



RETAIN YOUR CAR'S VALUE – PROTECT IT FROM SUMMER SUN

Sunbelt people are well practiced when it comes to protecting themselves from the summer sun, heat and humidity. But what about their cars? Believe it or not, cars need the same protection as people.

How often have you seen cars with faded paint, dried out trim and cracking upholstery? Not only are they ugly, they're worth less when it comes time to sell. You can increase the resale value of your car by up to \$1,500 just by keeping it in good shape, according to Blue Book, a vehicle valuation guide.

Keep your car clean, inside and out. Dirt speeds up erosion anywhere it lays. It can dull and scratch paint and even cause corrosion. Food crumbs and road grit can get ground into carpeting and seat fabrics. Neglected stains are even worse. Not only are they impossible to remove they'll break down the fibers.

Wash your car from top to bottom with a quality, non-detergent soap and silicone-free sponge. "Don't make the common mistake of using dishwashing liquid since it actually removes wax,". "Don't wash in direct sunlight or when the car's body is hot to the touch." Be sure to vacuum carpets and in between seat cushions. For best results wash your car every two weeks.

As for automatic car washes, "Enter at your own risk. Sure they're convenient, but they scratch your car's paint by dragging dirt from everyone else's cars across yours. And there's always the chance of serious damage from a malfunction, even with so-called 'Touchless' car washes."

If you drive in the Sunbelt it goes without saying that you're a bug killer. The evidence is obvious and the acidic remains will ruin paint in no time. Your car's finish is also vulnerable to oxidation, tar, wet paint and scores of other hazards so it's important to remove these to prepare for a coat of wax.

Non-abrasive cleaners, preferably ones containing nutritive plant oils, work best. "Avoid cleaners with grit, like compound, or petrochemical and solvent ingredients that can do more harm than good. A good rule of thumb is, if you wouldn't use it on yourself, don't use it on your car." Cleaning should be done every 6 months.

When it comes to protection, “Use sunscreen – or in car speak, ‘wax’”. Your car sits under the same sun you do and needs similar protection. “Choose a wax with the highest carnauba content you can afford, but no less than 12-percent.”

Carnauba is a natural wax farmed from palm trees in the Brazilian Rain Forest. The palms produce this wax to protect themselves from the heat and humidity they grow in. It’s hardness will do wonders when it comes to protecting your car. It also gives one of the deepest shines.

Zymöl waxes contain up to 78-percent carnauba and have been chosen by collectors and restorers.

Moving inside, everyone knows the interior of a parked car can get hot—triple digit hot. Each time it does the materials, whether they’re leather, vinyl or cloth, break down slightly. Harsh UV rays only speed up the process and cause cracking. It’s important to replace lost oils and moisture while adding protection in the process. Window tint helps by reducing temperatures and UV levels, but not enough.

If you have leather seats and trim, treat them with a solvent-free leather conditioner. For cloth use a phosphorous-free, solvent-free fabric cleaner to remove oils and stains. Vinyl surfaces like the dashboard and door panels need an oil-based, solvent- and formaldehyde-free product that restores moisture. “Be careful, many vinyl products can actually damage the surfaces they’re marketed to protect”.

Overall, stick to a regular cleaning schedule, making sure you use the right products for a particular application and making sure to read the directions will make you feel good about your car and keep a little money in your pocket in the process. Happy cleaning.

For more information about Zymöl and Zymöl products visit your local Zymöl Authorised Reseller or contact your local Zymöl Licensed Detailer.