



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Impact on the Auto-Detailing Industry

Coeur d' Alene, ID - Feb 12, 2009 - The car care division of U.S. Products recently turned to editors and account reps from a variety of publications covering automobiles, RVs, sports utility vehicles and the like to ask them about how the economic downturn is impacting the auto-detailing industry.

Although this was only a small study—about 300 e-mail invitations were distributed—the responses indicated that the editors and account reps are very familiar with their industry and the difficulties it is currently experiencing.

As to the overall impact of the economy on the auto-detailing industry, surprisingly, about 13 percent of the survey respondents indicated that business is actually up. However, virtually everyone else responded that they believe business is down by at least 15 percent, if not more.

Some of the other items covered in the survey:

- When asked if business is down because detailers have fewer new or returning customers, or if the customers they have are requesting fewer services, the majority said the problem is that past customers are simply not coming back to have their cars detailed again.
- To deal with the downturn, the editors and account reps say business owners in the industry are either laying off workers or taking no specific action at this time.
- Asked which customers are still having their cars detailed, the respondents indicated that it was either

past customers or new customers with luxury or expensive cars.

“Of course, the economy is impacting just about every industry,” says Stephen Romero, head of the Professional Car Care Products Division of U.S. Products. “However, we must remember that the study was conducted in the middle of a very nasty winter which impacted a lot of businesses including the car care industry.”

Romero also notes that studies indicate automobile owners are holding on to their vehicles longer now than in the past. “This means [customers] will need more in-depth car care cleaning and detailing services, which should be a [sales] boost for detailing companies in late spring and summer,” he says.

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Photos/Images: None

About U.S. Products

U.S. Products has been manufacturing carpet, drapery, upholstery, restoration, and ceiling cleaning equipment for more than 25 years. The company is well known for its innovative internal heating systems that deliver 212 degrees at the wand tip, top-quality components, and solid-state circuitry for precise operation and equipment control.

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