A LIFETIME OF SHOWROOM SHINE.

PROTECT YOUR PAINTWORK AND INTERIOR FOR LIFE.
THE BENEFITS.

- **Maintains** a high-gloss showroom finish, wash after wash
- **Guards** your paintwork and interior
- **Protects** the future resale value of your BMW
- **Enhances** safety and visibility in wet driving conditions
- **Achieves** British Standard EN ISO 2812-5:2007
- **Provides** a transferable Lifetime Guarantee for paint, leather and fabrics*

* There is an administration fee to pay to transfer the Lifetime Guarantee
THE PROBLEM.

In today's harsh environment your vehicle's exterior paintwork is exposed to a number of pollutants, whilst accidental spillages can spoil your car's interior. From tree sap to UV rays, detergent to acid rain, regular surface erosion means that your BMW needs extra protection if you want it to retain that showroom-like appearance.

And it's not just your paintwork that's under threat. Airborne dirt transferred by you, your family and pets into your car, means that your interior is at risk from staining too.
THE SOLUTION.

The products that form the BMW Protect X system shield your paintwork from environmental pollutants, while providing a spectacular high-gloss finish. BMW Protect X also guards your vehicle’s interior, ensuring that seat fabrics and carpets resist staining, and that leather remains soft and supple.

The take-home car care kit which is also supplied with BMW Protect X contains a selection of cleaning items that will help you maintain your car’s flawless appearance.

So you can rest assured that beneath its showroom finish, your BMW and its future resale value stays protected.
HOW IT WORKS:
As your vehicle’s paintwork ages, surface imperfections known as ‘castellations’ attract all manner of environmental pollutants that degrade the paint, causing oxidisation and colour fading. The BMW Protect X system uses powerful Nanotechnology to form an ultra-protective coating over your paintwork, filling in the castellations and safeguarding against future damage.

It is applied in two stages:

**STAGE 1:**
A pre-seal formulation that penetrates into the pores of the paintwork, preparing it for sealing.

**STAGE 2:**
Permanently bonds to Stage 1, creating a high-gloss coating that resists attack from environmental factors.

**Glass Guard:** Glass Guard coats the windscreen with a formula that repels rain, causing it to bead and aerodynamically run off. The guard also helps keep the front windscreen clear of snow, frost, salt, dirt, bugs and grit, improving your area of vision and overall safety.
INTERIOR PROTECTION.

Stain Guard: This hi-tech formula coats each individual fabric fibre with an invisible barrier that protects against liquid spills, dirt, grease and oil. Liquid spillage will bead on top of the material, allowing it to be easily wiped away.

Leather Guard: This exclusive treatment will protect the leather against stains, dirt and liquid spills, while moisturising the leather to retain that supple, ‘like-new’ look.
BMW Protect X can only be purchased from and applied by an authorised BMW Centre.

CUSTOMER TAKE-HOME CAR CARE KIT.

But the benefits don't stop there. You will also be given a take-home car care kit which contains a host of items including shampoo, wheel cleaner, interior care cloths and glass cleaner – everything you will need to maintain your BMW.