

LIFETIME GUARANTEE\*

# SYNTHETIC COAT

INVISIBLE PROTECTION,  
CLEAR RESULTS

WILLIAMS

“STAYING ON TRACK WITH  
THE **BEST** PRODUCT”



**NIGEL MANSELL. CBE.**

FORMULA ONE WORLD CHAMPION - 1992



THE WILLIAMS NAME AND LOGO ARE TRADEMARKS OF  
WILLIAMS GRAND PRIX ENGINEERING LIMITED AND ARE USED UNDER LICENCE.

\* Terms and conditions apply.

# SYNTHETIC COAT PAINT PROTECTION

Synthetic Coat can be applied to your vehicle leaving an extremely durable and high gloss finish which prevents pollutants from impacting your car's paintwork.

Once treated with Synthetic Coat your paintwork is guaranteed for as long as you own the vehicle\* and you will never have to polish it again. We recommend the use of our Gloss Enhancer to maintain the ultimate performance; however, you do not have to use this to keep the terms of the guarantee.

Without Synthetic Coat protection your paintwork could become dull and faded over time, when exposed to atmospheric pollutants and harsh car wash chemicals. The paintwork will progressively fade and hold dirt meaning cleaning and washing will become harder.

## The Benefits of Synthetic Coat Paint Protection

### Appearance

Protects all exterior paintwork and locks in showroom shine, making your vehicle more attractive to buyers when the time comes to resell it.

### Saves Time

No need to polish your car. Synthetic Coat has an active ingredient which repels dirt and grime making cleaning your car easier and quicker.

### Saves Money

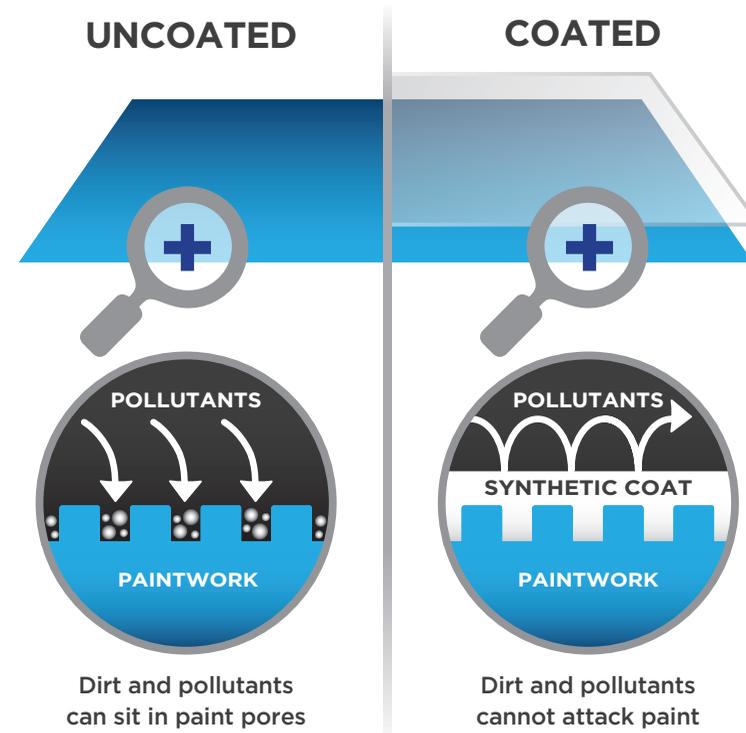
The reduced build-up of dirt and grime leads to savings on the cost of washing and waxing. Synthetic Coat will also prevent paintwork dulling over time.



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# SYNTHETIC COAT PAINT PROTECTION

Synthetic Coat bonds with the pores in your paintwork, alloys, bumpers and glass\* to protect it from tree sap, traffic pollutants and everyday weathering.



General traffic dirt and grime



Extremes of temperatures



Plant and tree sap



Corrosive, atmospheric pollutants



Ultraviolet exposure

\*Not suitable for front or rear windscreens.



# SYNTHETIC COAT TEST RESULTS

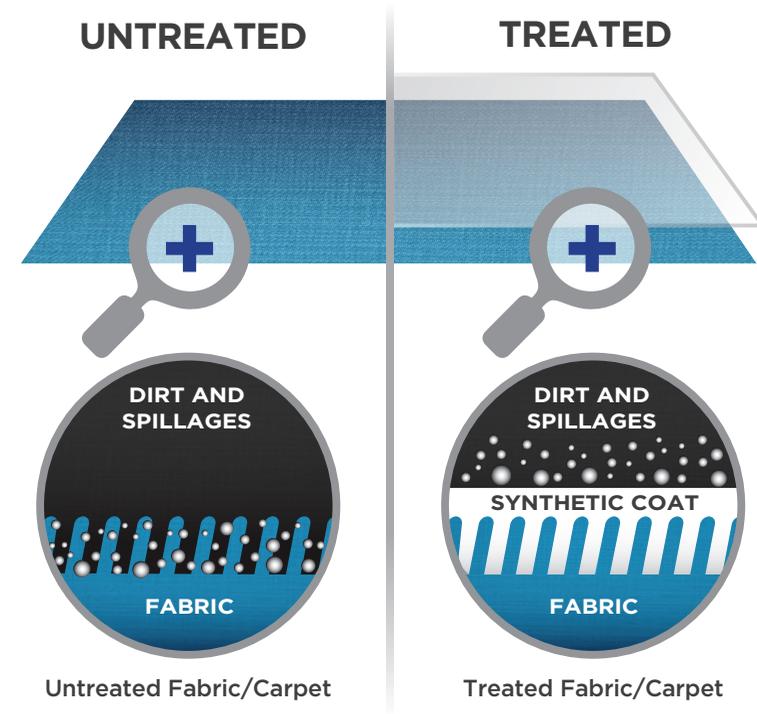
Synthetic Coat has been tested independently by Scientific Material International for Boeing and approved for use in the aviation industry; the test proved that the product conforms to D6-17487 which helps stop paint softening and crazing. It also increased hardness of the surface within 24 hours of Synthetic Coat paint protection being applied. This results in an increase of the 'beading' effect so dirt and grime just rolls off.

	SYNTHETIC COAT	Traditional Wax Products	Traditional Silicon Products	Traditional Polymer Sealants
Sunlight	✓✓✓✓	✓	✓✓	✓✓✓
Ultraviolet rays	✓✓✓✓	✓	✓✓	✓✓✓
Cold water/frost	✓✓✓✓	✓✓	✓✓	✓✓✓
Acid/acid rain	✓✓✓✓	✓✓	✓✓	✓✓✓
Hydrocarbons (exhaust fumes)	✓✓✓✓	✓	✓✓	✓✓✓
Environmentally friendly	✓✓✓✓	✓	✓✓	✓✓
Alcohols (traffic film removers/degreasers)	✓✓✓✓	✓✓	✓✓	✓✓



# SYNTHETIC COAT FABRIC PROTECTION

Synthetic Coat Fabric Protection covers each fibre with a film protecting interior fabrics from spillages and everyday stains. This film resists soaking from hot and cold drinks, food particles and dirt, allowing treated surfaces to be wiped clean.



### Our Fabric Protector is:

- Hypo-allergenic
- Environmentally friendly
- Non-aerosol
- Completely safe



Ice cream



Tea/coffee



Drinks



Baby drinks



Environment friendly

# SYNTHETIC COAT LIFETIME GUARANTEE\*

Synthetic Coat is guaranteed for as long as you own your vehicle. All that is required is that you take reasonable care of your car. For maximum performance we recommend annual use of our Gloss Enhancer. Synthetic Coat does not need to be applied again. The guarantee is registered and applied by your supplying dealer with the terms and conditions presented on handover.

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# SYNTHETIC COAT FREQUENTLY ASKED QUESTIONS

**Q: Will I have to reapply Synthetic Coat?**

**A:** No, you will not need to reapply Synthetic Coat. The product is professionally applied by your selling dealer and guaranteed for as long as you own your car. We recommend the annual use of our Gloss Enhancer to ensure ultimate performance.

**Q: How often should I clean or polish my vehicle?**

**A:** We recommend a regular wash with mild soap (not dishwashing detergent) and water is all you car will require. There is no need to polish the car.

**Q: Can I use a carwash?**

**A:** Certainly, a simple wash and dry cycle will not affect the Synthetic Coat and may be the best way to keep your car clean.

**Q: Can I use any vehicle shampoo?**

**A:** Yes, although we would recommend our car wash shampoo that is available as part of our aftercare range.

**Q: If the vehicle sustains accidental damage, will I need to have it recoated?**

**A:** In the event of an accident, Synthetic Coat will be reapplied where necessary as part of the insurance claim.





With Nigel Mansell, winner of the Formula One World Championship with Williams Grand Prix Racing in 1992, as the brand ambassador for the Williams branded paint protection programme, two of the iconic names of Grand Prix have been brought together again.

In addition to his Formula One success over a 15 year period, Mansell is the only driver to hold both the F1 and CART Series titles at the same time, having switched successfully to CART racing in the year following his 1992 World Championship.

For a generation of people, Nigel Mansell is all about performance and determination. His tenacity and bravery were impressive and it is these attributes that make him an iconic and highly appropriate brand champion for the Williams paint protection range.

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