



Zymöl for Trucks and SUVs and Sport Utility Vehicles

It is no secret that this world's consumers are turning to trucks and SUVs. Once the typical choice of only contractors, farmers and businesspeople, over the last decade trucks and SUVs have worked their way into the urban lifestyle with grace, style and design. And urbanites have responded to the new flexibility that trucks and SUVs offer them by being just as demanding as commercial users. In some cases, consumers can actually be even harder on their pickups and Sport Utility Vehicles (SUV).

Unfortunately, as tough as these trucks and SUVs and SUVs may be, their paint is just as fragile as the finish applied to passenger cars. As a result, the hard use to which these trucks and SUVs are exposed, use that includes trips off road and through inclement weather, mean that these truck and SUV owners have to do more to maintain the appearance of their pickups and sport utility vehicles. And with trucks and SUVs typically priced at more than \$27,000, indeed, some models push right past the \$60,000 mark, owners have a real financial incentive to maintain their vehicle's appearance. In just three years, neglect can cost the owner of a neglected truck or SUV thousands of dollars in resale value.

Taking note of this change in vehicle buying patterns and the new, more vigorous use to which trucks and SUVs are now subjected, Zymöl, maker of the world's finest auto finish care products, has developed a new wax for pickups and sport utility vehicles. "While the manufacturers may use the same paints on their pickups and sport utility vehicles that they use on their passenger cars, owners use the vehicles very differently," said Chuck Bennett, founder of Zymöl. "For that reason, we've developed several products that are particularly effective at protecting SUVs and pickups."

That extra protection is necessary for trucks and SUVs that may be left outdoors longer in heavily wooded areas where they are subject to plant sap and proteins. "Wet leaves that fall on the surface of an unprotected vehicle contain proteins that can actually etch the leaf pattern into the finish," noted Bennett. Sap and bird droppings can also stain and permanently discolor unprotected paint.

In many areas of the country, pickups and sport utility vehicles equipped with four-wheel drive are their owner's first choice for transportation during snowstorms or freezing rain. This takes an extra toll on the finish. "Many public works departments spread sodium chloride to melt snow and ice," said Bennett. "That creates salt acids that can, over time, do serious damage to unprotected paint."

To help protect the finishes of pickup trucks and SUVs and sport utility vehicles, Zymöl has recently developed a new wax called Titanium. "Titanium is specially developed for use on pickups and SUVs," said Bennett. "It offers excellent protection from more than just the elements. Titanium can actually resist gasoline spills."

As with other Zymöl products, Titanium reacts with the air to form a hard, durable layer of protection for the vehicle's paint. "Titanium is particularly effective on factory-applied acrylic paints," said Bennett.

But Titanium does more than protect. It also brings out the all the depth and luster in the paint thanks to its high concentrations of both yellow and white carnauba waxes.

"Of course, before any wax is used, you must wash and clean the vehicle properly," Bennett noted. For washing, Zymöl Clear Auto Bathe is ideal. "It actually starts to neutralize the salt acids that can damage paint." It takes just a couple of squirts of Zymöl Clear in a bucket of warm water to wash even the largest SUV.

Following the wash, owners should use Zymöl HD Cleanse to finish the cleaning process. "It is necessary to get the finish completely clean before applying any wax," Bennett said. "In most cases, this sort of cleaning is needed only twice a year."

The combination of Zymöl auto bathe, HD Cleanse and Titanium has been designed to keep trucks and SUVs looking like new. "It is also effective in preserving the finish on any vehicle that is used throughout the winter. With many sedans and station wagons coming with four-wheel drive, you know these owners are going out in all kinds of weather, too," Bennett said. "Titanium is perfect for these cars. It will preserve both the appearance of the vehicle and the owner's investment," he added.

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