

# AMSOIL Supercharges Quality and Selection with the Introduction of Mothers® Products



AMSOIL INC., The First in Synthetics®, is expanding its product line to include Mothers® Car Care Appearance Products. The Mothers line of products is divided into four primary categories with supplemental products offered as well.

## Mothers® Product History

Mothers® Polishes-Waxes-Cleaners was founded in 1971 as a family-owned and operated business. Over the years, Mothers® has improved its core technology in correlation with changes in paint technologies and has always offered premium car care products that span most markets. The time people spend cleaning their vehicles is an investment in the health and beauty of those

vehicles. Because of this philosophy, Mothers® has dedicated decades to perfecting its science and bringing consumers the highest quality products. There is no shine like Mothers®.

## Mothers® Products

Airborne contaminants, corrosive pollutants and harsh environmental conditions can all contribute to the premature aging of a car's paint. Regular washing and waxing can easily make the difference between a long lasting, luminous glow, or a dull, dumpy finish. Proper vehicle maintenance involves cleaning paint and keeping it clean, which is a much smarter choice than trying to repair distressed, damaged paint. Mothers® offers a unique and wide product line that includes everything needed to clean, polish and care for vehicles.

The Mothers® product line is divided into four distinct categories: Reflections®, FX, Power Products and California Gold/Mothers Original. Each unique product category helps consumers decide what types of products best suit their vehicles as well as their individual outcome intentions.

## Mothers® Reflections®

Mothers® Reflections® is for discerning automotive enthusiasts and offers a refined blend of high-tech and high-class products. These products leave vehicles looking clean and classic without looking too glossy or "wet." The Reflections® line was developed specifically for the complex finishes found on cars today and offers benefits such as deep gloss, long lasting durability and high shine, while still being quick and easy to use.

## Mothers® FX

Mothers® engineered the FX line to be the most sophisticated, state-of-the-art products available today. The FX products are designed for "next generation car enthusiasts" that enjoy a very high gloss, "wet" look for their vehicles. These products offer unsurpassed protection along with their high aesthetic appeal. The products on the FX line are incredibly quick and easy to apply, adding to their appeal for many who don't have a lot of time to spend on their vehicles.

## Power Products

Mothers® Power Products are the first and only car care formulas specifically designed for consumer machine (random orbital, rotary and dual-action) application. These products were created from the start to be used with power buffers, unlike other products that are designed for hand use but later modified to be machine compatible.



## Mothers® California Gold®/Original Products

Mothers® California Gold®/Original products are optimal for detail-oriented vehicle owners who have time for a weekend clean-up and detail job. These products are ideal for use at car shows or other opportunities to show off the true beauty of a vehicle.

According to Karl Dedolph, AMSOIL Director of Aftermarket Products "Mothers products are an extensive line for multiple markets and enthusiast types. Our former BriteSide™ products were the technology of the day and limited to one type of process or cosmetic

appearance. Mothers® addresses more specific appearance properties and has followed the current paint, metal, rubber and plastic technologies used today, which have resulted in new formulations."

<b>Cleaning Detailing Guide</b>	Wash	Weekly
	Intensive Detailing: Jambes, Under-Hood, Emblems, etc.	Monthly
	Paint: Pre-wax Cleaner/Polish	Bi-Annual
	Paint: Sealer/Glaze	Every 8-12 Weeks
	Paint: Wax	Every 8-12 Weeks
	Trim	Weekly
	Apply Correct Preservative, Protectant, Clean Cracks	Monthly
	Wheels	Bi-Weekly
	Polish Wheel & Lugs	Every 2-3 Months
	Tires	Monthly
	Full Dress, Scrub Bead to Tread	Monthly
	Glass: Clean	Weekly
	Polish, Clean Along Seals	Monthly
	Interior: Vacuum	Weekly
	Clean Stains, Vacuum Trunk, etc.	Monthly
Leather: Condition	Monthly	
Thoroughly Clean Leather Surface and Recondition	Every 2-3 Months	

BriteSide™ Vinyl & Leather Cleaner (PFC) Vinyl & Leather Protectant (PFP), Metal Polish (PFM) and Car Polish (PCP) will remain available only as supplies last.



## **AMSOIL Offers the Following Mothers® Products:**

### **Reflections® Products:**

- Reflections® Car Wax: easy to use and provides a stunning, super wet, long lasting protective shine. (Available in 16 oz. bottles)
- Reflections® Leather Care: safely deep cleans and conditions, leaving behind a soft leather surface. (Available in 24 oz. spray bottles)
- Reflections® Top Coat: the combination of natural waxes and synthetic polymers gives paint additional gloss, depth and superior protection. (Available in 16 oz. bottles)
- Reflections® Spray Wax: used on a wet or dry surface, this clear coat safe product works alone, as a booster over existing wax or as a touch-up on high-use areas. (Available in 24 oz. spray bottles)
- Reflections® Tire Care: provides a rich, satin-like, non oily finish that is show car perfect. Protects against harsh elements, brake dust and UV damage. (Available in 24 oz. spray bottles)

### **FX™ Products:**

- FX™ SynWax™: designed to give paint uncompromising protection while providing unequaled shine and ease of use. (Available in 16 oz. bottles)
- FX™ Wheel Cleaner: quick and easy to eliminate brake dust and road grime from rims and tires. (Available in 24 oz. spray bottles)
- FX™ Tire Shine: exclusive high-gloss, state of the art, surface care technology keeps today's tires protected and looking great. (Available in 24 oz spray bottles)
- FX™ Spray Wax: advanced technology designed to add a brilliant shine to today's paints. (Available in 24 oz. spray bottles)

### **Power Products:**

- PowerBall™: the first foal polishing tool designed to revitalize billet, diamond plate, polished aluminum, stainless steel, plastic lenses, convertible top windows and much more.
- PowerBall Mini™ with Extension: retains the PowerBall's™ signature speed, ruggedness and versatility, while adding reach and pinpoint accuracy. (PowerBall Mini™ with 10" Extension)
- PowerMetal™: great for all polishable metals, including aluminum, brass, stainless steel, gold, silver and more. (Available in 8 oz. bottles)
- PowerWax™: a sophisticated formula designed to achieve a deep, wet, glowing shine. (Available in 16 oz. bottles)
- PowerPolish™: designed for use with a random orbital or high-speed buffer, this product gives depth, clarity and finish for a professional-grade job. (Available in 16 oz. bottles.)

### **California Gold® Products:**

- California Gold® Car Wash: careful balance of powerful cleaning and exacting care, strong enough to wash away dirt, road film, bugs, bird droppings, airborne pollutants and other grime without removing wax or dulling paint. (Available in 16, 32 and 64 oz. bottles)
- California Gold® Scratch Remover: works on any sort of paint and finish to restore high-mileage paint and remove surface scratches. (Available in 8 oz. bottles)
- California Gold® Clay Bar System: removes embedded grains of metal, tree sap, airborne environmental deposits and paint overspray. (Kit includes: 80 gram Clay Bar, 16 oz. Showtime Instant Dealer, 4 oz. Original Formula Carnauba Cleaner Wax.)
- California Gold® Showtime® Instant Detailer: this unique formula cleans off fingerprints, smudges and dust, hides minor imperfections and spider-webbing. (Available in 16 and 24 oz. spray bottles)

- California Gold® Original Formula Carnauba Cleaner Wax: designed to be the one-step plan for cleaning and paint preservation. (Available in 16 oz. liquid and 12 oz. paste.)
- California Gold® Pre-Wax Cleaner: removes oxidized paint, old wax buildup and other contaminants, cleaning and shining paint. Step one in a three-step process. (Available in 16 oz. bottles)
- California Gold® Sealer & Glaze: fills and hides minor swirls and defects, giving paint a brilliant, glowing shine. Step 2 in the process. (Available in 16 oz. bottles)
- California Gold® Natural Formula Pure Carnauba Wax: the final step on the path to a beautiful finish. Use for unsurpassed shine, depth and protection. (Available in 16 oz. bottles and 12 oz. paste.)

## **Supplemental Products**

### **Interior Care Products:**

- Leather Cleaner: safely lifts impregnated dirt, grime and stains from leather interiors. (Available in 12 oz. spray bottles)
- Leather Conditioner: leaves protective barrier that helps seal out the detrimental effects of the sun, time and daily abuse. (Available in 12 oz. bottles)
- Glass Cleaner: great on all automotive glass, headlight lenses, mirrors and even chrome. (Available in 16 and 24 oz. bottles)
- Protectant: formulated to recondition and maintain the original condition and appearance of dashboards, vinyl, bumpers, trim, tires and more. (Available in 16 and 24 oz. bottles)
- Carpet & Upholstery: pulls out stubborn stains and marks while revealing the true color and character of vehicle's interior. (Available in 24 oz. spray bottles)

### **Special Care Products:**

- Plastic Polish: protects plastics from the elements as it cleans and shines. (Available in 8 oz. bottles)
- Back-to-Black®: this trim treatment is great for all sorts of exterior hardware--anything that's plastic, rubber or vinyl. (Available in 8 oz. bottles)
- Convertible Top Cleaner: safe for all vinyl and fabric tops and is the straightest path to a clean convertible top. (Available in 16 oz. spray bottles)

### **Tire & Wheel Care:**

- Mag & Aluminum Polish: balances a brilliant shine with easy use for aluminum wheels and parts, brass, alloys and accessories. (Available in 5 oz. & 10 oz. tubs)
- Billet Metal Polish: state-of-the-art cleaners and cutting edge formulation give billets, forged and finely case aluminum, brass and other polishable metals the finest finish available. (Available in 4 oz. tubs)
- Chrome Polish: protects chrome with advanced polymers while adding a crisp sparkle. (Available in 8 oz. bottles)
- Wheel Mist® Chrome/Wire: the original, one step that works on chrome wire wheels, chrome bumpers and roughcast aluminum. (Available in 24 oz. spray bottles)
- Wheel Mist® All Wheel: formulated to be gentle on clear coated, anodized, polished, color coated, modular and factory treated wheels and hubcaps. (Available in 24 oz. spray bottles)
- Tire & Rubber: cleans off dirt, soil and old dressing from the surface of tires. (Available in 24 oz. spray bottles)

Contact your local AMSOIL Dealer or see the AMSOIL website, [www.amsoil.com](http://www.amsoil.com), for pricing information.

Mothers® is registered to sell a chosen group of products in Canada based on previous popularity in the Canadian detail market. See [www.amsoil.com](http://www.amsoil.com) for pictures of each product.