ATLASSIAN

Williams
F1 TEAM

OFFICIAL LICENSEE



CERAMIC COAT

INNOVATION IN PAINT PROTECTION

Ultimotive™

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 the Ceramic Coat protection your paintwork could be 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:



TRAFFIC DIRT & GRIME



EXTREMES OF TEMPERATURES



PLANT AND TREE SAP



ATMOSPHERIC POLLUTANTS



ULTRAVIOLET EXPOSURE

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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.



Dirt and pollutants can sit in paint pores



Dirt and pollutants cannot attack paint





TEST RESULTS

THE ACTIVE CERAMIC COAT FORMULA BINDS WITH COMPLEX POLYMERS TO PROVIDE A FILM DEPTH AND HARDNESS UNIQUE AMONGST ITS COMPETITION.

Ultimotive 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	✓✓✓✓	✓	✓✓	✓✓✓
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 preventing damage.

CSIRO SGS



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 & cold drinks, food particles and dirt, allowing treated surfaces to be wiped clean.

OUR INTERIOR PROTECTOR IS

- Invisible resin based material
- Prevents build up of dirt & 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.

PROTECTS AGAINST

- ICE CREAM
- HOT DRINKS
- FIZZY DRINKS
- FOOD STUFFS



Dirt and spillages are attracted to fabric



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 vehicles paintwork unless removed. Ultimotive Williams Racing Ceramic Coat will offer protection, however, we recommend bird lime is removed immediately.

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

The guarantee is upheld by Ultimotive and the selling dealer, and not Williams Racing.



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?

A: Bird lime is highly corrosive and must be removed immediately either using Williams Racing Bird Dropping Remover or 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.



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auto protect

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The full terms and conditions are contained in the agreement wording.
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Ultimotive™