

July 2010

Paint Protection Quarterly

Quarterly Newsletter for Paint Protection Film Installers.



2010 Market Trends

The auto industry sold 1.1 million units in May, up 19% from a year ago and 12.3 % increase from April.

Projections are approximately 1 million more new cars sold over 2009, 11-12 million in 2010

Through five months, the industry sold 4.6 million units, up 17.3 %

Auto Dealerships & Installers are looking for ways to increase profits. Car owners are also keeping their cars longer & are interested in and relate to products that protect the appearance of their vehicle and preserve the resale value

Training Available

Looking to expand your business into the PPF market ? Have new employee's that need training, or simply looking for a refresher course? AeroTect has you covered. Our 2 day training course covers multiple products and covers all the fundamentals of installing

Paint protection film.

Inquire today!

AeroTect installer Network

Due to our history as an installation outfit, our transition into distribution put us in a unique position to help drive business directly to our network of installers.

AeroTect will be placing an installer locator on its retail website, in an effort to drive many referrals to you, our loyal customers.

Call today to request placement on our website.

Hello from AeroTect!

We had a great turnout at the 3M Car Care Market Center University hosted on June 23rd. It was nice to see a lot of you there! If you weren't able to make it don't worry, we will be hosting many more and will keep you updated for scheduled dates.



3M Car Care Products available direct to you !

Now you can make your business a one-stop-shop for your clients by offering 3M car care products.

From the versatile quick wax to the simplicity of the glass cleaner, car wash soap and Performance Finish synthetic wax, you can ensure that your customers are properly caring for their Paint Protection Film.

Offer them to your customers as an incentive for an upgraded package, or sell them separately to ensure quality maintenance of their PPF. Keep your customer satisfaction up!



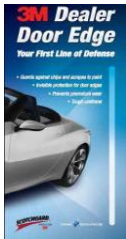
AeroTect 1935 McKinley Ave Unit F. La Verne, CA 9150 Tel. (866) 388-2376 info@aerotelect.net

Keep it Cool this Summer !!



From now through September Buy 1 roll of 3M Scotchgard and receive a practical portable ice-chest. Buy 3 Rolls of 3M Scotchgard, and receive a 10'x10' pop-up canopy perfect for this hot summer. While supplies last. One ice-chest and canopy per customer. Minimum 24" width.

NEW DOOR EDGE PROGRAM



AeroTect's 3M door edge program is a profitable way to increase awareness and penetration at wholesale/dealership accounts, without investing a lot of time on installation. Door edge can work wonders in both retail and wholesale markets.

Call us and find out how to make money on every car at your wholesale/dealership accounts without spending any time on installation.

3M Headlight Lens Restoration System

3M Headlight Lens Restoration System – Benefits To Your Customer

- Headlights yellow and get cloudy due to UV light
- Restore clarity and brightness of headlights
- Enhance appearance
- Improve visibility
- Improve resale value
- Less expensive than headlight replacement (good for retail customers and used car dealers)

3M Headlight Lens Restoration – Benefits to you

- New Revenue opportunity
- New Service
- Differentiator over competition
- Lack of headlight lens restoration outlets

Observed Retail Price: \$ 75-125/per car /COGS:\$9/set /Labor 40 min.

