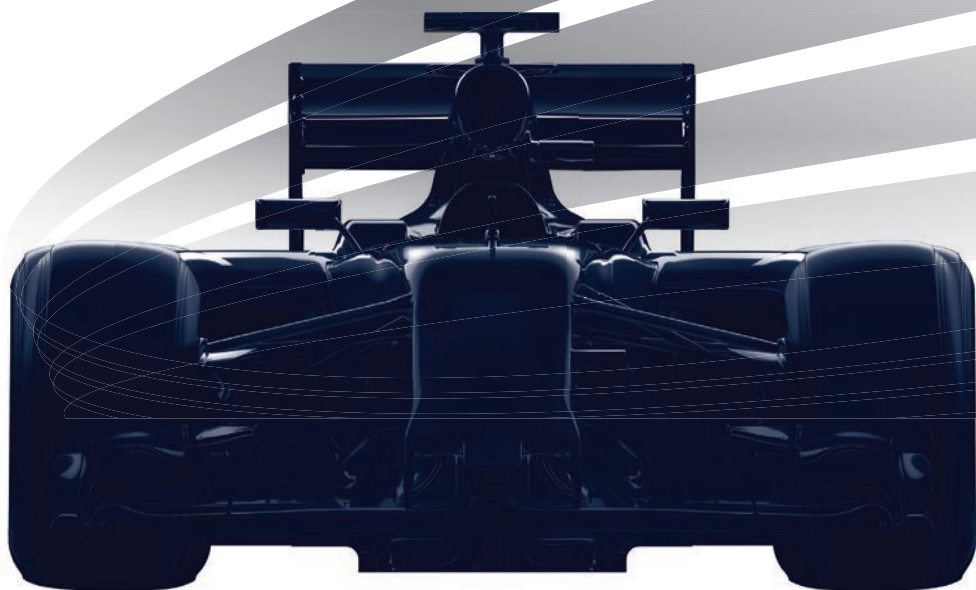


# WILLIAMS RACING™

---

## CERAMIC COAT

INNOVATION IN PAINT PROTECTION



WILLIAMS RACING™  
OFFICIAL LICENSEE

BY *Ultimotive*™

WILLIAMS RACING™  
OFFICIAL LICENSED PRODUCT

# WILLIAMS RACING™

## CERAMIC COAT

### INNOVATION IN PAINT PROTECTION

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

Without Ceramic 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.

Ceramic Coat bonds with the pores in your paintwork, alloys, bumpers and glass\*\* leaving a smooth, high gloss finish. Protect your vehicle from tree sap, traffic pollutants, strong car wash chemicals and everyday weathering including UV light and frost.

#### CERAMIC COAT PROTECTS AGAINST:



GENERAL TRAFFIC  
DIRT AND GRIME



EXTREMES OF  
TEMPERATURES



PLANT AND  
TREE SAP



ATMOSPHERIC  
POLLUTANTS



ULTRAVIOLET  
EXPOSURE

\*\*Not for front and rear windscreens.



#### THE BENEFITS OF CERAMIC COAT

##### APPEARANCE

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

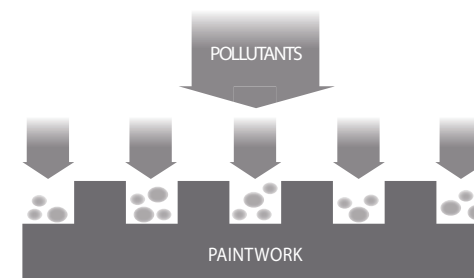
##### SAVES TIME

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

##### SAVES MONEY

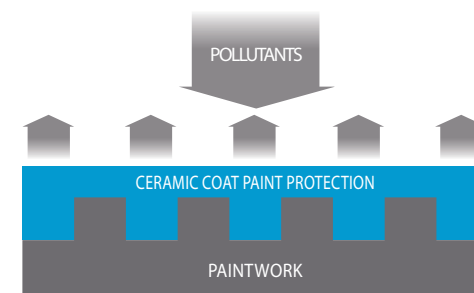
The reduced build-up of dirt and grime leads to savings on the cost of washing and waxing. Ceramic Coat will also prevent paintwork dulling over time.

#### UNTREATED PAINTWORK



Dirt and pollutants can sit in paint pores

#### TREATED PAINTWORK



Dirt and pollutants cannot attack paint



# TEST RESULTS

## OUR RESULTS SPEAK FOR THEMSELVES

The active Ceramic Coat formula binds with complex polymers to provide a film depth and hardness unique amongst its competition.

Used initially for NASA satellites and US Defence contracts, Williams Racing Team technicians have succeeded in creating a unique paint protection system that will provide unrivalled performance on all vehicles. It increases the hardness of the surface within 24 hours of Ceramic Coat paint protection being applied. This, in turn, enhances the 'beading' effect so dirt and grime just rolls off.

### CERAMIC COAT OFFERS COMPLETE PROTECTION:

POTENTIAL DAMAGE TO PAINTWORK:	CERAMIC COAT PAINT PROTECTION	TRADITIONAL WAX PRODUCTS	TRADITIONAL SILICONE PRODUCTS	TRADITIONAL POLYMER PRODUCTS
SUNLIGHT	✓✓✓✓	✓	✓✓	✓✓✓
ULTRAVIOLET RAYS	✓✓✓✓	✓	✓✓	✓✓✓
ANIMAL MATTER/BIRD LIME	✓✓✓✓	✓	✓	✓✓
COLD WATER/FROST	✓✓✓✓	✓✓	✓✓	✓✓✓
ACID/ACID RAIN	✓✓✓✓	✓✓	✓✓	✓✓✓
HYDROCARBONS (EXHAUST FUMES)	✓✓✓✓	✓	✓✓	✓✓✓
ENVIRONMENTALLY FRIENDLY	✓✓✓✓	✓	✓✓	✓✓
ALCOHOLS (TRAFFIC FILM REMOVERS/DEGREASERS)	✓✓✓✓	✓✓	✓✓	✓✓

### GLOSS TESTING

Following SGS testing it has been proven that Ceramic Coat demonstrates an 89% reflection, relative to a pure mirror 100%.

### HARDNESS TESTING

SGS uses a pencil hardness test to determine the ability of a product to resist penetration. Following application of Ceramic Coat, SGS found this increased the hardness level by six points to greater than 8H. This shows the hardness of the surface is above the average level on soft paint.

Ceramic Coat has also been independently tested by CSIRO.

### HARDNESS TESTING

CSIRO uses a pencil hardness, scratch resistance, thickness and chemical resistance tests to determine the ability of a product to resist penetration. The pencil hardness was determined in accordance with AS/NZS 1580 Method 405.1. CSIRO found Ceramic Coat increased the hardness to 8H – 9H.

This shows the hardness of the surface is above the average level on soft paint improving protection and preventing damage.



# INTERIOR PROTECTION

## PROFESSIONAL INTERIOR PROTECTION

Ceramic 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.

### PROTECTS AGAINST:



ICE  
CREAM



HOT  
DRINKS



FIZZY  
DRINKS



FOOD  
STUFFS

### OUR INTERIOR PROTECTOR IS:

- Invisible resin based material
- Prevents build up of dirt and grime
- Tested to prevent staining from spillages
- Hydrophobic

### LEATHER PROTECTOR

Our Leather Protector is provided as an optional extra and can be purchased from the dealer.

Our formula is a water based feed and protector, which helps keep your leather supple and prevents drying out.

### UNTREATED INTERIOR FABRIC

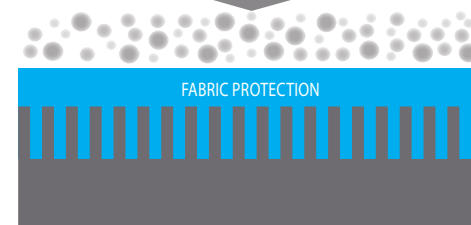
DIRT & SPILLAGES



Dirt and spillages are attracted to fabric

### TREATED INTERIOR FABRIC

DIRT & SPILLAGES



Dirt and spillages are repelled from fabric



# LIFETIME GUARANTEE

Ceramic Coat comes with a lifetime guarantee\* for the period of the ownership of your car.

Some paint protection products require the use of an 'enhancer' to maintain both the gloss shine and the lifetime guarantee. Ceramic Coat does not; all you need do to re-validate the guarantee is to have your vehicle inspected by the selling dealer after five years. In the unlikely event they find any problems with the coat, they will reapply Ceramic Coat\*. The guarantee is registered and applied by your supplying dealer with the terms and conditions presented on handover.

## ADDITIONAL CAR CARE FEATURES

Animal matter and bird droppings are highly corrosive due to their acidic nature and can damage your vehicle's paintwork unless removed. Williams Racing Ceramic Coat will offer protection, however, we recommend bird lime is removed immediately.

Williams Racing Bird Dropping Remover is designed to remove any deposits quickly and softly neutralising any staining and restoring protection to the affected area.



# FREQUENTLY ASKED QUESTIONS

## Q: Will I have to reapply Ceramic Coat?

A: No, you will not need to reapply Ceramic Coat. The product is professionally applied by your selling dealer.

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

A: A regular wash with mild soap (not dishwashing detergent) and water will be all your vehicle requires.

## Q: Can I use a carwash?

A: Certainly. A simple wash and dry cycle will not affect the Ceramic Coat and may be the best way to keep your vehicle clean.

## Q: Can I use any vehicle shampoo?

A: Yes, although we do advise you to choose a leading brand, or see if your dealership stocks Ceramic Coat car wash.

## Q: How quickly should I remove bird droppings<sup>†</sup>?

A: Ceramic Coat is guaranteed to resist the effects of bird lime, but it's still best to remove it before it bakes on. Use a little car shampoo to loosen it before you wash, but please, no scraping!

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

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

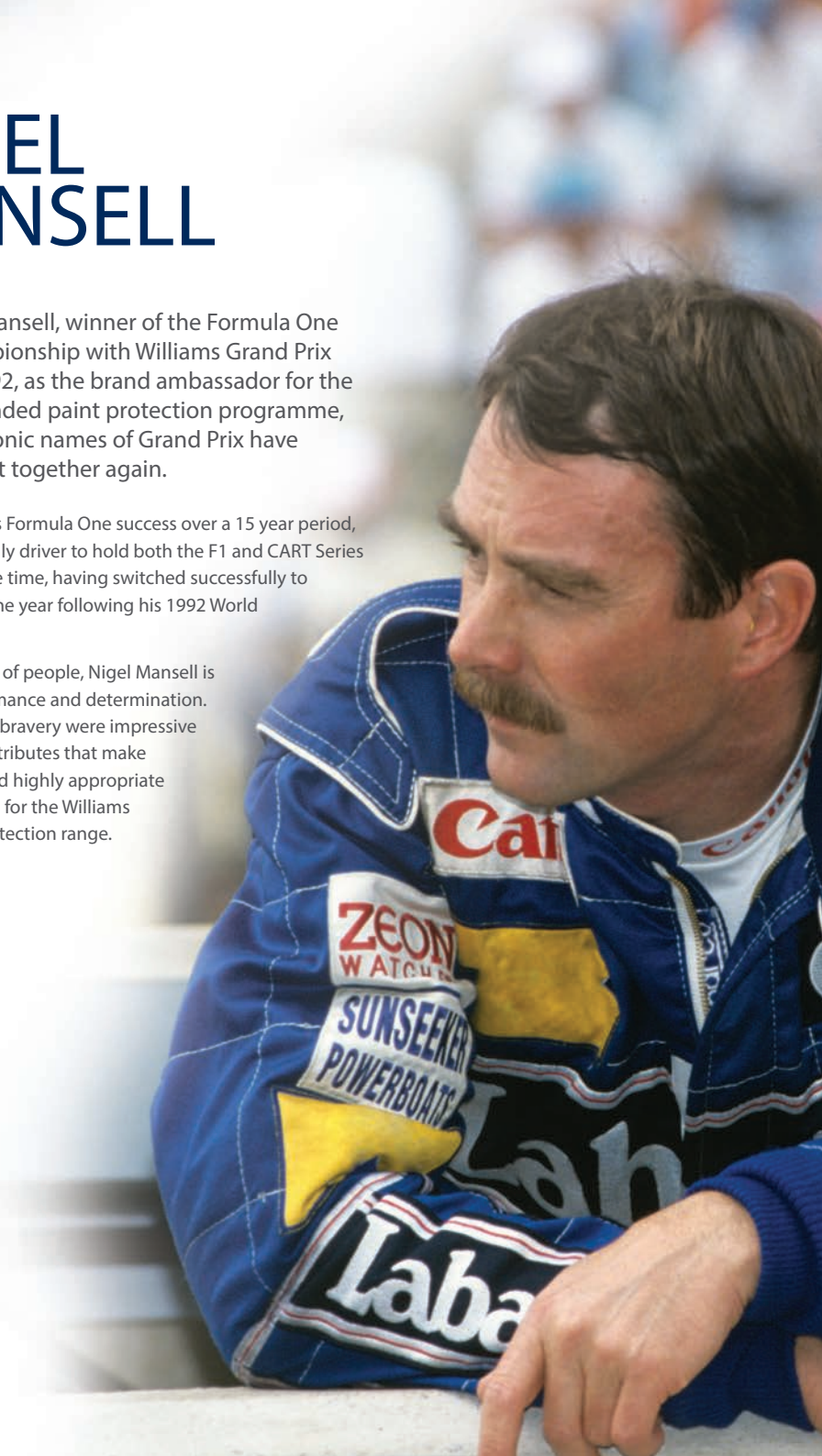
<sup>†</sup>Bird lime must be removed within 21 days.

# NIGEL MANSELL

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 Racing paint protection range.



---

UK Sole Distributor:



Distributed in UK by AutoProtect, Warwick House,  
Roydon Road, Harlow, Essex, CM19 5DY

---



Ultimotive

Williams Racing name and logo are trademarks of Williams Grand Prix Engineering Limited and are used under licence.  
Williams Images © 2018 Williams Grand Prix Engineering Limited. All rights reserved. Ultimotive Ltd is the worldwide licensee of Williams Racing car care products.  
Ultimotive Ltd, 4 Altbarn Close, Severalls Business Park, Colchester, Essex, CO4 9HY, UK. Tel: + 44 (0) 330 024 5261.

NOTE: This brochure is for promotional purposes only.  
The full terms and conditions are contained in the agreement wording. \* Terms and conditions apply.