

TOP SECRET



BLUEPRINT

CREATE THE **BODY** YOU WANT

The Automotive Appearance Guide

by Dan Anderson

MISSION: IMPOSSIBLE MISSION: IMPOSSIBLE

OR IS IT?



Pollution Rising At An 'Alarming Rate' In World's Cities

It's apparent that one of the main reasons for a record number of automobile finishes aging prematurely and delaminating is the increasing toxicity of the environment in which we drive. What this environment is doing to the human body is another subject entirely. However, just as we

Outdoor pollution has risen 8% in five years with fast-growing cities in the developing world worst affected, WHO data shows

have to take protective measures to protect our personal health from prolonged contamination and exposure to toxic elements, the same goes for our vehicle.

If you do not have a real system in place for washing your car regularly, waxing to provide not only shine but a layer of protection from contaminating elements, a system of removing embedded contaminants within the paint surface...you are in real danger of losing a critical component in your vehicle's resale value. The first impression in a buyer's mind will always be determined by the condition of the paint.

If your choice is to upgrade to a new ride, via trade-in at a car dealership, it's important to understand that the used car appraiser at the dealership is trained to look at the condition of the finish to determine its trade-in value. If the paint is not up to par, it could mean the loss of thousands of dollars in trade in value.

However...your mission is not impossible...

There are vehicles in every category who are not only surviving with their finishes intact but look as good as the day they were purchased. Some as old as 20 years. What is the difference between these vehicles and the ones that are aging prematurely?

If the paint is not up to par, it could mean the loss of thousands of dollars in trade-in value.

It's true that most owners typically find themselves strapped for time, but in order to protect their investment, they must work on caring for their vehicle's exterior finish.

In this blueprint, I'm going to share with you how to develop a car care system for your paint. This system is designed to do one thing and one thing only - protect your automotive finish from "dying before it's time" and keep that new car look for the entire time that you own it.

It works. It's proven. It's the real deal.



Paint damage caused by unprotected exposure to pollution and sun

So sit back and relax and carefully read what follows. It will solve one of your biggest problems and protect one of your most cherished investments.

Who Is Dan Anderson?



It's important to help you understand that I am the real deal and that what I'm about to share with you is proven and will get you results.

I've been in the automotive appearance business for over 30 years and have provided services exclusively pertaining to automotive appearance. I started as an automotive graphic designer for Trim Line / Auto Trim Design servicing car dealerships, body shops and individual clients. In 1991, I founded Newlook Body Works, a company specializing in paint repair technologies. I've repaired finishes on the entire range of makes from Toyota to Ferrari and everything in between.

THE BOTTOM LINE: I know how to help you with your car's finish. I've done it for myself and for clients of every make. Now, let's get started...

The Wash...

Washing a car the *right* way is truly one of the most overlooked and misunderstood tasks of auto care. Sadly, improper washing damages and dulls your vehicle's finish over time. How can this be?

If you look at a group of cars under direct sunlight, in a parking lot or under artificial light, you will likely notice that many of them have light scratches over the entire body. These microscopic scratches seem to radiate outward in a "cob-web" effect from a central light source like the reflection of the sun. Many of the swirl marks are the result of improper washing and drying techniques. They are caused when grit is abraded against the paint's surface.

Car lovers range from those who wash or use a quick detailer on their vehicles daily, to those who love caring for their vehicle but only get the chance to wash them weekly or bi-weekly. Both categories of enthusiasts cringe at the very thought of taking their car or truck to car washes, otherwise known as "automatic swirl factories." In this blueprint, I hope to give you

some ideas and tips that will help you maintain your vehicle's appearance and teach you ways to avoid, or at least minimize creating swirl marks.

Car Wash Shampoos have come a long way since their introduction. There was a time when folks just grabbed dish washing detergent and went to work. Though the advertisers promote gentleness to the hands, the fact remains that this stuff is a degreaser! It's designed to eat away grease and food. While it works great for dishes, it needs to stay in the kitchen! The same attributes that break down the grease on dishes will strip your car wax and dry out your plastic moldings and rubber seals.



Some of the factors that establish a quality car wash shampoo are foaming ability, lubricity, pH balance, concentration, gentleness and gloss enhancing ability. High quality car wash shampoos will clean a car's surface, enhance the gloss and leave the car wax, paint protectant or paint sealant intact.

Recommended product: **BLACKFIRE Wet Diamond Conditioning Shampoo**

Wash Mitts: They can be made of long or short nap microfiber, sponge material or sheepskin that can be either synthetic or genuine. The mitt's long microfiber fingers lather your delicate paint in suds while gently removing grime, road pitch and dirt. You want to avoid using shop rags, old t-shirts, and beach towels as the nap, or thickness of these items is so small that you can easily exert too much force onto the paint and inadvertently push surface dirt around instilling swirl marks. Also, these wash rags do not release trapped dirt as easily. The thicker wash mitts designed specifically for use on vehicles offer room for dirt to be pulled away from your paint until your mitt is rinsed.

Recommended product: **Chemical Guys Chenille Microfiber Premium Scratch-Free Wash Mitt**

Two-Bucket Washing Method: In order to guarantee a swirl-free finish, some enthusiast highly recommend using the Two-Bucket Washing Method. As the name implies, you use two separate buckets to wash your car. One bucket holds the soapy car wash solution and the other holds clean, clear rinse water so you can rinse your mitt after each pass over your car. This keeps those dirt particles you just picked up on the surface from going back into the clean car wash solution and being picked up again by the wash mitt.

Recommended product: **BLACKFIRE 5 Gallon Wash Bucket System with Dolly**

Grit Guard Inserts. If you aren't using them, you should be! The Grit Guard Insert is a round plastic insert grate that sits on the bottom of your bucket. It is raised above the bottom of the bucket by four lateral fins, allowing dirt from your wash mitt to drop to the bottom of the bucket, ensuring that your wash mitt doesn't pick up the dirt you just washed off of the car. When you finish washing your car and lift the Grit Guard Insert up, you will see how well it

works. The Grit Guard Insert should be used in both the wash and rinse buckets for optimum protection against instilling swirl marks. The Grit Guard Washboard attaches on top of the Grit Guard Insert and is used to agitate your wash mitt without disturbing the dirt that has settled at the bottom of your wash bucket, reducing the chance of your wash mitt picking up dirt and therefore creating swirls.

Recommended product: [The Grit Guard Insert with Washboard Combo Pack](#)

Hose Nozzles: Yes, even your hose nozzle is an important part of your car wash procedure. There is nothing more frustrating than trying to wash your car with an inadequate or leaky hose nozzle. The Fire Hose Nozzle offers a wide range of spray patterns as well as the very important open flow – and no leaks! The open flow option is especially important when rinsing your car. The open flow option allows the water to sheet off instead of beading up which will cut down on drying time and the possibility of water spots. The fire hose nozzles are also designed to be rugged so that they can be set down quickly without breaking and doesn't have a handle that can be bumped causing you an unexpected shower.

Recommended product: [Fireman Style Garden Hose Nozzle](#)

Foam Guns. Of all the methods, this is by far my favorite. Dirt and grit is most abrasive when it is lying in a fine dust layer over your paint. Even when pre-rinsing your car with water, some of the grit can scratch. A foam gun allows you to lather your car in a blanket of clingy suds that encapsulate the grime and reduce the risk of scratching. Mix in your favorite car soap and spray it on. Allow the soap to set for several minutes then rinse off.

If your paint only has a light coating of dust or road pitch you can often use a foam gun as a substitute for a standard washing. Simply layer your car in a blanket of foam and lightly wipe with your favorite wash mitt, rinsing the mitt frequently with a separate sprayer. This method guarantees your wash mitt remains virtually grit free. After the vehicle has been wiped down, thoroughly hose it off.



Recommended product: [BLACKFIRE Quart Foamaster Foam Gun](#)

Drying Your Vehicle...

Microfiber Waffle Weave Drying Towels: These towels are very soft, safe and effective. The waffle weave fibers act like little pockets and absorb tons of water and when used properly are extremely gentle on your vehicle's delicate surfaces. It generally takes only two towels to dry a vehicle to ensure a spot and streak free finish. The first towel picks up the majority of water and the second towel picks up any residual moisture ensuring a streak free finish. Another benefit is that they can be washed with other microfiber detailing towels ensuring that they are clean and

fresh each time you need them, with no chance of dirt from the last use scratching the surface.

Recommended product: [Cobra Guzzler Waffle Weave Drying Towel](#)

Car Dryers: A lightweight, handheld car dryer that is powerful enough to blow water off your vehicle, leaving it with a streak and scratch free finish after every wash! Use the Car Dyer to dry your entire vehicle, or to simply blast water from cracks and crevices, behind emblems, in between body panels, and anywhere else water can hide. Using a Car Dryer makes it easier than ever to dry your car while avoiding water spots – even in direct sun!



Recommended product: [McKee's 37 MK37-9638100 Turbo Car Dryer](#)

Leather Chamois or PVA Synthetic Chamois are another option for drying your vehicle, however these towels are not as soft or gentle as the above products and are going to be much more likely to leave some swirling in your paint.

Now that you are familiar with the proper tools for the job, we will cover the proper technique necessary for washing a vehicle without instilling wash-induced swirls in the paint.

Steps for Washing Your Vehicle

- Always wash your car in the shade! This will keep your car wash shampoo solution from drying on the car before it is rinsed off. It is best to wash your car on a relatively calm day as even a slight breeze can put particles of dirt into the air. These dust particles are attracted to the wash/rinse water on your vehicle and act like sandpaper when rubbed between the drying towel and vehicle surface. The breeze can also cause some spots to dry before soap has been rinsed off - leading to streaks and water spots.

Only use high quality car shampoos and wash mitts.

- Fill a 5-gallon bucket 2/3 full with cool water. Add the proper amount of shampoo to the water as recommended on the label instructions. Using a strong jet of water, fill the bucket to fully activate suds. Fill the second bucket with clean, water for rinsing your wash mitt.

- Thoroughly rinse the vehicle's surface to remove the loose dirt and grime before you begin the car wash procedure. If the paint is excessively dirty or you wish to use more caution, use a foam gun to pre-soak the vehicle prior to rinsing.
- When washing your vehicle remember to always go from top to bottom, never the opposite. Generally the dirtiest parts of your vehicle are those parts closest to the ground. Wheel wells, rocker panels and bumpers tend to have the largest accumulation of grime and you don't want to bring that junk back onto the paint surface and risk scratching it.
- Load up your wash mitt with your car wash solution and wring it out over the wash surface. This acts like a pre-soak and helps loosen surface gunk. It also adds more sudsy water to the surface and more lubricity helps safely wash the grime away without scratching.
- Keep your wash areas small and rinse your wash mitt frequently in the second bucket.
- Wash in straight, overlapping lines as opposed to circles and remember to be gentle with the wash mitt on the first pass. This first pass will pick up the majority of the dirt, and loosens the remaining dirt for pick up on the second pass.
- Rinse your vehicle by opening up your hose nozzle to the open flow setting or, if you don't have an open flow option on your nozzle, remove your nozzle completely and let the water run or sheet over the surface. This helps in two ways. First, generally when water has "sheeted" off of a surface it tends to leave fewer residual droplets behind. This means less drying time. Second, since there is less water to pick up, there is less chance of your leaving water behind to spot the vehicle.
- When you dry your car, use only high quality microfiber waffle weave drying towels and wring out often. Gently dry the surface without asserting much pressure onto the paint. You don't need to rub the surface – you're just picking up the bulk of the water! Once you have picked up the bulk of the water, and the first towel is saturated, use the second towel to lightly pick up any remaining streaks or droplets.
- Lastly, if your wax or sealant is still in good shape, go over the vehicle with a quick detail spray to restore a radiance and slickness to the paint. This last step will give your vehicle that just-detailed look by enhancing gloss and will also remove any missed drips, water spots or streaks that showed up when you weren't looking.

The Need For Clay...

Every car finish shares a common enemy. This enemy, usually invisible, is relentless in its pursuit; it surrounds us in the air we breathe and your vehicle's paint is engaged in battle with it

from the time it rolls out of the factory gate. The enemy is airborne pollution and fall out. Regular washing cannot remove it and even paint polishing is highly inefficient at attacking it. The solution is Detailing Clay.

Detailing Clay is perhaps one of the most innovative and effective do-it-yourself product developments in the car care industry, despite being overlooked by many detailers and enthusiasts. Invented in Japan in the late 1980s, automotive Detailing Clay is a paint cleaning system designed to safely and effectively remove bonded surface contamination that is not removed with normal car washing.

Claying your paint with Detailing Clay is not a substitute for polishing your car. Claying is a process that needs to be done prior to polishing to remove contaminants that have adhered to your paint. The polishing process then removes paint defects such as scratches, swirl marks, oxidation, and staining while improving overall paint clarity to enhance gloss and prepare your paint to accept car waxes, paint sealants, or coatings.

For those who have never done it, rubbing detailing clay on your car does sound a little



strange, but it is actually very effective, super easy, quick, and extremely safe! If you have never clayed your paint you will quickly see what you have been missing within the first few passes. It's actually kind of fun!

This blueprint will walk you through the process of claying to remove the bonded surface contamination and prepare your car for polishing and/or protection.

Does My Car Need to be Clayed?

First of all, age does not matter! Many people think that a new car does not need to be clayed. This is not necessarily true. Contamination doesn't care if your car is new or old. If your car is subjected to airborne contamination that has bonded to the surface it needs to be clayed.

Just remember, even a new car has been subjected to several environments prior to the salesman handing you the keys. Your car started at the factory, sat on a lot waiting for transport via ship, train or truck, and then it sat on the lot waiting to be purchased. Who knows what was floating around the air on the long journey between the factory and your driveway?

Surface Contamination Test

New or old, there is a way to tell if it is time to clay your car. The contamination that clay removes can often be felt by touch. Paint should feel smooth. If you feel a gritty, a sandy, or a pebble like texture on the paint then it needs to be clayed.

- Wash your car to make sure the surface is clean and free of any loose dirt, then feel the surface with the back of your hand for obvious contamination. Sometimes you can feel it right away but you may need to go one step further with your contamination test.
- Take a plastic baggie and place your hand inside the bag.
- Run the bag over the same area of your paint that you felt with your bare hand

Do you feel the difference? The plastic bag basically amplifies the surface contamination bonded to your car. Even if you don't feel much, it is best to remove it before moving on to your polishing and protecting processes.

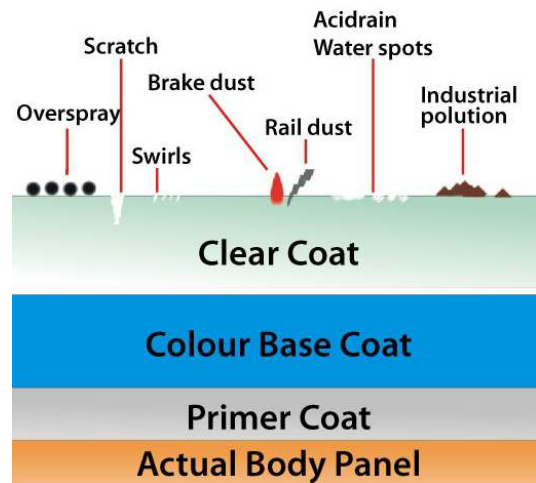
Types of Bonded Surface Contamination

Bonded surface contaminants make your paint feel rough leaving your paint more prone to oxidation and premature aging. If your paint is not slick and smooth, dirt and grime tend to stick to the surface of your car, which can lead to instilling that dreaded swirl during your car wash process.

- Paint Overspray
- Rail Dust
- Industrial Pollution
- Road Grime
- Brake Dust
- Bug Remains
- Pollen
- Specs from Tree Sap or Tar
- Many other contaminants that float around the air and attach themselves to your paint's surface.

How Detailing Clay Works

Surface contamination, as shown by this magnified illustration, won't budge when you wash the surface using a traditional wash method. The contamination is even difficult to polish off. Detailing Clay will quickly and easily remove this contamination as it glides across your paint surface without damaging your paint.



Detailing Clay works by gliding over the surface of your paint on a thin layer of clay lubricant. The contamination sticks up through the surface of the paint where the clay is able to remove it. The clay lubricant helps to keep the clay from sticking to the surface of the paint while it removes the bonded contamination. Although detailing clay is abrasive, it will not harm paint as it is only abrasive to the contamination. The Detailing Clay actually shears the bonded surface contamination without harming your paint.

Types of Detailing Clay

There are many brands of clay with different levels of aggressiveness. Aggressive Detailing Clays are typically used in body shops to remove difficult contaminants like heavy paint overspray. Ultra-fine to medium grade Detailing Clays are formulated for professional detailers, serious enthusiasts and average consumers.

Clay Lubrication

Without proper lubrication Detailing Clay simply will not work. Instead, the clay will stick or skip across the paint and likely cause marring.

Detailing Clay Procedure

IMPORTANT! If you drop your detail clay bar on the ground you MUST throw it away as it will pick up dirt from the ground that will scratch your car!

- Always work in a shaded area and on a cool surface. Claying your car on a warm or hot surface will tend to make the clay stick to the surface and will not be effective to remove the bonded surface contamination.

- Thoroughly wash and dry your car or truck.
- Cut your Detailing Clay in half or quarters and form a round flat wafer. A 200g Detailing Clay Bar will make four pieces.
- Spray your detail clay lubricant onto approximately a 2' by 2' area.
- Using light pressure, glide the detailing clay bar over the surface of the paint in a back and forth motion. Do not apply excessive pressure; remember you are only hydroplaning over the surface to remove bonded contaminants. The clay may tend to grab at first, then you will feel it break free and easily glide back and forth as the contaminants are removed.

IMPORTANT! Keep your clay and the surface well lubricated with your detailing clay lubricant.

- Wipe clay lubricant from the surface with a quality microfiber towel.
- Fold over your clay and knead to reshape often to expose a clean clay surface.
- Feel the area that has been clayed. It should feel slick and smooth. If not, you will need to repeat the process until all of the surface contamination has been removed.
- Continue this process over the entire car. Remember that detail clay works great on glass, chrome and wheels too. Heavy embedded contaminants on wheels will probably require lots of elbow grease!

As a precaution when claying wheels - be sure to use a dedicated clay bar that will never be used on your car's paint.

Increase the Life of Your Clay Bar

As your Detailing Clay Bar works by lightly abrading and removing contamination, it becomes contaminated itself and a fine gray or brown film will begin to cover the surface of the clay. Traditionally, the contaminated side is folded onto itself to expose a clean side. While this works well and you can get considerable life from your Detailing Clay, the question remains: what just happened to the contamination that was pressed into the center of the clay?

Over time, the contamination will become so heavy that the clay bar will lose its ability to work and can cause scratching. A new one should be in order.

Storage: Be sure to spritz your detail clay bar with your clay lubricant to keep it from sticking. Store it in its original box or in a re-sealable plastic bag. Do not let your detail clay freeze or reach temperatures above 120 degrees.

Recommended product list:

BLACKFIRE Poly Clay Bar

BLACKFIRE Clay Lubricant

Pinnacle Ultra Poly Clay

Pinnacle Clay Lubricant

Cobra Clay Mitt

Meguiars Professional Detailing Clay – Aggressive

Paint Protection...

Many new car owners look at the clearcoat as a protective layer that shields their car against harm. This is simply not true. The clearcoat is a tough clear paint that is there to protect your color coat and add depth in shine. Although harder than single stage paints, it is not a super high tech protectant, it is just clear paint and needs to be protected just like the older single stage paints.

Car Wax, Paint Sealants And Paint Protectants, What's The Difference?

When choosing your protection you must first understand the somewhat confusing term, “protectant” which can mean several things in the automotive finish care industry. To simplify things, car waxes, paint protectants and paint sealants all fall into the same “paint protectant category”. Although some protectants do a better job than others, they all protect against the harsh environmental elements and help prevent premature deterioration caused by the onset of oxidation. With modern technology, a traditional car wax would be considered “old school” and be less protective than the more advanced paint synthetic sealants and protectants.



Synthetic Paint Sealants vs. Old School Traditional Paste Wax

When choosing a paint protectant product, some compare liquid vs. paste wax and assume that the paste wax is better because it is tough to put on and take off. This is not necessarily true. The objective of a paint protectant is to have it bond with the surface to create a protective barrier against harsh environmental elements as well as make your paint slick and look good. When you wipe off your protectant residue, you want to make sure you leave as much bonded protectant on the surface as possible. With the newer technology of liquid paint sealants this is an easy task and they actually do a very good job. With older paste waxes, this is more difficult as you need to work hard to remove the residue and at the same time you are creating friction, which causes removal of a portion of the protectant that you truly need to leave behind.

How To Choose Your Paint Protection

There are many choices when it comes to car wax, paint sealants and paint protectants. When it comes to choosing, you will want to make sure your protection choice includes durability, looks and don't forget, slickness. With these key characteristics in mind let's move forward and take an in-depth look at the chemistry of paint protectants.

- **Traditional Paste Wax** – Paste waxes are usually older technology and are a hard wax substance that contains silicone and petroleum distillates to create a temporary shine. They are often difficult to put on as well as remove. In fact, the pressure it takes to remove the wax residue will also wear away part of the wax that would ideally be left on the surface for protection.
- **Carnauba Based Wax** – The true Carnauba Based Wax are soft, easy to use waxes that are usually a little pricey and known for looks, not longevity. These waxes are commonly called toppers. They are commonly used to top acrylic paint sealants that need a little shine. The carnauba works well on all colors but will show more on darker or deeper colors. The downfall of the protection is that pure carnauba melts at about 160 to 170 degrees so the look fades fast and the protection doesn't hold up on hot sunny days, especially on dark colors, which tend to draw the heat. Basically, put it on when you want to look good but don't expect it to last.
- **Cleaner Wax** – A cleaner wax is a one step product that has some polishing ability as well as a protectant. They work well for those who have a surface that is free of defects and plan on using further protection. The cleaner wax is generally about the same aggressiveness as a pre-wax cleaner. The problem with a cleaner wax is that because of the cleaners you are not able to leave as much protection on the paint surface so you will want to follow up with more serious protection that is not a cleaner wax.
- **Synthetic Paint Sealants** – Man perfected the Wax! Newer technology reveals synthetic paint sealants that offer serious, long lasting protection. Unlike traditional waxes, synthetic paint sealants can withstand temperatures over 1000 degrees which make them much more durable. When choosing a synthetic paint sealant you need to

know the difference between the two basic types of synthetic paint sealants. While they both offer good protection, they will vary in shine and slickness. A quality synthetic polymer based paint sealant will generally offer your best protection, shine and slickness, while the acrylic based sealant will provide good protection but is not as slick and may need a little help from a carnauba topper for shine.

Recommended product list:

[Pinnacle Souveran Carnauba Paste Wax](#)

[Ultima Paint Guard Plus, 12 oz.](#)

[Wolfgang Deep Gloss Paint Sealant](#)

[Klasse Combo Pack, All In One & Sealant](#)

[Klasse High Gloss Sealant Glaze](#)

[BLACKFIRE Wet Diamond All Finish Paint Protection](#)

[BLACKFIRE Midnight Sun Carnauba Paste Wax](#)

Now that you know the difference between traditional waxes and synthetic sealants, you can make an educated decision on what will work the best for your needs. There is no right or wrong choice, just make sure you protect your paint and keep it protected!

Now that you have done the proper prep work, you should have a have a high gloss, slick, contaminant and defect free surface and now you are ready for your protection! I know it seems like a long road but trust me, the end results will show your work and the actual protection process is quite simple.

Instructions for Applying Wax and Sealants

Always work in a shaded area and on a cool surface.

- To begin your wax or paint sealant application process, start at the top surfaces of your car. Apply a very thin, even layer of your car wax or paint sealant with a quality microfiber or foam wax applicator working in a back and forth motion in the direction of the panel or along the lines of the car. This process may also be done with a finishing pad on a dual action polisher.
- When you are finished applying your car wax or paint sealant to the entire car you will need to wait for it to cure and bond with the paint. This generally takes about 15 to 20 minutes but could take longer depending on the type of car wax or paint sealant and weather conditions.
- Test a small area by performing a “swipe test” to see if your car wax or paint sealant residue is ready to remove. To do this test, briskly wipe your finger across a small area

of wax residue. If it smears, wait a little while longer, if leaves a clean area, it is time to wipe off.

- Start your car wax or paint sealant removal at the same place you started your application. With a high quality microfiber buffing or polishing towel, wipe in a back and forth motion, just as you did during your application process. As you work, fold the towel often to reveal a fresh side and every once in a while shake out any loose residue build up.
- For best results repeat the protection process in about 12 or more hours after your car wax or paint sealant has had a chance to harden and finish bonding with your paint. A second layer will ensure even coverage as well as enhance the shine.

How Often Should I Wax Or Protect My Paint

The answer is 2-4 times per year; depending on the environmental conditions and if you park in a garage or outside. Many car wax, paint sealant and paint protection manufactures make big claims that their product will last a year or longer. The truth is that there are no miracle products and although you may find protection on your paint after a year, would you rely on it for your protection? Think of it as you would your sunscreen, would you put it on yourself or your child early on a scorching hot day and rely on it to protect all day? Yes, you would still have sunscreen on at the end of the day, but more than likely you will also have a sunburn. The moral of this story is that just like your skin, the environment can cause premature aging so **KEEP PROTECTED!**

Many people ask, "Do I have to do all of the steps?," and the answer is no if you are looking for mediocre results and protection. If you expect the best, then yes, you need to follow the proper steps and avoid any short cuts. You spent a lot of money on that car or truck and will get out of it what you put in to it so protect your investment by properly taking care of it!

When The Inevitable Happens...

There are really only two kinds of vehicles in existence, ones that are driven and ones that aren't. The ones that aren't are better known as "garage queens". These are the show cars and exotics that are more investments than anything else. Logically these cars have to be kept in pristine shape by their owners in order to preserve their value.

In the real world, however, the car that you and I drive, the one we use to get the kids from school and stop at the local store to pick up groceries is the target of other types of enemies. I say enemies because they are numerous. Here's a list:

Shopping buggies

Bank posts

Garage doors

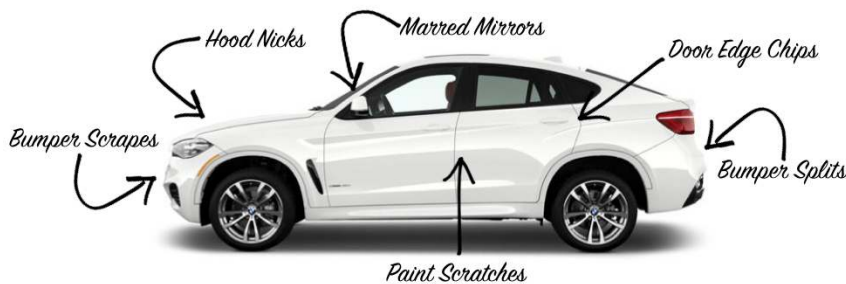
Other car doors

The key

Rocks

And the list goes on...

These are the enemies that, no matter how hard to try to avoid, will eventually cause *you* harm. Notice, I said *you*. Because if you're like me, getting a scratch, scrape, mar or chip in your paint by one of these guys, is like the feeling you have when your child comes home from



school after being roughed up by a bully. That's how it *feels*. The sad truth is that there is no amount of washing, claying or waxing that will prevent or remove a scraped or torn bumper, scratches, marred mirrors, door edge chips and hood nicks.

A short time ago, the only way to remove the pain of this type of damage was a costly trip to the body shop. It's only been recently that new technologies have been developed in paint repair to provide another option...

THE SOLUTION

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Introducing The Mobile Body Shop...

How a Mobile Body Shop Works

Imagine the convenience of driving to the office and having your vehicle repaired right there in the parking lot while you work. When you're ready to leave the office the repairs are complete and you can drive your car home.

A mobile body shop is a truck equipped with everything the service specialist needs to perform minor repairs in your driveway or at your workplace. This is a great convenience because you don't have to be without your vehicle for days at a time while it sits at the body shop. A mobile body shop is also a great money saver; no need to rent a car while yours is still in your driveway.



The mobile body shop is a unique service; very convenient and inexpensive. The service specialist should be able to assess the damage, provide a free estimate and do the work the same day. They do have their limitations; if the sheet metal of a body panel is damaged needing replacement or overall damage is extensive, they will recommend taking the vehicle to a conventional body shop.

Quality

Some people are concerned with the quality of repair that can be done by a mobile body shop. A good service will be able to computer match the color of the paint on site for a perfect match. There is no reason to sacrifice quality for this convenience. Advanced technology enables a mobile body shop to carry everything they need to be portable.

Convenience

A mobile body shop can complete some repairs in just a few hours. These same repairs, done in a conventional body shop, would require leaving your vehicle for a day

or two. These shops often focus on the bigger, more expensive jobs while the vehicles in need of minor repairs sit and wait.

Cost

Since there is considerably less overhead with a mobile body shop they are able to pass the savings on to the customer. They don't have to lease a building and expensive equipment, pay utility bills, property insurance or any other costs associated with a building. Everything they need is in their vehicle.

One of the main reasons a customer will use a mobile body shop is that most of the minor repairs that need to be done cost less than their insurance company's deductible. Most people would rather pay for these small repairs without involving their insurance company for fear of an increase in premiums. They want to remain in good standing with their insurance company in case they need them for something more serious.

I'm the owner of Newlook Body Works, a mobile body shop serving Columbia / Lexington, SC for over 30 years. I come to your home or office to provide bumper and paint repair. Here are the "hows" and "whys" of what I do...

Paint / Scratch Repair

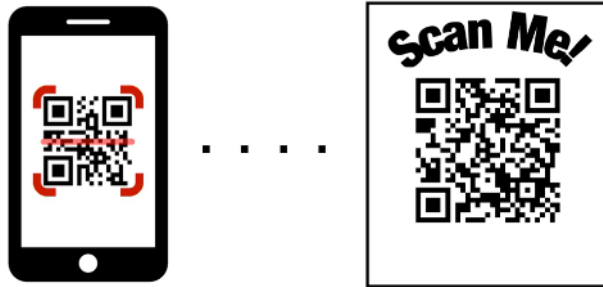
For minor repairs, our Sikkens paint matching system has up to 70,000 different variants of color so there is no reason not to find a perfect match. Combine this with our Pocket Blending Technology™, clients are always pleased with the results they get with our paint repair services. Many are concerned about their insurance premium increasing if they file a claim for minor paint and scratch repair. The cost of our repair is usually less than the deductible. Paint and scratch repairs are typically completed in 1 to 2 hours, while a body shop will keep a vehicle for 2 days or more.

Bumper Repair

We encourage clients to allow us to repair rather than replace bumpers whenever possible to reduce waste being dumped in the landfills. Repairing a scuffed or scraped bumper is often cheaper than replacement when you have the technology. This also eliminates the wait for parts to be shipped. Newlook Body Works uses an advanced bumper repair system, minimizing the repair area to require less paint and clear coat; therefore, reducing VOCs being released into the atmosphere. Ultimately, this means zero downtime for the client.

If you find you've been attacked by the enemy... I have a **FREE** online estimate system in place to provide you with a quick estimate of needed repairs.

FREE ONLINE ESTIMATE



www.newlookbodyworks.com/estimate/

Act now and get up to a \$60.00 discount off my Premium Service and up to \$30.00 off my Basic Service.

The graphic is split into two main sections. The left section is a black coupon with white text. At the top, it says "NEWLOOK" in large letters, with "BODY WORKS" underneath. Below that, it lists "\$60 OFF Premium Service" and "\$30 OFF Basic Service". At the bottom, it says "*Social Media Discount doubled with Early Booking!". The right section shows two close-up photos of a white car's front bumper. The top photo is labeled "BEFORE" and shows a significant dent. The bottom photo is labeled "AFTER" and shows the same bumper without the dent.

Once you send me your info, I'll take it from there. Without the pain and hassle of a body shop, I'll remove those scars forever!

Now get out there and enjoy your fresh clean ride!

Speak soon,

Den A.



Frequently Asked Questions

Where are you located?

We do not have a brick and mortar location. All work is performed on site for the client at their work or home from our convenient mobile units. We service Lexington / Columbia, SC and surrounding areas. This reduces our overhead costs drastically, which means savings for you.



How exactly do you repair my damage?

The key is the difference between full refinishing and our Pocket Blending Technology™. Body shops generally refinish the entire damaged panel or more to achieve the correct color match. Our process involves painting only the damaged area within the panel. Since the repair area is small, a paint booth is not required. Newlook has perfected the blending process for most colors for a seamless and less invasive repair.

Can you paint my entire car or repair extensive damage on site?

To completely refinish your car or repair extensive damage, a paint booth is required in order to comply with EPA regulations to protect the environment. In order for us to perform service at the client's location as well as meet EPA regulations, our repair surface must be kept small. To completely refinish your car or repair extensive damage would require a body shop.

Can you really service my car at my workplace?

Yes. So long as we have access to a power outlet and work away from other cars.

What does a typical repair cost?

Because of our low overhead and using a process that consumes less product, the client can expect a savings of up to 75% less of what they would pay a traditional body shop for minor repairs. A typical repair may cost between \$350-\$550.

Do you guarantee your work?

Yes. We offer a 100% money back guarantee on our work for the lifetime you own your vehicle.

Do you offer discounts?

Yes. By subscribing to Dan's Blog™ or following us on any of our social media networks you save \$30.00 when you choose our Premium Service and \$15 when you choose our Basic Service. Savings double when you book your service appointment within 24 hours after receiving your estimates. The Early Booking Discount gives you \$60.00 off the Premium Service and \$30.00 off the Basic Service.

Does weather affect your service? For example, wind or rain?

The weather can be an issue. We will contact you just before your scheduled appointment for confirmation. We also confirm if the weather is agreeable. If the weather is inclement, we will then reschedule a new appointment with you.

How soon after your service can I drive my car?

Immediately. The chemical mixtures we use enable the paint to dry quickly.

How do I get an estimate?

Estimates are processed through our website. Once you submit your contact information, you will then be directed to a page with instructions on sending us pictures of your damage. Once we pair your contact information with your pictures, we will then process your estimates within one business day. You will receive two estimates via email. One estimate is for our Premium Service and the other is for our Basic Service. Simply choose the service that's right for you and schedule your service appointment online. It's that simple.

Client Reviews

don't take our word for it,
take theirs!



I Would Recommend Dan To Anyone

"Dan at Newlook Body Works was very detailed from the beginning to the end, and his customer service was great. He was easy to reach and easy to communicate with, and he told me exactly what I was going to get--and that's exactly what I got. There were some scratches on my black Dodge Ram truck but everything is fine now, and it looks like brand new. Dan was very resourceful and had other contacts who could do other things for my truck, instead of trying to makeshift those other services himself. He definitely sticks to his craft, which is appreciated. I would tell potential customers that he is very transparent and very willing to answer your questions before, during, and after the work." - **Martin S.**

It Looks Brand New!!

"I liked the value and integrity at Newlook Body Works. I liked the interactions between Dan and the customer, and how he explained everything. He took care of the front fender. It would have had to be replaced according to other estimates, but he did not have to do that. It looks brand new!" - **Susan B.**

Great Service!

"Dan showed up right on schedule and wasted no time at all getting to work. He was more than happy to answer all my questions that I had about what he was doing while he worked on my car. I'm sure not everyone watches the entire process like myself, but he didn't seem to mind me observing his work. He is a true craftsman and professional. I will be recommending Newlook Body Works to all my friends and I won't hesitate to call them if I need any more work done." - **Ryan B.**

Professional, Personable And Prompt

"In addition to being a friendly guy, Dan Anderson conducts business in a very professional manner. His attention to detail and willingness to do "a little extra" are evident in the results...superior. Dan even planned his work around my unusual schedule and did the job at my home while I slept-- that's service. In the future, although I hope to avoid the need, Dan and Newlook are the only company that I'll use or recommend." - **Russell W.**

Awesome Job

"I highly recommend Newlook because of the convenience and the quality of work. Dan came to a location that I requested and gave me an estimate. Then he told me to check out the competition before making a decision. I chose Newlook because the price given was better than

fair, Dan set up an appointment. Dan completed the repair at a location that I requested. I did not have to leave my car and pick it up at a later date, I drove my car the next morning to work. The only possible set back that I could see is the weather. Because Dan is mobile the sun has to be shining to get the job done. Thanks Dan....I will recommend your service to others.” - **Sarah J.**

Quite The Craftsman

“Dan at Newlook was an outstanding representative and craftsman working on my car. His approach on the phone, through the estimate, and then in person is professional integrity at its best, with clear explanations, prompt arrival, and a shared smile with you when the results are revealed. I had minor damage to be repaired on a new car with black metallic paint, and in between the cheap services with temporary results and the expensive overkill of body shops was the right approach of spot blending with filler and airbrush techniques that are truly amazing. A deep gouge/scratch on the front bumper? Gone, like it was never there. Paint chips from rocks? Seamlessly filled with factory matched paint. The black would show any imperfections, but there are none. All of this in a couple of hours at my location. I'm blown away by how simple and effective the work is from Newlook Body Works and Dan Anderson! I will absolutely call him again, and I highly recommend him to others :)” - **Mark P.**

Convenient, Professional, Matched the Color Perfectly

“I really liked Newlook Body Works because they came to me. I went online and sent them some pictures of the damage to my car. They were very straightforward and easy to work with. They were able to give me an estimate based solely on the pictures I sent them. When he did come out he was here dead on time and seemed very professional. He did a great job on my car repairing the right rear panel and bumper, and the left front fender and bumper. The price was not bad at all. I couldn't have gotten it done anywhere else for that price, so I'd say it was good. To anyone who is considering this service I would say please use them, they're excellent. The color match is perfect. This is a 2001 car and they color matched the silver paint perfectly. You can't see where they blended it, it's absolutely perfect. Dan was the name of the guy who came out and he was very professional. They're gonna get all my business, I assure you. It beats any body shop you can go to since they come straight to you. All you do is call them and they'll get you done.” - **David H.**

Friendly And Professional

“What Newlook Body Works did was repair and repaint the front and back bumpers and minor scratches on the sides. It was my first time using the company, and Dan's performance definitely matched my expectations. I didn't even expect it to be that good--it was a lot better than I thought. He kept a conversation and was very open and very flexible to my busy day. Everything was really quick as well as professionally done at a fast pace. More than anything, it was a really cool experience because he was right there for me. As a customer I saw how he did everything, and it was very enjoyable. The pricing was pretty good for what you get and is pretty easy for a customer to understand. What makes him different is the fact that he comes to you--

his mobility. I liked the fact that he was able to come to me and I didn't have to go to a shop and leave it for two to three days--he did the work in an hour." - **Juan R.**

True To Their Word

"Newlook Body Works was just great. They called when they said they would call. They came when they said they would come. Plus the work was wonderful. I would use them again and recommend to anyone." - **Charles A.**

Absolutely Wonderful

"The front bumper on our daughter's vehicle had been scraped real bad and we had been avoiding having anybody take a look at it. We had used Dan from Newlook Body Works before and we knew he does a great job, so we decided to finally give him a call. He's punctual, he gets the job done quickly, he does what he says he's going to do, and I think his price is incredibly fair. I would highly advise people to give him a call. The convenience of not having to take your car anywhere is great and not having to leave it anywhere while the work is being done is also wonderful. The car looks brand new." - **Carol D.**

Phenomenal Customer Service

"Newlook Body Works repaired some minor damage on my bumper and also some damage that was on the vehicle when I purchased it. It went great. Dan did a fine job. The only person I interacted with was Dan himself. He has phenomenal customer service. He always answers his phone and he does and he what he says he's going to do. It's a real professional outfit. You should definitely utilize his services." **Jon C.**

Painting Made Easy

"Newlook Body Works made scheduling easy. The phone was always answered. They come to me to do the work. It was the most convenient service I ever had. This was my first time using the service and I had a touch up painting on a car done. They even called as they were coming over. Everything was very customer friendly with outstanding results. They make it so easy for service to take place by coming to your residence. I recommend them to anyone looking for that service." - **Jennifer D.**

As Advertised

"I was skeptical of the glowing reviews of Newlook Body Works service but my experience was absolutely consistent with what others have written. After completing the on-line request for a quote Sunday evening, I received a response Monday morning. It was easy to set up an appointment for the repair at my office and Dan, the proprietor, arrived exactly on time and was very cordial and professional. The work (repairing a plastic bumper I had scraped on a curb) he did was good enough that the repaired section is indistinguishable from the rest of the bumper. The charge was what he estimated on line. Although I do not know what the fair market value of the work he did was, the charge of \$220 seems absolutely reasonable to me; and I was able to work while he was doing the repair rather than having to take the car to a garage. Bravo!" - **deRosset J.**

ABOUT NEWLOOK

Mobile paint repair is attracting a lot of attention. It's the least invasive way to repair automotive paint. For the busy customer, the speed and mobility of the process ensures that they won't be without their car. Mobile paint repair is a popular solution for drivers who want to save time and money.

Enter Dan Anderson, paint repair specialist with Newlook Body Works. New technologies have been developed, refined and perfected by Newlook in the application of exotic and show cars. By bringing Pocket Blending Technology™ to busy consumers, Newlook offers convenient, same-day service with affordability. With a mobile body shop providing scratch and bumper repair at one's home or workplace, the savings customers enjoy is up to 75% less of what they would pay a traditional body shop. Newlook Body Works guarantees a quality, professional finish.



Newlook Body Works was founded in 1991 and has serviced car dealerships for over 30 years. Newlook has only recently offered their service exclusively to the general public. A free online estimate system is in place to provide customers with a quick estimate of needed repairs.



Dan Anderson's Bio: Dan Anderson is an EPA certified paint repair specialist that has been in the automotive appearance business since 1983. Having started as a graphic designer for Trim Line / Auto Trim Design servicing car dealerships and body shops. In 1991, he founded Newlook Body Works, a company specializing in paint repair technologies. Dan is the author of four books including *Robbery Without A Gun*, an exposé of the hidden service practices of car dealerships and body shops that made him a renegade in the car industry. With over 300+ 5 star reviews, Newlook has earned the position as the only paint repair company trusted by more drivers in the Midlands of South Carolina for over 30 years. Newlook is also partnering with the Ferrari Store. Dan Anderson lives in Lexington, South Carolina.

Dan's Blog™

My entertainment and eclectic muse.



Ferrari S | T | O | R | E |

YOUR BODY DEFECTS REMOVED IN 2 HOURS OR LESS

Bumper And Paint Repair Service In Under 2 Hours, Performed ~~At Your Home Or Work,~~
No Vehicle History Report And No Insurance Claim - Guaranteed.

FREE ONLINE ESTIMATE



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