



**R**  
RESISTALL®

 **CALTEX**  
Your Automotive Solutions Company



RESISTALL®  
EXTREME  
WITH CERAMIC TECHNOLOGY

ResistAll Extreme is infused with advanced ceramic technology. This technology creates a much harder surface which provides a stronger barrier between your vehicle's paint and the environment. ResistAll Extreme provides the most comprehensive environmental protection package available for the exterior and interior of your vehicle, that far exceeds the limited coverage offered by standard manufacturer's warranties.

# Exterior Protection



- All painted surfaces are covered for up to 7 years, including bumpers, side view mirrors, factory installed spoilers and painted body side moldings. Also covered are roofs with factory sunroofs.
- New Vehicle – current model year, less 4 model years, repair or repaint the damaged painted area.
- Also covered; headlight lens dulling/fading, brake dust on aluminum alloy and chrome wheels, and chrome water spotting.





## Traditional Hand Applied



*Hand Applied Paint Protection  
Requires Additional Labor Time*

**Beautifully simple**  
Application in one third the time\*



### ▶ **Advanced Technology... Superior Performance...**

The science of this application makes this product equally if not more effective than the traditional hand applied labor intensive product.

**R** RESISTALL<sup>®</sup>  
E X T R E M E  
WITH CERAMIC TECHNOLOGY

### ▶ **Spray On Paint Application**

- Cuts Application Time by 2/3
- Saves Money in Labor
- Reduces We Ows
- Reduces Pre-Delivery Time
- Improves CSI
- Increases Dealer Profit
- Eliminates Chalking



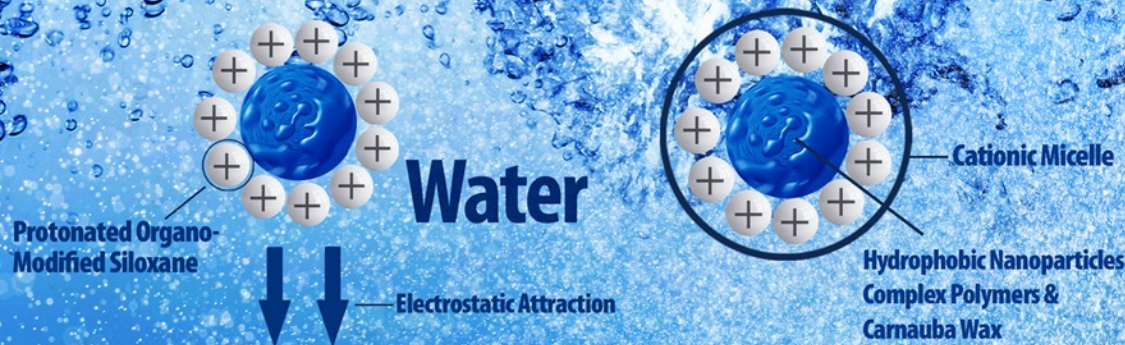
\*Based on internally validated studies and field tests.





Applying ResistAll® Extreme will help protect your vehicle and keep it looking new.

## Molecular View of Spray-On Paint Protection Revealed



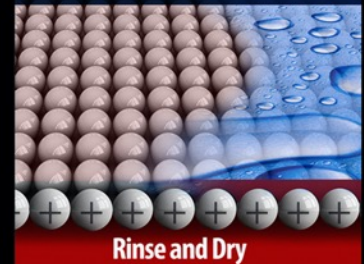
- Negatively Charged Painted Vehicle

### Step 1



Painted Surface becomes  
Hydrophobic, displacing water

### Step 2



The vehicle's surface is then dried with  
a chamois to remove excess water

### Step 3



Finished



# Paint Protection

Offering protection from the following environmental conditions:



- Weather Induced Fading
- Loss of Gloss
- Acid Rain
- Industrial Fallout
- Tree Sap
- Hard Water Etching
- Oxidation from UV Rays
- Bird Waste
- Insects / Love Bugs
- Road Salt
- De-icing Agents (liquid / dry magnesium or calcium chloride)
- Accidental Paint Overspray
- Headlight lens (dull / fading)
- Brake Dust (aluminum alloy & chrome wheels)
- Chrome Water Spotting



# Interior Protection



100 Magnification

1,000 Magnification

100,000 Magnification  
Revealing fibers coated  
with Fabric Protection

**ResistAll contains an antimicrobial agent to eliminate odors caused by mold or mildew as a result of food or drink**

# Leather/Vinyl Protection

Offering protection from the following environmental conditions:



- Weather Induced Fading or Cracking
- Chewing Gum
- Crayons
- Lipstick & Makeup
- Food and Beverages
- Oil-Based Liquids
- Urine and vomit
- Inks and Dyes
- Blood
- Pet Stains
- Punctures < ¼ inch
- Tears < 1 inch
- Loose Seam Stitching
- Saddle Leather
- Pigmented Plastics (door trim and consoles)



# Fabric Protection

Offering protection from the following environmental conditions:



- Weather Induced Fading
- Chewing Gum
- Crayons
- Lipstick & Makeup
- Food and Beverages
- Odors from Mold and Mildew as a Result of Food or Drink
- Oil-Based Liquids
- Urine and vomit
- Inks and Dyes
- Blood
- Pet Stains
- Loose Seam Stitching
- Floor / Cargo Mats

# Additional Coverage Benefits

- Non-Cancellable
- Rental Car Expense Reimbursement
- Transferable to second owner
- Available for Retail, Pre-Owned and Lease vehicles
- No transfer fees for US Military



# Dealership Launch Training



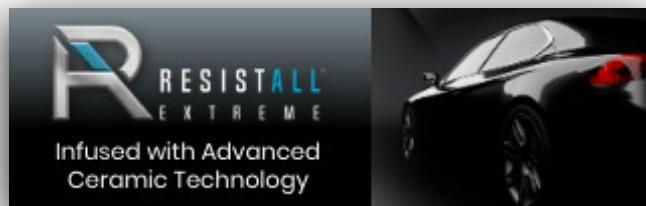
- **Sales - 3 Levels, depending on dealership needs**
  - Product Knowledge { only)
  - Product Knowledge and Soft TO to F&I
  - Product Knowledge and How To Sell
- **F & I**
  - Includes Product Knowledge, Presentation and Word Tracks
- **Showroom**
  - Car - Protected/ Unprotected
  - ResistAll Demo Station with Test Strips and Carpet Squares
  - POS materials for showroom
- **Service Department and Body Shop**
  - Product Warranty Coverages
  - Claims Procedures
  - Aftersales information for Service Drive
- **Reconditioning**
  - Application
  - Coverages
  - Treating stained interior/exterior areas
- **Accounting Department**
  - Customer Registration Process and Procedures
  - Transmittals
  - Shipping Invoices

# Marketing Materials





# Digital Marketing & Social Media Available by Request





## Anti-Viral Disinfectant

- Kills 99.99% of Germs on Contact
- EPA Approved
- Kills Human Coronavirus
- On the EPA's list of approved disinfectants for use against SARS-CoV-2 which is the novel coronavirus that causes the disease COVID-19.



# Marketing Materials



**RESISTALL<sup>®</sup>**  
P U R I F Y

Welcome to a healthier environment for your vehicle. Purify is an Anti-Viral Disinfectant application that is safe for use on all automotive interior materials.

**Kills 99.99% of germs on contact**

- Anti-Viral
- Deodorizes
- Disinfects
- Sanitizes
- Gives Your Car That New Car Smell

Once applied to your vehicle's interior cabin, cargo area, and A/C ventilation system, ResistAll<sup>®</sup> Purify eliminates 99.99% of germs and harmful odors. Includes a 12oz bottle of ResistAll<sup>®</sup> Interior Surface Cleaner.

NET CONTENTS  
12 FL. oz (355ml)

MM742 © 2020 Cal-Tex Protective Coatings, Incorporated.



**RESISTALL<sup>®</sup>**  
P U R I F Y

Welcome to a healthier environment for your customers and vehicles.

Once applied to the vehicle's interior cabin, cargo area, and A/C ventilation system, ResistAll<sup>®</sup> Purify eliminates 99.99% of all germs and harmful odors. Includes a 12oz bottle of ResistAll<sup>®</sup> Interior Surface Cleaner.

**Kills 99.99% of germs on contact**

- Anti-Viral
- Deodorizes
- Sanitizes
- Disinfects

Strongly recommend to your customers to have this done quarterly and replace their internal cabin filter at the same time.

• Sanitize Your Entire Used Car Inventory

• Service Drive Vehicles

• Disinfect Loaner Vehicles & Rental Fleet

**Everything you need to get started is included:**

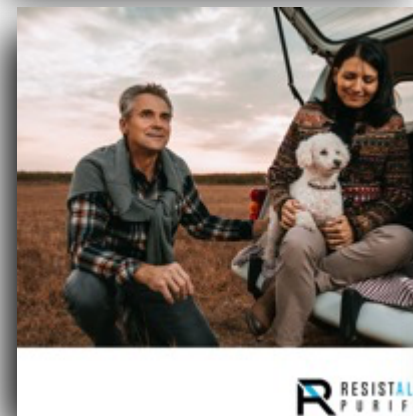
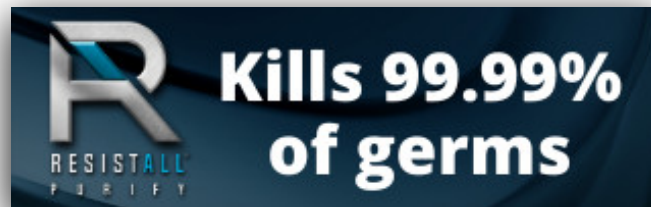
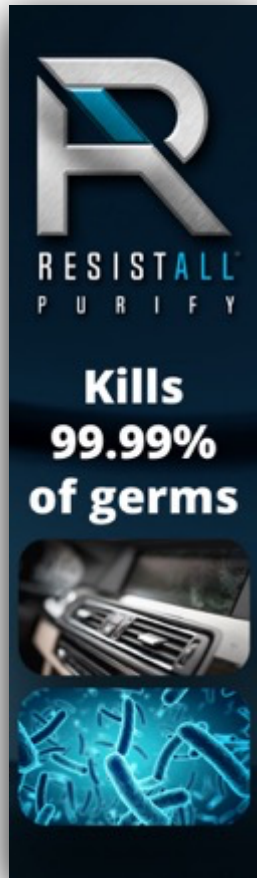
- Enough Product for 100 vehicle applications
- Thirteen 32 ounce Spray Applicator Bottles
- One Hundred 12 ounce Bottles of Interior Surface Cleaner

NET CONTENTS  
12 FL. oz (355ml)

MM743 © 2020 Cal-Tex Protective Coatings, Incorporated.



# Digital Marketing & Social Media Available by Request





The logo features a stylized 'R' with a diagonal orange and brown stripe. To its right, the word 'RESISTALL' is in white, and 'RUST INHIBITOR' is in a smaller white font below it.

## RESISTALL<sup>®</sup> RUST INHIBITOR

A paraffin-based material, our Rust Inhibitor keeps moisture from corroding inner body panels from the inside out. Not only does Rust Inhibitor help reduce rust and corrosion, but it also helps protect against salt and humidity.

The logo features a stylized 'R' with a diagonal orange and brown stripe. To its right, the word 'RESISTALL' is in white, and 'UNDERCOATING' is in a smaller white font below it.

## RESISTALL<sup>®</sup> UNDERCOATING

A quick-dry, solvent-free solution, ResistAll Undercoating and noise inhibitor can significantly reduce engine and road noise. Applied to the exterior underbody of the vehicle, it can also help maintain interior levels of the cabin's temperature. ResistAll Undercoating may also help to reduce corrosion and protect the underbody against dust and debris.

The logo features a stylized 'R' with a diagonal blue and white stripe. To its right, the word 'RESISTALL' is in white, and 'WINDSHIELD' is in a smaller white font below it.

## RESISTALL<sup>®</sup> WINDSHIELD

ResistAll Windshield Protection is uniquely formulated to protect automotive windshield glass from damage inflicted by gravel, rock chips, and flying debris. The program also comes with a fully-insured warranty for up to 5 years and is renewable for life.

The logo features a stylized 'R' with a diagonal orange and brown stripe. To its right, the word 'RESISTALL' is in white, and 'ATP' is in a large orange font below it.

## RESISTALL<sup>®</sup> ATP

A unique identifier is permanently etched into the exterior glass on several windows of the vehicle, which deters theft and, if the vehicle is stolen, makes recovery easier.

The logo features a stylized 'R' with a diagonal orange and brown stripe. To its right, the word 'RESISTALL' is in white, and 'SHADOWMARK' is in a smaller white font below it.

## RESISTALL<sup>®</sup> SHADOWMARK

Technicians mark a unique identifier on hidden areas of the vehicle body. When a UV light shines on the area, the identifier will fluoresce, allowing law enforcement to identify the vehicle.

The logo features a stylized 'R' with a diagonal yellow and white stripe. To its right, the word 'RESISTALL' is in white, and 'DRX' is in a large yellow font below it.

## RESISTALL<sup>®</sup> DRX

ResistAll DRX provides a Paintless Dent Repair (PDR) solution to effectively remove dents and door dings from the vehicle's horizontal and vertical metal panels without the need to repaint or perform traditional body work. The DRX advantage is available on both new and pre-owned vehicles, providing the advantage for an unlimited number of repairs, with no deductibles or out-of-pocket expenses required.

# Customized Bundles

**Bundles can consist of any combination of the following:**

- Environmental Protection
- Paintless Dent Repair
- Windshield
- Theft
- Rust
- Undercoat
- Key Replacement
- Tire & Wheel
- Roadside Assistance
- Lease Program
- Cosmetic Wheel





# ResistAll® is MOBILE!

Discover the quick and convenient way  
to file a claim anywhere at any time!

## FEATURES



**File a Claim Anywhere  
at Anytime**



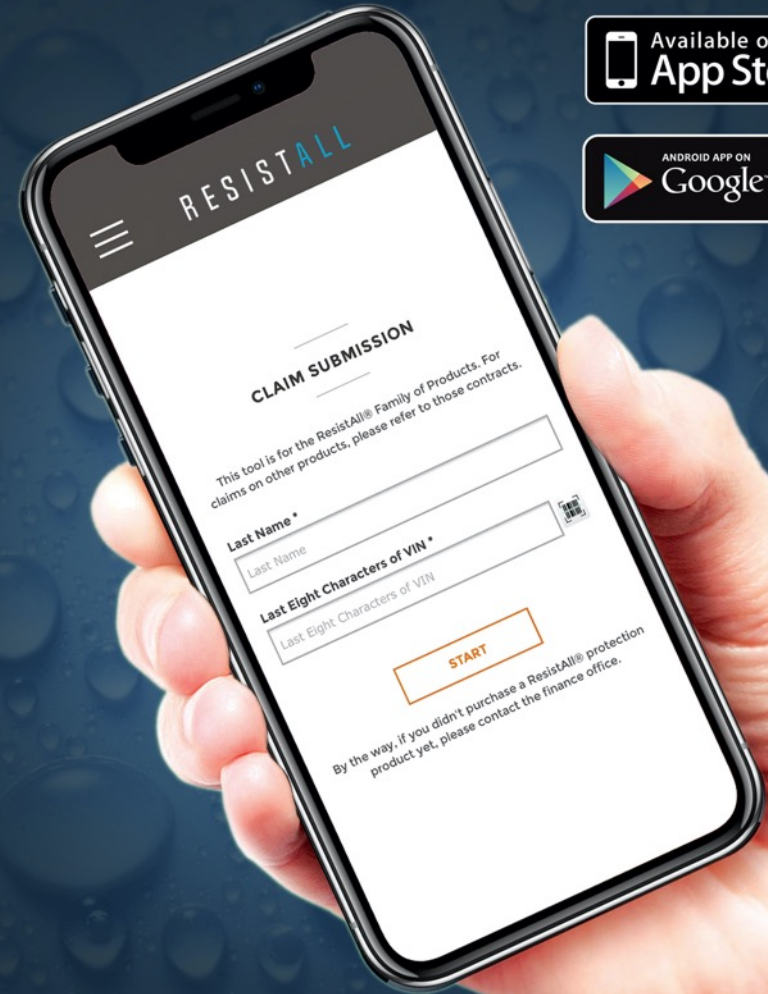
**Upload Images and  
Documents**



**Convenient and Easy  
to Use VIN Scan**



**Check the Status of  
an Existing Claim**



# Filing Claims

File a Claim Online at  
[www.caltexus.com](http://www.caltexus.com)

Call 1-800-707-9292  
Select Claims Customer Service

Fax Completed Invoice to  
1-210-568-6400 for Payment







***Thank You!***

