

THE NEW CAR OWNER - SCRIPT 01

BODY

From here, it's sun, rain, bird droppings, bugs, road grime, and thousands of miles of driving. Instead of waiting until your paint starts looking neglected, protect it while it's still new. A ceramic coating adds a durable protective layer while giving your paint that deep, glossy finish. Click the link below.

HOOKS

1. You just bought a brand-new car? This is probably the best your paint is ever going to look.

THE "I HATE WASHING MY CAR" OWNER - SCRIPT

02

BODY

This is one of the biggest reasons people get ceramic coatings. The slick, hydrophobic surface makes it harder for dirt and grime to stick and makes your regular washes much easier. Less fighting with your paint. More time actually enjoying your car. Click the link below.

HOOKS

1. Hate constantly washing your car just for it to look dirty again two days later?

THE LUXURY CAR OWNER - SCRIPT 03

BODY

Mercedes. BMW. Porsche. Corvette. Whatever you drive, a luxury vehicle should have the finish to match. Ceramic coating gives your paint incredible gloss while adding long-term protection against everyday environmental contamination. You've already invested in the car. Now protect the finish. Click the link below.

HOOKS

1. You didn't spend [Car Price Placeholder] on your car for the paint to look average.

THE [AREA] WEATHER ANGLE - SCRIPT 04

BODY

Your vehicle sits through intense sun, heat, rain, bugs, bird droppings, tree sap, and road contamination. And if it spends most of its life outside, your paint takes that abuse every single day. Ceramic coating creates a protective barrier between your paint and the environment while keeping your vehicle looking glossy. Click the link below.

HOOKS

1. [Area] is absolutely brutal on your car's paint.

THE BLACK CAR OWNER - SCRIPT 05

BODY

When it's clean? Beautiful. When it's dirty? You see EVERYTHING. Dust. Water spots. Road grime. Every little imperfection seems to stand out. That's why black-car owners love ceramic coatings. You get incredible depth and gloss, hydrophobic water behavior, and a surface that's easier to maintain. Click the link below.

HOOKS

1. If you own a black car, you already know the struggle.

THE DAILY DRIVER - SCRIPT 06

BODY

If you drive your car every single day, you're actually giving your paint MORE reasons to need protection. Highways. Parking lots. Rain. Bugs. Sun. Road grime. Whether it's a Camry, Tesla, Accord, F-150, or Mercedes, if you care about keeping it looking good, ceramic coating makes sense. Click the link below.

HOOKS

1. Ceramic coating isn't just for Lamborghinis and Ferraris.

THE TRUCK OWNER - SCRIPT 07

BODY

Job sites. Highway miles. Mud. Dirt. Bugs. Outdoor parking. Your truck was built to work, but that doesn't mean the paint has to look destroyed. Ceramic coating gives your truck a slick, glossy protective surface that's much easier to clean and maintain. Click the link below.

HOOKS

1. Truck owners - your paint probably sees more abuse than the average car.

THE TESLA OWNER - SCRIPT 08

BODY

Before you start stacking thousands of miles on it, think about protecting the finish. A ceramic coating gives your Tesla a deep glossy appearance, hydrophobic water behavior, and added protection from everyday environmental contaminants. Clean Tesla paint looks incredible. Let's keep it that way. Click the link below.

HOOKS

1. Just picked up a Model 3 or Model Y?

THE "KEEP IT NEW" ANGLE - SCRIPT 09

BODY

The goal isn't to restore destroyed paint five years from now. The goal is to preserve the finish you already have. Ceramic coating helps protect your paint while giving it that glossy, freshly detailed appearance. The best time to protect your vehicle? While it still looks good. Click the link below.

HOOKS

1. Most people wait until their paint looks bad before they start thinking about protecting it. That's backwards.

THE BUSY PROFESSIONAL - SCRIPT 10

BODY

That's where ceramic coating makes sense. The hydrophobic surface makes your vehicle easier to wash and maintain while giving your paint long-term protection and gloss. Your car can still look like you spend hours taking care of it... even when you don't. Click the link below.

HOOKS

1. Working 50 or 60 hours a week? The last thing you want to do is spend your weekend maintaining your car.

THE CAR ENTHUSIAST - SCRIPT 11

BODY

Ceramic coating isn't only about protection. It's the gloss. The slickness. The depth in the paint. And that ridiculous hydrophobic water behavior every time you wash it. For people who genuinely love their cars, the difference is something you appreciate every time you look at it. Click the link below.

HOOKS

1. If seeing water bead off your paint makes you happy... this one's for you.

THE NO-GARAGE / OUTDOOR PARKING ANGLE - SCRIPT 12

BODY

While you're working, sleeping, or sitting at home, your vehicle is outside getting hit by sun, rain, bird droppings, tree sap, and environmental contamination. Ceramic coating gives your paint an additional layer of protection against that everyday exposure. Especially if your car spends most of its life outside. Click the link below.

HOOKS

1. No garage? Then your paint literally never gets a day off.

THE ROAD-TRIP / HIGHWAY DRIVER - SCRIPT 13

BODY

Bugs. Road grime. Dirt. Contamination. High-mileage drivers put their vehicles through a lot. Ceramic coating creates a slick surface that makes contaminants easier to clean while helping protect your finish. So if you're constantly driving between cities, commuting, or taking road trips, this one's for you. Click the link below.

HOOKS

1. If you're constantly driving on the highway, look at the front of your car.

THE PARENT / FAMILY SUV ANGLE - SCRIPT 14

BODY

Between work, kids, errands, school, and everything else, maintaining your vehicle is probably pretty low on the priority list. That's exactly why ceramic coating can make sense. It helps keep the exterior easier to clean and maintain while protecting the paint underneath. Perfect for the family SUV that gets driven EVERYWHERE. Click the link below.

HOOKS

1. Parents - you probably don't have three hours every weekend to make your SUV look perfect.

THE LONG-TERM OWNER - SCRIPT 15

BODY

Years of sun, rain, washing, road grime, bird droppings, bugs, and environmental contamination add up. Ceramic coating is for the owner who wants to protect and maintain their vehicle for the long run. Because you're not getting rid of this car next year. You want it looking good YEARS from now. Click the link below.

HOOKS

1. Planning on keeping your car for the next 5, 7, or even 10 years? Then think beyond how it looks today.