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**Kleen Car Auto Appearance**

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**Kleen Car News Release Directory**



**"Profiles in Success"**

New Milford, NJ., June 29, 2007 - A new feature on detailing news provided by Kleen Car will be a Profile in Success section. Here we will profile detailers who have attended our classes and have opened or expanded their businesses. We have trained people from all walks of life who have chosen to go into the detailing business. We have also trained people who are already in business and wanted to further hone their skills and offer a top notch service. We would like to show you in this section that no matter what your background is, you can be very successful in the detail business.

In mid 2006, I was analyzing the chance to start a business related to cars. My first option was windshield repair, so I did a market research in my city (Pachuca, HGO., Mexico) to analyze the demand of this service by asking some questions to my potential customers. What I found however, was there wasn't car detailing service done in a professional manner. Here in Mexico, people were polishing and waxing by hand. Interiors remained very wet, and after two days they smelled a lot like mold and mildew. The people I interviewed also asked me about headlights polishing.

With this information, I started to investigate via the internet my options of taking a course in the United States for car detailing. I found some companies which were offering this service, and I also made contact with various car detailers in the USA and asked them their opinion. After much intense research and their opinions, I found I had two options. The first one was a class which lasted a week. I thought I would learn quite a bit but I wanted to explore my second option. My second option was in New Jersey. This class was 2 full days of technical training and the price was very reasonable. However I had doubts about how many things I could learn in 2 days without having any experience in this business.

I made contact with a detailer that lived in New York and he had taken both courses, and with twenty

years of experience in car detailing business, he suggested that I attend the Kleen Car course because it was the best option.

In December, 2006, I went to New Jersey to take Kevin Farrell's course, I was really amazed in how many things I could learn in so little time, which would have taken me at least two years of working experience by my own.

Back in my hometown in Mexico, I started looking for a place to conduct business, which took me a month, but during that time I practiced and honed my detailing skills

Presently I am in my facility for four months. We work on about 3 cars per day, and the business is growing each month. Customers are amazed by how their cars shine with this polishing system and using buffing machines rather than hand waxing and polishing. They are also very happy the interiors are clean and dry and not musty smelling. This is a big problem here in Mexico with the high heat and humidity. My confidence in repairing scratches by wet sanding is growing and I am making money and saving people money by performing this service. Kevin also taught me headlight repair by wet sanding which people here in Mexico have never seen before and they are amazed by this service. We also perform this type of repair on the police car siren covers.

I am convinced that taking the Kleen Car class was the best option for me because of the cost-profit ratio. The cost of the Kleen Car class has paid for itself many times over. I believe the techniques I learned not only save me money and time, but the cars look perfect when completed. Also, the products they offer are the best in the market.

Our detailing services include:

- Exterior detail (remove surface contaminants, compound, polish and paint sealant)
- Interior detail (fabric and leather) cleaning of all interior components and trim
- Acrylic repair (headlights, motorcycle windshields, police cars lights, siren covers, etc.)
- Windshield repair- chips and cracks
- Windshield and window decontamination (remove water spotting)

I believe that my business will be the leading detail business in Mexico in a very short time.

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