



YOUR CAR IS UNDER ATTACK

How To Protect It Through Every Season

Caked-on road salt and harsh UV rays wear down your paint. Dirt, dust and other debris build up on the seats and floors.

Let's face it: Your car has a lot of enemies out to ruin it. Fortunately, you can fight back by cleaning your car regularly.

Here are some tips to keep your car looking great inside and out in every season.



Married people have **MORE BACTERIA** in their vehicles than singles do.

WINTER

Salt kills cars! Wash your vehicle after every snow storm *as soon as possible* to prevent road salt damage. It's especially important to wash under the vehicle to get your undercarriage clean.

Parts at most risk of salt damage include:



Exhaust system



Hydraulic brake system



Coil springs



Muffler



Road deicers cause **\$3 BILLION ANNUALLY** in vehicle rust damage.



SPRING

Give your car a thorough spring cleaning, and **don't forget its interior!** Clean your dashboard, console, vents and crevices, door panels, carpets and seats. Beyond looking great, you don't want germs lurking inside your car.

Research found the sites in vehicles with the most bacteria are:



Food spills



Dashboards



Cup holders



Seats



Change holders



WAX MAKES IT EASIER TO REMOVE IMPURITIES like dirt, salt, bugs and sap from your vehicle.

Let your car shine on summer road trips. Washing your car once a week at a professional car wash is the **safest, most efficient and most environmentally friendly way** to clean your vehicle. **Benefits include:**



Higher resale value **(UP TO 20%)** when you sell or trade in your vehicle



Safer driving, because you can see clearly out of all windows



Newer-looking paint for longer periods

Unless you're a snowbird who flocks to Florida, **you can't avoid snow during the winter** in New England. But you can get your car prepared for snowy and salt-caked roads.

Before the snow starts flying, **GIVE YOUR CAR A FRESH COAT OF CARNAUBA WAX FOR SIX MONTHS OF PROTECTION.** Not sure if your car needs wax? If water doesn't bead on the surface when the car is wet, it's time to apply a new coat of wax.

SUMMER

Driving a dirty car **REDUCES FUEL ECONOMY** by about **10%**.

FALL

DON'T LET YOUR CAR'S ENEMIES WIN!

Keep your car clean with a one-month free unlimited exterior car wash plan at Rojo Car Wash.

SIGN ME UP



www.rojocarwash.com

SOURCES:

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