



# Corrosion can be costly

Assuming that your new car is already protected against corrosion when you buy it can be a costly mistake.

The corrosion warranties offered by automakers are not what they seem to be at first glance. The automakers have tried to spur increased sales with these warranties, but consumers should be aware of what they don't cover.

The interior areas of a car most vulnerable to rust are not visible to consumers without special inspection equipment. Rust will quickly find a vehicle's weak spots — overlapping seams, spot welds, hood and trunk, inner panels, brake and fuel lines, and floor sheet metal — and start there first.

What you don't see can hurt your car since rust begins its destruction from the inside out. And these interior areas of automobiles are not protected by the manufacturers' corrosion warranties.

"With the onslaught of winter and the millions of tons of corrosive rock salt dumped on roads, consumers should protect their cars with after market rustproofing," advises Dan Janssen, president of Ziebart Canada.

Janssen recommends that consumers look for a reputable company with a proven track record.

"The company should always back-up its rust protection with a warranty that protects the consumer for as long as he or she owns the car," he notes.

An engineered system of rust protection works best. This means that the technician who works on the car should have access to engineering specification for each make and model of car — both domestics and imports. Then he can pinpoint and access critical areas with the appropriate tools. (The typical fogging technique used by many car dealerships results in thin, uneven coverage of rust protection material.)

"Ever since the invention of the automobile, rust has been a problem," says Janssen. "Your car is a major investment, so it makes sense to protect it as much as possible."

Ziebart — the rust protection experts for nearly three decades — is international in size, with more than 600 locations in 35 countries. Ziebart service centres are known as the car improvement specialists, offering a wide range of products, services, and accessories for cars/trucks/vans that enhance their looks, extend their life, and increase their value.

### Old-fashioned rust — new damage

Protecting a car from the ravages of rust is just as important today as it was 25 years ago when Kurt Ziebart became the first person to develop a revolutionary rust protection process.

Recently, Ziebart achieved a milestone: the rust protection of its 10 millionth vehicle.

"Ziebart has been the pioneer and industry leader in automotive rust protection for nearly three decades," notes Dan Janssen, president of Ziebart Canada. "Ever since the invention of the automobile, rust has been a problem and it still is today."

Some of the things that cause this problem include harsh environmental conditions. Each winter, millions of tons of highly corrosive rock salt are dumped on our roads to make driving less hazardous. In addition, another salt even more powerful in promoting corrosion — calcium chloride — is used extensively to control dust on dirt roads across the country. Acid rain in industrialized areas also contributes its damage.

Then there are the manufacturers' warranties which have given many consumers a false sense of security. Often, people don't realize that the manufacturers' corrosion warranties do not protect the critical, interior areas of their vehicles against rust-throughs. By the time they do realize it, rust has already started eating away at their car from the inside out.

"Only a well-engineered system of rust protection can provide long term assurance against corrosion damage," Janssen warns.

Ziebart engineers and research scientists have proven that the only way to achieve long-term rust pro-

tection is to have certified technicians consult engineering specifications kept on microfiche for every make and model of car, both domestics and imports. Then they should use the direct access (holes drilled) method and uniformly apply a protective coating of sealant to

all interior, critical areas of the automobile. The rust protection should be backed with a lifetime warranty that protects the owner for as long as he/she owns the car, regardless of its age or mileage. "Don't be misled into thinking your car doesn't need rust protec-

tion," says Janssen. "Guarding the critical areas of your car against corrosion this winter should be a top priority."

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P19575R14 PERF. 90	100.95	90.50
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