



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Auto Detailers Reveal Their Favorite Cars to Detail

Coeur d' Alene, ID - May 4, 2010 - As the busy season for auto detailers approaches, more than 200 detailers in all 50 states were asked what car models or makes they most enjoy detailing.

The survey was sponsored by the [car care division of U.S. Products](#), manufacturers of auto carpet and upholstery extractors as well as ozone deodorizing equipment, and was conducted by [AlturaSolutions Communications](#) during the last week of April 2010. Of the 200 e-mail invitations distributed, 54 auto detailers responded.*

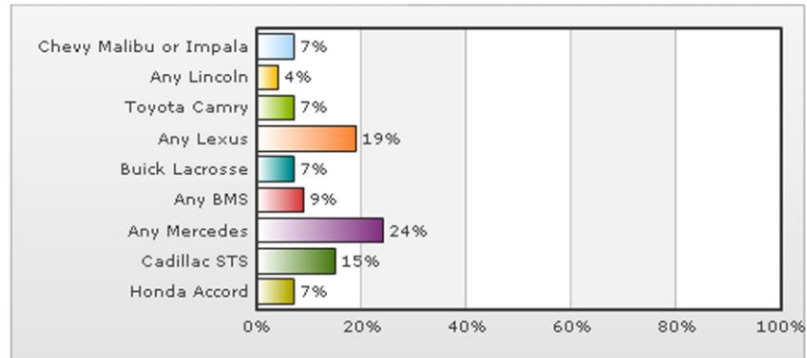
Choosing from the following list of automobiles, detailers were asked to select which one was their favorite to work on:

- Chevy Impala or Malibu
- Any Lincoln
- Toyota Camry
- Any Lexus
- Buick Lacrosse
- Any BMW
- Any Mercedes
- Cadillac STS

- Honda Accord

The survey revealed the favorite make or model for auto detailers to detail was “any Mercedes,” which received 24 percent of the vote. “Any Lexus” came in second at 19 percent.

Of the following, which is your favorite car to detail?



The other results were these:

- Cadillac STS, 15 percent
- Any BMW, 9 percent
- Chevy Impala or Malibu, Toyota Camry, Buick Lacrosse, and Honda Accord, 7 percent each
- Any Lincoln, 4 percent

According to Charlie Marinella, head of the car care division of U.S. Products, many of the Web sites of the auto detailers invited to take the survey were also visited to get insight into which models the detailers favor.

“It told us [a lot] about their favorite cars as well as the market they are going after,” Marinella says. “Some sites in Southern California pictured very exotic and very expensive automobiles while others in the Midwest pictured much more conventional, moderately priced cars.”

No reasons were offered why one car was favored over another, “but it may just come down to where the detailer is located,” concludes Marinella.

* As of April 30, 2010.

** Sum totals 99 percent due to rounding.

Photos/Images: Survey Results Attached

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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