, make-up, crayons, food dyes, blood, urine stains, pet waste, clothing dye, ink and vomit.





# Windshield & Headlight Protection



Windshield protection Improves vision clarity and provides hydrophobic protection against rain and environmental elements..

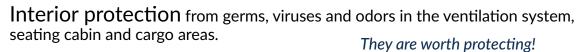
Headlight protection from fading and yellowing that improves vision clarity.















# for when dings & dents occur



Surface-Pro protection protects the painted surface of the vehicle when minor dents occur. Surface-Pro protection plan is designed to enhance customer loyalty, protect the investment of customers' vehicles and create an additional revenue stream that increases profitability for body shops.





**Wheel Surface Protection** 



Provides protection from surface abrasions and more.

Immediate and obvious increase in pride of ownership and resale

Alloy Wheel Pro protection from surface abrasions and pitting, reduces brake dust buildup, easy clean-up.

Alloy Wheel Pro protection is a unique chemical barrier that keeps your alloys cleaner, enhancing the look of your vehicle.







Simoniz ProSelect Pop-Up Banner (33"x78") Item# PSPOPLG

Great display for waiting rooms, lobbies and any showroom.







Simoniz®, the country's oldest car care brand adds instant credibility for your customers! Every year the Simoniz® brand makes hundreds of millions of consumer impressions in print, television, social media and movies. With Simoniz® ProSelect®, you get a powerful consumer brand — a brand that your customers trust and believe in.

#### ProSelect Rack Cards & Holder

#### Great brand visibility!



#### **ProSelect Rack** Card Holder

Perfect for F&I Department and Sales representative desks

Available in a Single Rack Card Holder or a 6 Rack Card Holder

Item# Holder1 - Singe Rack Card Holder Item# Holder6 - 6 Rack Card Holder



**ProSelect Glasscoat w/Stain Sentry® Rack Card** 

Item# PSRCGLAS (25/package)



**ProSelect VisionClear® Rack Card** 

Item# PSRCVISION (25/package)



**ProSelect SaniCheck® Rack Card** 

Item# PSRCSANICK (25/package)



**ProSelect Surface Pro® Rack Card** 

Item# PSRCSURFACE (25/package)



**ProSelect Alloy Wheel® Rack Card** 

Item# PSRCALLOY (25/package)



**ProSelect Alloy Wheel® and Surface Pro® Rack Card** 

Item# PSRCALLOYSURF (25/package)



### ProSelect WORLD CLASS POS

For your dealership!

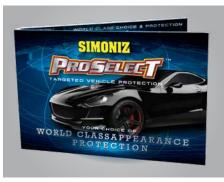




#### Tri-Fold Brochure

#### **ProSelect Tri-Fold Brochure**

Provides coverage information.



#### Video "Storybook"

#### **ProSelect Video Book**

Our interactive storybook plays the complete ProSelect story upon opening. It delivers your message consistently and is guaranteed to drive up penetration.

Item# PSVB1



#### **ProSelect Desk Mat**

Perfect for F&I Department and Sales representative desks.



#### Rear View Mirror Hang Tag

#### **ProSelect Mirror Hang Tag**

Provide the complete protection program and coverage information for the ProSelect Protection program.



#### Windshield Static Cling

#### **ProSelect Windshield Static Cling**

Creates brand visibility as well as displaying protection coverage.

#### **Worldclass Traning**

Inspires a winning culture



Our all inclusive training will open your eyes to the profit that lies within the business!



#### **F&I Training**

We don't just offer a great program we offer a proven sales process that generates excellent penetration! We educate your customers with sales tracks, video, and print media to show clearly why investing in GlassCoat<sup>™</sup> makes sense.

#### **Application Training**

Training videos are available on our website <u>www.GETSIMONIZ.com</u>

Simoniz® provides live webcast training that can be projected directly into your dealership from the world famous Simoniz® Garage.





Training: http://www.simonizprofessional.com/business/Content/Professional\_Detail\_Training\_Certifications.asp

Webcasting: http://www.simonizprofessional.com/business/Content/Live Web Casting.asp

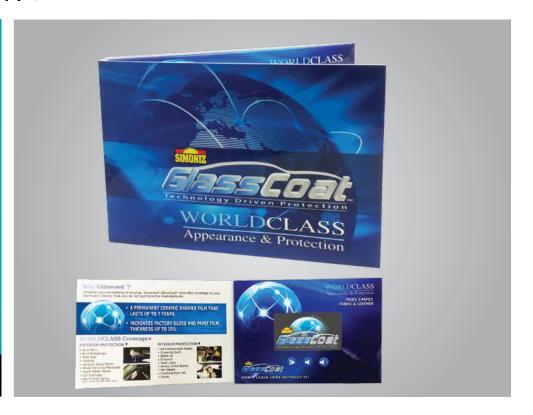
#### **Glasscoat POS** Worldcass brand visability

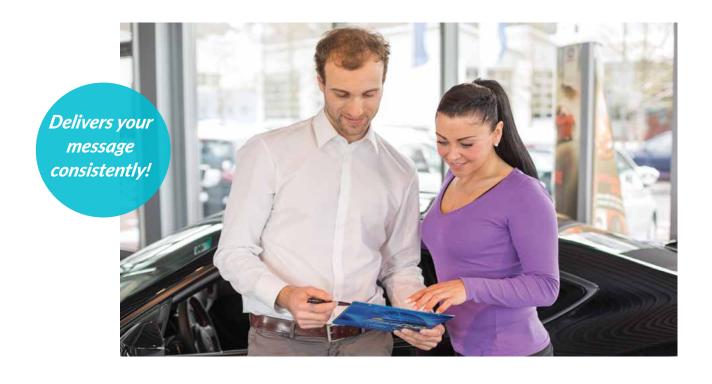
#### THE STORY BOOK V

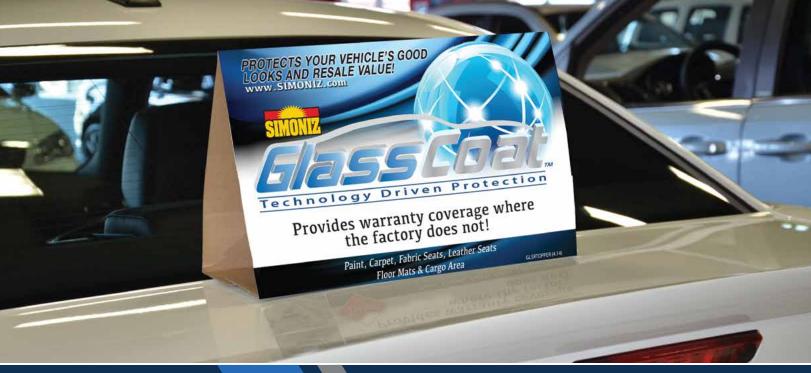
#### GlassCoat Video Book

Our interactive storybook plays the complete Glasscoat<sup>™</sup> story upon opening. It delivers your message consistently and is guaranteed to drive up penetration.

Package Size Item# GLSVB1







#### Glasscoat Standard POS For your dealership!



#### Car Topper and Desk Topper

Provides warranty cover the factory does

## Glasscoat Car Topper and Desk Topper

Glasscoat® Car and Desk Toppers are light weight & great brand visibility.

GLSTOPPER - GlassCoat Car Topper GLSDESKTOPPER - GlassCoat Desk Topper





#### **Glasscoat Mirror Tag**

Glasscoat® Hang Tag displays the complete appearance program for your vehicle.

Item# GLSH1



#### Desktop Paperweight

#### **Glasscoat Paperweight**

Perfect for F&I Department and Sales representative desks to represent you are a Certified Simoniz® Glasscoat® Dealer.

Item# GLSPWHT

#### **Glasscoat Premium POS**

Worldcass brand visability



#### Thank You Kit

#### **Glasscoat Thank You Kit**

Kit includes Simoniz®Carrying Case, Instant Shine, Nitro Shine, Car Wash Mitt and Microfiber Towel.

Item# GLSC16



## Glasscoat Large Pop-Up Sign - 33"x78"

Great display for waiting rooms, lobbies and any showroom.

Item# GLSPOPLG



#### Desk Topper Pop Up Sign

#### Glasscoat Desk Top Pop-Up Sign - 9.5"x12"

Perfect for F&I Department and Sales representative desks.

Item# GLSPOPSM





#### Cap

#### **Glasscoat Cap**

Our Simoniz® Glasscoat® cap is comfortable, sleek & great to show your Simoniz® pride.



#### **Glasscoat Spill Mug**

An attention grabbing & fun way to display one of the common items we cover, coffee!

Item# SPILLED

#### Glasscoat LeaseGuard Protection

Exclusively for leaseholders - The Average Chargeback to Lease Holders is \$1500





PLUS UP TO \$2500\* EXCESS WEAR & TEAR COVERAGE

The GlassCoat® LeaseGuard™ Protection plan was created exclusively for leaseholders to protect their vehicle's interior and exterior surfaces while providing them with worldclass paint and interior warranty protection, as well as financial coverage and benefits for most excess wear and tear conditions and other end of lease concerns.

#### **Paint Coverage**

- Chalking & Fading
- Loss of Gloss
- UV Damage
- Bird Droppings
- Insects
- Tree Sap
- Hard Water Spots
- Acid Rain

Coverage Includes Zero Deductible and Free Rental Car with All Repairs\*

- Aerosol Spray Paint
- Road Salts & Chemicals
- Paint Over-Spray

#### **Interior Protection**

- All Foods & Beverages
- Chewing Gum
- Food Dyes
- Vomit
- Mildew
- Fading and Discoloration
- Blood
- Human and Pet Waste
- Make-up
- Clothing Dye
- Ink and Crayons

Coverage Includes Zero Deductible and Free Rental Car with All Repairs\*



#### ProSelect Warranty - Insured by an A+ carrier

SIMONIZ® PRO	SELECT™ Protection Pl		WARRANTY# PS		
(FIRST	) (MI)	PHONE			
Ï	CITY		STATE	ZIP	
MATION			100	-	
MAKE		MODEL			
APPLIED DATE	APPLIED DATE MILEAGE AT APP		LICATION		
TOTAL PRODUCT PURCHASE PRICE		NEW / PREOWNED / LEASED (UP TO 39 MONTHS)			
N L		le:			
		PHONE			
	CITY		STATE	ZIP	
				_	
SURFACE PRO	A	LLOY WHEEL PRO			
VISIONCLEAR*	N	IAX PRO (INLCUDES AL	L COVERAGES IN S	ECTION 4)	
	SIMONIZ® PRO Limited W  (FIRST  MATION  MAKE  APPLIED DATE  TOTAL PRODUCT PURCE  N  SURFACE PRO	SIMONIZ® PRO SELECT™ Protection Pl Limited Warranty Registration  (FIRST) (MI)  CITY  MATION  MAKE  APPLIED DATE  TOTAL PRODUCT PURCHASE PRICE  N  CITY  SURFACE PRO  A	(FIRST) (MI) PHONE  CITY  MATION  MAKE  MODEL  APPLIED DATE  MILEAGE AT APPLICA  TOTAL PRODUCT PURCHASE PRICE  NEW / PREOWNED / L  PHONE  CITY  SURFACE PRO  ALLOY WHEEL PRO	SIMONIZ® PRO SELECT™ Protection Plan Limited Warranty Registration    STATE	

#### IF YOU HAVE ANY QUESTIONS REGARDING THIS WARRANTY, OR HOW TO FILE A CLAIM, CONTACT ADMINISTRATOR: (800) 227-5536

#### SCOPE OF THIS WARRANTY

Customer Signature

The term of this Warranty begins on the Applied Date shown on page one of this Warranty at the time SIMONIZ\* GLASSCOAT\*, STAIN SENTRY, SANICHECK\* ANTINICROBIAL or VISIONCLEAR\* ore first applied and ends at the seven (7) year time period for New Yehricks or Used Vehicles (up to ter (10) model years old) or thirty nine (39) months for Lease Vehicles. The registration STAIN SENTRY, SANICHECK\* ANTIMICROBIAL or VISIONCLEAR\* are first applied and ends at the seven (7) year time period for New Yelnices or Used Vehicles (up to ten (10 model) years old yor thrifty mine (39) months for Lease Vehicles (up to ten (10 model) years old yor thrifty mine (39) months for Lease Vehicles (up to ten (10 model) years old yor thrifty (30) days of the Applied Date to Initiate coverage. This Warranty gives You specific legal rights and You may also have other rights which vary from state to state. SAMD does not authorize any person to create for SSMD any other obligation or librity in connection with the SIMONIZ\* GLASSCOAT\* WITH STAIN SENTRY, SANICHECK\* ANTIMICROBIAL or VISIONCLEAR\* APPLICATION. ANY IMPLIED LIMITED WARRANTY OF MARKETABILITY OR FITNESS FOR A PARTICULAR PURPOSE TO THE SIMONIZ\* GLASSCOAT\*WITH STAIN SENTRY, SANICHECK\* ANTIMICROBIAL or VISIONCLEAR\* APPLICATION IS LIMITED WARRANTY OR ANY IMPLIED LIMITED WARRANTY. SANICHECK\* ANTIMICROBIAL or VISIONCLEAR\* APPLICATION IS LIMITED IN DURATION TO THIS WITHTEN WARRANTY. SANICHECK\* AND IN THE VISION OF THE SIMONIZ\* GLASSCOAT\* WITH STAIN SENTRY, SANICHECK\* AND IN THE VISION OF T

III. COVERAGES
(A) GLASSCOAT® WITH STAIN SENTRY (If selected in section 4) includes a single application of GLASSCOAT® to all the exter AND SEASON. WHEN IN SERVINY (IT SERVINY IT IS SECTION 4) Includes a single application of GLASSCOAT\* to all the exterior pained shreet metal surface, scenter modified and trim on the Vehicle-which provides increased resistance from amage caused by weather induced acid rain, bird droppings, tree as unservined to the provides increased resistance from a many caused by weather induced acid rain, bird droppings, tree as unservined as the provides increased an except and a servine anamed as a servine and a servine and a servine and a servine and a

(8) SANICHECK\* ANTIMICROBIAL (If selected in section 4) includes a single application of SANICHECK\* to the interior of the Vehicle which provides antimicrobial protection and eliminates microbes and germs that cause bacteria to grow and provides color resistance in the event the SANCHECK\* fails to protect such clarange. We will interestly such condition, subject to the limitations and exclusions outlined in this Warranty with a reapplication of SANICHECK\* to the affected surface.

(C) SURFACE PRO (iff selected in section 4) includes a second application of GLASSCOAT\* (which utilizes a unique application and application process different than "A" above) to all the exterior painted sheet metal surfaces which provides increase paint profection when minor (less than three inches (3") in diameter, length, width or total stop, exterior surface abrasions of dents occur. In the event the SURFACE PRO (alls to provide such resistance, We will remedy such condition, subject to th limitations and exclusions outlined in this Warranty, utilizing the best available methods of cleaning, reconditioning or repared the damaged surface.

ticle which provides increased resistance from alloy wheel corroston and alloy wheel minor surface a strasion. In the event GLASSCOAT\* falls to provide such resistance or to prevent any of the demage outlined herein, We will remedy such ditions, subject to the limitations and exclusions outlined in this Warranty, utilizing the best available methods of cleaning ordisoning or repair of the damaged surface.

(E) VISIONCLEAR\* (If selected in section 4) includes a single treatment of the VISIONCLEAR\* to the windshield and headlights, which provides increased resistance on the headlights from damage caused by dulling or fading and increased resistance on the windshield from damage caused by minor chips or cracks. The VISIONCLEAR\* is a product application only for windshield, with no warranty. Neither windshield repair convincion of the vindshield repair converted under the Warranty. In the event the VISIONCLEAR\* falls to provide such resistance to prevent any of the damage to headlights outlines herein, We will remedy such conditions, subject to the limitations and exclusions outlined in this Warranty, utilizing the best available methods of reconditioning or repair of the damaged surface.

(F) RENTAL CAR COVERAGE: In the event Your Vehicle is held out of service overnight, We will reimburse a car rental for the lesser of the actual number of days that the vehicle is being repaired or ten (10) days. Further, SSMD's maximum reimbursement shall be the lesser of the actual inertal charge, or fifty (SSO) dollars per day. You are responsible for the up front expense and will be reimbursed under the guidelines set forth in this section.

be reimbursed under the guidelines set forth in this section.

IV. HOW TO INITIATE A CLAIM: Valt Simoniz. Claims to initiate a claim online, download our Simoniz." Service App for your smart phone or call (800) 227-5236 for assistance. If the claim is approved, 55MD's sole obligation shall be to clean, repair and/or (for extenor items) repaired surfaces and subsequently to reapply SIMONIZ\* GLASSCOAT\* WITH STAIN SERTRY, SANICHECK\* ANTIMICROBIAL or MSIONIZ-LEAR\* products to the repaired surface. SSMD's obligators shall only be applicable for damage described in SECTION III. COVERAGES of this Warranty, SSMD shall have sole discretion to implement and determine the appropriate remedy. SSMO shall have the right before any other remedy to rebuilt any paint changed surface.

SSMD shall have the right before any other remedy to rebuilt any paint changed surface.

SSMD shall have the right before any other remedy to rebuilt any paint calcase the repair of the standard shall have the right before any to the remedy to rebuilt any paint calcase the resource of the standard shall have the right before any to be performed with reasonable standard shall be shall calcase all services to be performed with reasonable standard shall be shall calcase all services to be performed with reasonable standard shall be shall calcase all services to be performed with reasonable standard shall be shall calcase all services to be performed with reasonable standard shall be shall calcase all services to be performed with reasonable standard shall be shall calcase the repair shall be shall calcase shall be shall calcase the repair shall be shall calcase shall be shall cal

V. WARRANTY EXCLUSIONS/LIMITATIONS:

(A) General: RV's, Commercial vehicles and vehicles over ten [10] years old on the Applied Date are not covered by this Warranty. A commercial vehicle is any vehicle that is titled for commercial use or used for commercial purposes including but not limited to construction purposes, delivery purposes, commercial towing, commercial from operation, volunteer public service(s), snow plavking, tental, livery, text, any type of emergency vehicle, or competitive or offroad racing. This Warranty does not cover damage excurring the result of the control of

You should maintain the vehicle with regular car washing and appearance maintenance as prescribed by Your automobile manufacturer. Cleaning Your vehicle of bird waste, tree sap, and other contaminants will help eliminate possible damage. You must report any damage and within thirty (30) days following the notice of only upch damage covered by with warranty by contacting SSMD as directed under SECTION IV. HOW TO INITIATE A CLAIM. Failure to report damage within thirty (30) days of noticing the damage will work of the Warranty and relieve SSMD of all legal responsibility. SSMD is not obtained or responsibility for general cleaning and maintenance of the vehicles paint, fabric or leather surfaces. Regular care and cleaning is necessary.

VII, LIMITS OF LIABILITY: All repairs are limited, to the extent possible, to only the damaged areas of the Treated Surfaces. Lability under this Warranty for covered repairs is further limited to the Actual Cash Value (ACV) of the Vehicle, as determined by the NADA Official Used Car Guide average trade-in value, at the time the damage is reported to SSMD. Damages must be reported within thirty (30) days following the notice of any such damage, and all damages reported to SSMD at the same times shall be empetioned on the contraction of the

VIII. TRANSFERS: To make application for transfer, the new owner must submit this original Warranty along with the new owner's complete name, address and phone number to SIMONIZ'S SPECIALITY MARKETS DIVISION, Attre.Warranty fransfers, 201 Boston Turnpike, Botton, CT. CTO-043. There is no fee to transfer this Warranty.

IX. MISCELLANEOUS PROVISIONS: This Warranty is insured by Great American Insurance Group under a contracture insurance policy. We reserve the right to reject this Customer Recistration, without obligation to appropriate to insurance policy. We reserve the right to reject this Customer Registration, without obligation to any party, if it is not fully or accurately completed, or if the Seller fails to pay us for the products purchased by You. THE SELLER IS NOT AUTHORIZED TO MODIFY THE TERMS AND CONDITIONS OF THIS WARRANTY.

State of Texas: Obligations of the warrant or under this vehicle protection product are insured under a reimbursement insurance policy issued by Great American Insurance Group, 301 E. 4th 51, 25th Floor, Cincinnati, OH 45302; 877-429-826. In the event We failt popy an authorized claim within suxy; (20) days after proof of loss is filled. You may file a claim directly with Great American Insurance Group. Any unresolved compositions regarding Simoniz USA, Inc. or this Limited Warranty may be addressed with the Toxas Department of Liceraing and Regulation, P.D. Des 12157, Austra, Toxas 787-112 424-5-699.

State of Oregon: The following provisions are added to this Warranty: Insurance Statement: Obligations of the Warrant or under this Vehicle Protection Product are guaranteed under a warranty reimbursement policy underwritten by Greet American Insurance Group, 301 E. 4th 5t, 25th Floor, Cincinnati, 014 45202, 877-429-3826. If the warranty penefit is not provided by Warrantor within skety following laid in requirements have been met, then You may apply for reimbursement directly to Great American Insurance Group, Notice to Consumers, Any unresolved Issues regarding Strenoire USA, Inc. or this Limited Warranty may be addressed with the Oregon Insurance Divisions, Department of Consumer Affairs, RO, Box 14480, Salem, Oregon 97309-0405, (503) 947-7984 and 1-88-877-884 toll free.

State of Washington: This Warranty issued by the Administrator is considered to be a Protection F Guarantee subject to the requirements of Chapter 48.110RCW. As a Protection Product Guarantee holder, entitled to apply directly and without delay to the Great American Insurance Group for payment or perfor due under this Guarantee.

#PS1800 (0715)



For more information about this vehicle protection program please visit:

getsimoniz.com