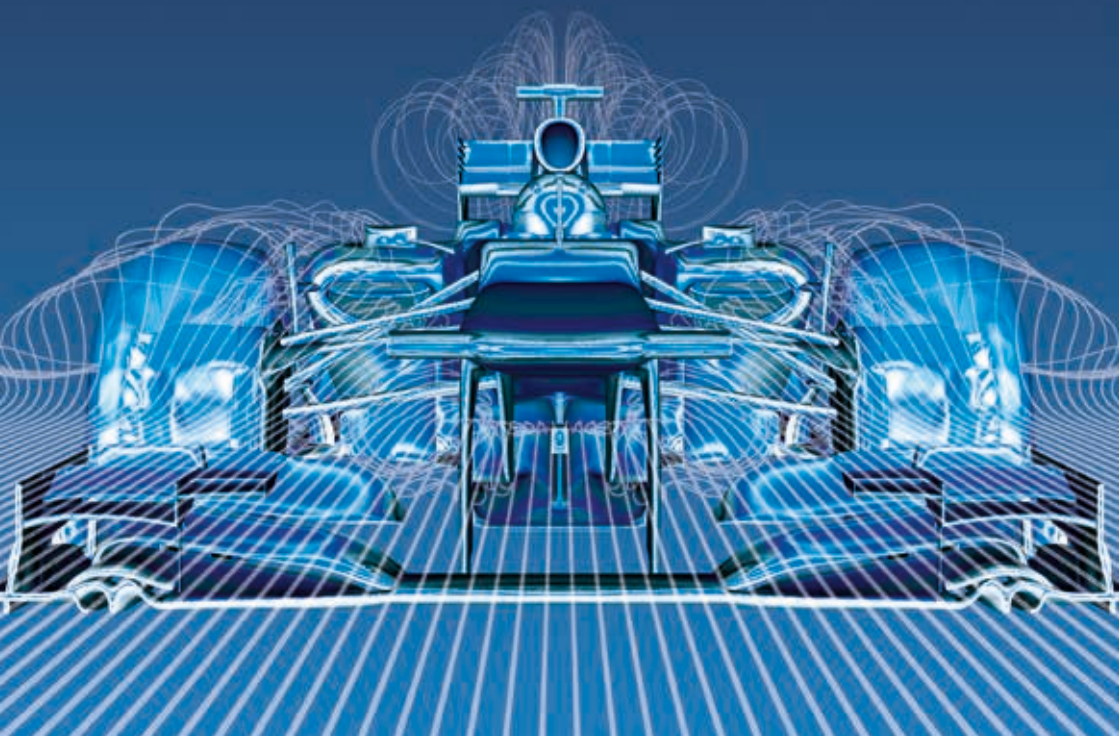


WILLIAMS

CAR CARE GUIDE

Product Information



WHO ARE WILLIAMS?

Williams is a leading Formula One team and advanced engineering company. Formed in 1977 by Sir Frank Williams and Patrick Head, the Williams F1 Team has secured 16 FIA Formula One World Championship titles since its foundation. Nine of these titles have been won in the Constructors' Championship, with the remaining seven titles being Drivers' Championships won with Alan Jones, Keke Rosberg, Nelson Piquet, Nigel Mansell, Alain Prost, Damon Hill and Jacques Villeneuve.

The company's core competencies are the design and manufacture of Formula One race cars, and the deployment of this expertise in running the team's entries into the Grands Prix each season. Williams Advanced Engineering is the division of Williams that harnesses Formula One derived technology, development pace and knowledge to deliver highly innovative products and services to the motorsport, automotive, transport and energy sectors.

Ultimotive is a sales and marketing company that has been working with WilliamsF1 developing car care solutions for over 8 years. We have a range of professional and consumer products and in 2008 entered into the paint protection market, now supplying over 200 dealers in the UK and distributors around the world.

WILLIAMS CAR CARE RANGE

The Williams range of car care products are formulated to help maintain the cars appearance both inside and out. The products offer a quick and easy solution to most car care needs covering all the elements of cleaning and protection of paintwork, wheels, glass, tyres, fabrics, interior and exterior trim.

The range also includes the new waterless wash product which is easy on easy off for a quick wash were water is difficult to reach the car.



CAR WASH & WAX

Concentrated car wash to help maintain your car in showroom condition.

Effectively cuts through dirt and grease to leave a gleaming finish on your external paintwork and trims.

Used in conjunction with the Williams paint protection programme this top quality foam wash will make your vehicle sparkle and shine and is specially formulated to help protect your vehicle from daily road grime.



Code Number: WF17325 Size: 500ml

WHEEL CLEANER

Williams Wheel Cleaner is a fast-acting formulation which breaks down built up dirt and brake dust in just 5 minutes.

Suitable for any type of wheel - alloy, steel and wheel covers. Wheels are key to any vehicle's appearance and this premium cleaner will make your wheels gleam with the minimum of effort.



Code Number: WF17349 Size: 500ml

GLASS CLEANER

Ideal for removing insects debris and winter grease build up from windscreens and side windows.

Simple wipe on wipe off for a clean smear free application.



Code Number: WF17332 Size: 500ml

FABRIC CLEANER

This Fabric Cleaner is a quick, effective cleaning fluid combining detergents and surfactants.

Williams Fabric Cleaner has an optical brightening agent to remove everyday dirt and grime from upholstery and restore the natural resilience of the pile.

Can also be used on car mats to help remove ground-in dirt.



Code Number: WF17356 Size: 500ml

COCKPIT MATT FINISH

Cleans and protects vinyl surfaces, cutting through dirt to leave a residue-free smooth finish.

The conditioning agent in this product also protects against water and dust build-up, keeping your vinyl surfaces looking cleaner for longer.



Code Number: WF17370 Size: 500ml

LEATHER CLEANER & CONDITIONER

Formulated using premium waxes and natural oils.

Williams Leather Cleaner and Conditioner cleans grime and dirt from leather seats and trims whilst conditioning to restore a soft, supple feel and a non-slip finish.

Also gives ongoing protection to leather surfaces making them resistant to water and dirt. (not suitable for suede).



Code Number: WF17387 Size: 500ml

WATERLESS WASH 'N' WAX

A special formula to clean and provide a shiny car within minutes without the use of water.

The product is designed to pull the dirty into the sponge and leave a cleanpaint finish, can be used to remove bugs, tar, and road grime. No more washing the car and then polishing all done in one step.



Code Number: WF17417 Size: 500ml

SYNTHETIC GLOSS ENHANCER

Synthetic Gloss Enhancer is a quick top up to the paint work on the car.

Williams Synthetic Gloss Enhancer can be used over all types of polish or paintprotection products. Just a quick trigger on wipe off give a quick shine and gloss finish.



Code Number: AP0111 Size: 250ml

BIRD DROPPING REMOVER

Bird droppings are one of the major problems with car paintwork and by removing quickly can stop long term damage.

The product can be sprayed on effected area allow to soak before rubbing off. The product also help removes bugs and other insect problems.



Code Number: WF17394 Size: 500ml

TYRE SHINE

Quick & easy fast drying formula gives your tyres a wet look shine.

Long lasting wet look finish.
Quick & easy to use.
No wiping or buffing required.
Fast drying formula, no 'fling-off' onto paintwork.



Code Number: WF17400 Size: 500ml

LIQUID WAX

Easy to use long-lasting detergent-resistant polish.

No hard rubbing required.
Abrasive free, suitable for all paint surfaces on new and used cars.



Code Number: WF17363 Size: 500ml

PAINT RESTORER

Quickly removes oxidation, ingrained road grime, tar spots and scratches.

Quick & easy to apply.
Brings back the original colour and gloss to paintwork.
Removes oxidation, road grime, tar spots & scratches.



Code Number: TBC Size: 500ml

CAR CARE RANGE PRESENTATION COLLECTIONS

A premium collection of Williams car care products offered in a superb bespoke presentation case.

Ideal for a special gift for the car enthusiast.



Distributed by:

WILLIAMS

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