

NEWS FROM:



ZIEBART INTERNATIONAL CORP. DISPLAYS INDUSTRY'S NO. 1 DEALER AFTERMARKET PROFIT MODEL AT NADA'S 97th ANNUAL CONFERENCE IN NEW ORLEANS

TROY, Michigan – January 22, 2014, [Ziebart International Corp.](#), the global leader in automotive detailing, films and protection services, has announced it will participate and host a tradeshow booth at the National Automotive Dealers Association (NADA) annual meeting in New Orleans in January.

Ziebart executives will meet with car dealers to demonstrate how the company's extensive line of high-tech vehicle protection products are generating new revenue streams and dealer profit opportunities by helping customers purchase these aftermarket products for their new cars, trucks and SUVs right at their local dealership.

"This is the first time in nearly a generation that we have participated in and displayed Ziebart's product line at the annual NADA meeting," said Ziebart President Daniel C. Baker. "The timing is right with our new products and proven revenue generation with select automotive dealers across the country. We have an exciting story to tell and the opportunity to meet one-on-one with the owners of dealerships at this conference makes it simply outstanding."

Ziebart has reinvented its company and product line to include its proprietary Diamond Gloss[®] paint protection. The company has 405 Ziebart dealer franchises in 32 countries around the world. For nearly 55 years, Ziebart has been synonymous with protection. From the development of the original rust protection formula to products that protect vehicle interior and exterior paint, Ziebart is the worldwide leader in automotive appearance and protection services. Ziebart products include:

Rust Protection - Our rust prevention process is revolutionary and continues to be the top choice among consumers to protect and preserve the value of their new or used vehicle.

Undercoating - Protect your vehicle's most critical area with Ziebart undercoating.

Diamond Gloss[®] Paint Protection - The toughest paint protection on the planet!

Sound Deadener - Creates an insulated layer of protection under your vehicle to help reduce road noise while protecting your vehicle's underbody from moisture, dirt, grime and salt which can lead to rust.

Germ Defender[®] - Nontoxic protection for your vehicle's interior from the spread of germs, bacteria and microbes that lasts up to 90 days!

Inner-Guard[®] PLUS - Safely protect and condition your fabric or leather.

“We have a proven model in working with the automotive dealer channels to serve consumers with Ziebart’s high-tech and industry leading paint protection systems,” said Larisa Walega, Ziebart’s Director of Marketing. “By partnering with automotive dealers, we can generate added aftermarket profits for the dealers and provide convenience for their customers. Our dealer alliance program also helps build consumer loyalty for dealers by preserving the ‘brand new’ appearance of a customer’s new car, truck or SUV for years. We have the number one aftermarket profit opportunity for dealers across the country.”

The NADA’s 97th conference is held this year in New Orleans from January 24 through January 27. Ziebart will present its products and information including a specially created video to demonstrate to dealers the profit potential of an alliance with Ziebart. Hundreds of dealers from across the country will attend the annual conference, tradeshow and breakout sessions on a variety of topics to help bolster dealer sales and service. Ziebart currently serves numerous dealers across the country.

[Ziebart International Corporation](#) represents a global franchise network of vehicle appearance and protection services for over 54 years. Kurt Ziebart, the corporation’s founder rust protected his first vehicle in 1954 and established the business in Detroit, Michigan in 1959. The corporation currently operates 405 locations in 32 countries with over 800 processing centers worldwide. Ziebart is the world’s leading name in automotive services that protect, preserve and enhance the appearance of cars and trucks. For information on Ziebart’s profit opportunity for dealers, visit www.ziebart.com/nada



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