

# AND ON...

To date, the Williams F1 team has secured 16 FIA Formula One World Championship titles; nine in association with Cosworth, Honda and Renault, and seven in Drivers' Championships. Alan Jones, Keke Rosberg, Nelson Piquet, Nigel Mansell, Alain Prost, Damon Hill and Jacques Villeneuve have all worn the Williams name with pride. Currently, no less than 470 people are based at a 40ha technology campus in Motorsport Valley UK, driving forward one of the most successful and enduring brands in global sport today.

AutoProtect provides trusted finance and insurance products to the motor trade throughout continental Europe. Its clients are independent and franchised vehicle dealerships and manufacturers, over 3000 in the UK alone. Through this network, it offers you a range of really useful, cost-effective products – all designed to protect your vehicle from the unthinkable such as theft, mechanical breakdown and damaged bodywork. Focus, passion and experience characterise the AutoProtect team, and may explain why it works so well with WILLIAMS.



# SHINE ON...



WILLIAMS

## CERAMIC COAT

GUARANTEED FOR **5** YEARS



In partnership with:



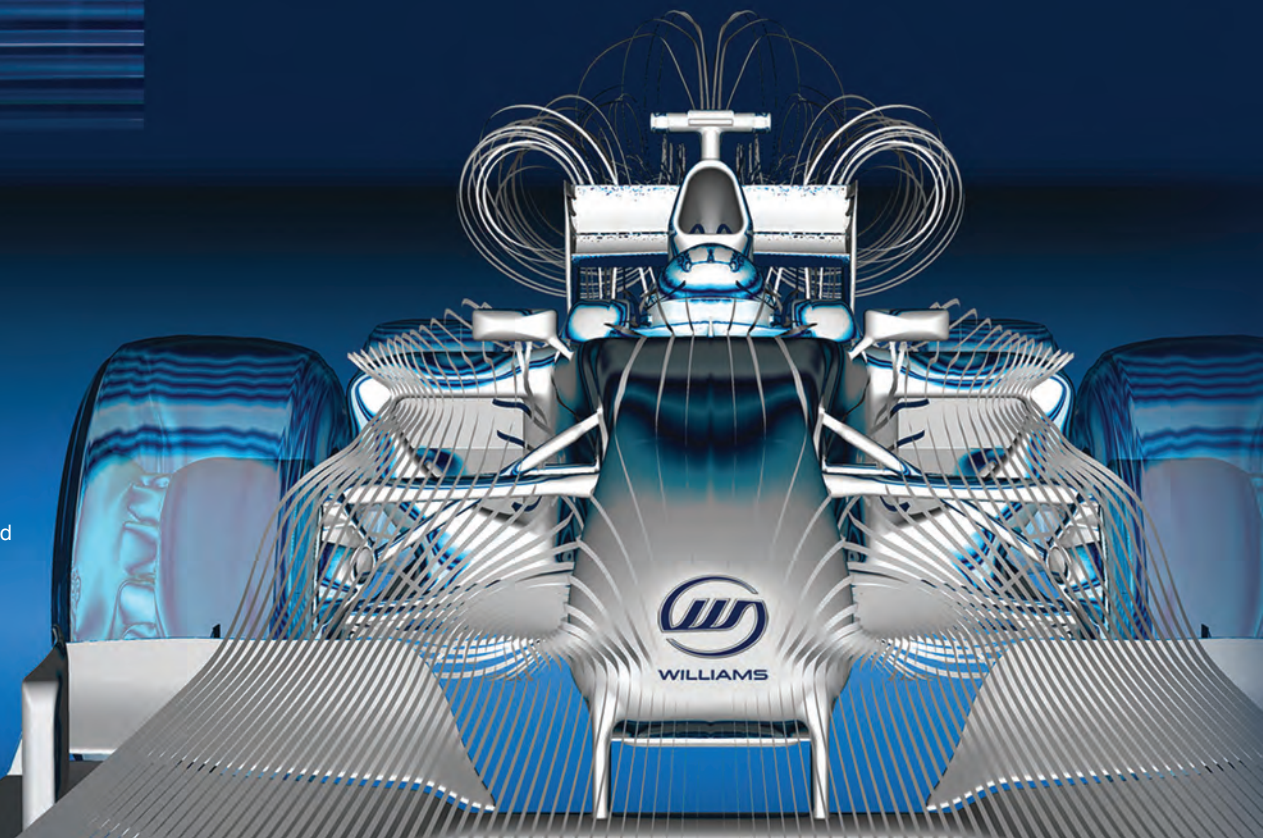
WILLIAMS

AutoProtect is the exclusive UK distributor of Williams Ceramic Coat



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Administered by:  
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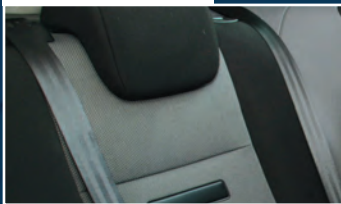
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AutoProtect has joined forces with Williams to bring you an extraordinary vehicle protection product, Williams Ceramic Coat.

It protects your paintwork, your alloys, your bumpers, your glass\*, even interior surfaces and fabrics. For 5 years.

## GUARANTEED

Interior Fabric



\*Glass



Bumpers



Body Panels



Alloy Wheels



Side Mirrors



\*not front or rear windscreens



# AND ON...

## A GLEAMING EXTERIOR

Williams Ceramic Coat bonds with the pores in your paintwork to form an extremely durable, crystal clear finish, which needs no maintenance except washing, and:

- **Cutting edge formulation developed by NASA. Can be applied to new and used vehicles (up to five years-old)**
- **Maintains or restores showroom condition**
- **Resists UV light, cold, frost, acid rain, exhaust fumes and solvents**
- **Guaranteed to protect against the corrosive effects of bird lime\*\***
- **Has been shown in tests to afford more protection than any similar product**
- **Saves you time, money and elbow-grease!**

## A SPOTLESS INTERIOR

When combined with an innovative interior protection system, Williams Ceramic Coat also provides outstanding protection for carpets and fabrics inside your vehicle. It is:

- **Hypo-allergenic**
- **Environmentally-friendly**
- **Non-aerosol**
- **Completely safe**
- **And makes everyday spills, dirt and grime easier to remove**

# AND ON...

## ANY QUESTIONS?

**Q: WILL I HAVE TO REAPPLY WILLIAMS CERAMIC COAT?**

A: This product is guaranteed for five years, so unless you have an accident, you will not need to wax, reapply or renew it within that timeframe.

**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 Williams 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 without wax in it, or to see if your dealership stocks Williams Ceramic Coat car wash.

**Q: HOW QUICKLY SHOULD I REMOVE BIRD DROPPINGS\*\*?**

A: Williams Ceramic Coat is guaranteed to resist the effects of birdlime, 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 DAMAGE, WILL I NEED TO HAVE IT RECOATED?**

A: After an accident, as part of an insurance claim, we recoat paintwork, alloys, glass sunroofs, side windows and door mirrors.

If you have any more questions about Williams Ceramic Coat, please ask your sales consultant.

