

WILLIAMS
RACING



Ceramic
Paint
Protection

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.

Ceramic Coat

Saxtons has joined forces with Williams Racing to bring you an extraordinary vehicle protection product.

Without the Ceramic Coat protection, your paintwork could 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 weather including UV light and frost.



Dirt and pollutants can sit in paint pores



Dirt and pollutants cannot attack paint

Benefits of Ceramic Coat

- Protects all exterior paintwork and locks in showroom shine, making your vehicle more attractive to buyers when the time comes to resell it.
- No Need to polish your car. Ceramic Coat has an active ingredient which repels dirt and grime, making cleaning your car easier and quicker.
- The reduced build-up of dirt and grime leads to savings on cost of washing and waxing. Ceramic Coat will also prevent paintwork dulling over time.

Interior Protection

Ceramic Coat Fabric Protection covers each fibre with a film, protecting interior fabrics from Spillages and everyday stains.

Benefits of Interior Protection

- Invisible resin-based material
- Prevents build-up of dirt and grime
- Tested to prevent staining from spillages
- Hydrophobic technology

Leather Protection

Our Leather Protection is provided as an optional extra and can be purchased from Saxtons. Our formula is water based feed and protector, which keeps your leather supple and prevents drying out.



Dirt and spillages are attracted to fabric



Dirt and spillages are repelled from fabric

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 to do to revalidate the guarantee is to have your vehicle inspected by Saxtons after five years. In the unlikely event any problems are found with the coat, then the Ceramic Coat will be reapplied.

Terms and Conditions apply.



Ceramic Coat offers Complete Protection

The active Ceramic Coat Formula binds with complex polymers to provide a film depth and hardness, unique amongst its competition.

POTENTIAL DAMAGE TO PAINTWORK:	CERAMIC COAT PAINT PROTECTION	TRADITIONAL WAX PRODUCTS	TRADITIONAL SILICONE PRODUCTS	TRADITIONAL POLYMER PRODUCTS
SUNLIGHT	✓✓✓✓	✓	✓✓	✓✓✓
ULTRAVIOLET RAYS	✓✓✓✓	✓	✓✓	✓✓✓
ANIMAL MATTER / BIRD LIME	✓✓✓✓	✓✓	✓✓	✓✓✓
COLD WATER/FROST	✓✓✓✓	✓✓	✓✓	✓✓✓
ACID/ACID RAIN	✓✓✓✓	✓	✓✓	✓✓✓
HYDROCARBONS (EXHAUST FUMES)	✓✓✓✓	✓	✓✓	✓✓✓
ENVIRONMENTALLY FRIENDLY	✓✓✓✓	✓	✓✓	✓✓
ALCOHOLS (TRAFFIC FILM REMOVERS/ DEGREASERS)	✓✓✓✓	✓✓	✓✓	✓✓

After going through SGS Gloss Testing, it's been confirmed that Williams Ceramic Coat reflects 89%, compared to a perfect mirror's 100%.

SGS uses a test with a pencil to see how well a product can resist getting scratched. When they tested Ceramic Coat, they found that it made the surface harder by six points, making it even tougher than the average soft paint.

Williams Ceramic Coat has also been independently tested by CSIRO. CSIRO uses different tests to check how well a product can resist getting scratched, how thick it is and how it holds up against chemicals. CSIRO found that Ceramic Coat increased the hardness to a level between 8H and 9H.

This means that the surface is harder than most soft paint, which helps protect it from getting damaged.

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 Saxtons.

Q: How often should I clean or polish my vehicle?

A: A regular wash with mild soap 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 is a good way to keep your vehicle clean.

Q: Can I use any vehicle shampoo?

A: Yes, although we do advise you choose a leading brand, or see if Saxtons has Ceramic Coat car wash in stock.

Q: How quickly should I remove bird droppings?

A: Ceramic Coat is guaranteed to resist the effects of bird lime, 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 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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