

Winter washing makes it easier to preserve your car's clear coat finish

Winter may not be the most enjoyable time to wash your car, but you can be assured that it's one of the most important times. Environmental conditions, coupled with sand and road salts, can be harmful to today's special clear coat paint finishes.

Simoniz, the makers of a new line of "non-abrasive" car care products, offer these simple tips to properly care for your clear coat finish this winter.

Identify your paint finish

The first step to proper car care is to determine whether the vehicle has a conventional or clear coat finish. Without this knowledge, good intentions may lead to irreparable damage in the form of swirls and tiny scratches in the finish. The best way to identify a clear coat finish is to ask your dealer, or check a new reference manual from Simoniz, available wherever Simoniz car waxes are sold.

A "clear coat" finish is essentially a clear acrylic layer that seals in a thin color coat. While a clear coat provides increased depth and luster, it is susceptible to abrasions. Since 1980, clear coat finishes have played an increasing role in the manufacture of imported and domestic automobiles. As many as 90 percent of newer cars have clear coat finishes.

Begin the winter with a shine

Fall is the perfect time to prepare your car's exterior for the onslaught of winter. Begin with a thorough washing. Make sure to hose down the car, and wash with a mild non-streaking detergent like Simoniz Non-Abrasive Car



BEGIN WITH A WINTER SHINE — Fall is the perfect time to prepare your car's exterior for the onslaught of winter. Environmental conditions, coupled with sand and road salts, can be harmful to today's special clear coat paint finishes.

Wash & Cleaner. After drying the vehicle, apply a non-abrasive car wax for a safe shine to your clear coat finish.

Keep your car clean all winter

To keep your car's finish sparkling, all winter, just follow a few quick and simple tips. Keep your car as clean as possible during the winter, either by washing it yourself or by taking your car through a brushless or frictionless car wash. If you don't have time to wax,

you can still obtain a quick shine with Simoniz Quick Gloss. Just spray it on and wipe it off to replace silicone oils lost during the natural weathering process.

If you follow a regular maintenance schedule, your car should make it through the winter without a hitch.

OCTOBER WILL HELP YOU BE A SMARTER MOTORIST

"If it ain't broken, don't fix it": That seems to be the adage followed by American car owners. With the amount of money that people invest in cars today, it's surprising that a large percentage of American motorists ignore necessary maintenance, which could enable their cars to run more efficiently and economically, adding more years to the life of their vehicles and protecting their "investments."

Automotive technicians say a major reason for owners' failure to maintain their cars properly is that they do not understand the basics of car care.

Although most people know how to

pump their own gas, many do not know how to find their way around a car, and are unable to spot minor problems before they turn into major repair bills. Intensified efforts are needed to ensure that consumers take proper care of their cars.

To alleviate this situation, October has been designated as National Car Care Month (NCCM).

National Car Care Month was developed to educate American motorists about preventive maintenance for their cars. Its purpose is to improve air quality, highway safety and fuel consumption.

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