



Notice

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A better environment inside and out.™

Press release

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Improve Comfort, Drive in Style and Save Money During National Car Care Month

Solar Gard® window film and ClearShield® paint protection film help drivers protect their investment

Solar Gard window film helps consumers celebrate National Car Care Month by sharing solutions for maintaining and enhancing many people's most valuable asset – their car. Professional installation of window film and paint protection film helps car owners customize their ride, ensuring many years of safe and enjoyable driving.

“For years, auto aficionados have had their car windows tinted,” explains Kathryn Giblin, Vice President Global Marketing, Bekaert Specialty Film, manufacturer of Solar Gard window film. “Now, window film is branching out. On one end of the spectrum are parents who choose window film because it keeps their cars cooler and their families safer, and on the other end, we’re seeing fleet managers who want to protect their investment, reduce glare for their drivers and protect valuables inside. Window film is such a versatile product that it achieves all these goals, and more.”

In addition to improving security, protecting passengers and the vehicle's interior from UV damage and reducing glare, automotive window tint also plays a role in reducing gasoline consumption. According to internationally recognized vehicle experts, the use of a vehicle's air conditioner increases the engine load, thereby causing it to consume more fuel¹. Window film reduces the need for air conditioning in an automobile, so it can help save on gasoline.

The most important benefits you can derive from installing Solar Gard window film on your vehicles include:

¹ [J.D. Power & Associates](#); Edmunds Inc.

1. **Save energy and drive comfortably:** Solar Gard window film rejects up to 61% of the total solar energy, decreasing the interior temperature of a vehicle and eliminating uncomfortable heat pockets that often make drivers switch on the air conditioner.
2. **Solar protection:** Studies show unprotected exposure to the sun can cause skin cancer and premature aging, yet most people do not apply sun screen before riding in the car. By blocking up to 99% of harmful UVA and UVB rays, Solar Gard window film offers a skin protection factor (SPF) more than five times the strength of most commercially available sunscreen.
3. **Increased privacy and protection:** Tinted windows prevent others from seeing what's inside your car, deterring would-be burglars.
4. **Customizable investment protection:** Window film's ability to block UV rays keeps your car's interior looking like new – no more fading, cracked or peeling upholstery, leather or vinyl. And, you can customize the look by choosing a shade that fits your style, while reaping all the benefits.

Solar Gard also helps protect the exterior of your vehicle with Solar Gard ClearShield, a nearly undetectable, protective urethane film which resists impact from everyday road hazards such as gravel, debris, stones, road salt and even insects. It fits like a glove on the most chip-prone surfaces, such as the hood, mirrors and bumpers, requiring no drilled holes or special fasteners like other protection products.

About Solar Gard®

Solar Gard window film is manufactured by Bekaert Specialty Films LLC., www.bekaertfilms.com, a global leader in the development, manufacture and distribution of specialty films for use as solar control and safety window films, and for industrial applications. The company delivers solutions for safety, security, glare, energy savings and CO2 emission reduction through a network of independent certified dealers and distributors in more than 60 countries under the Solar Gard®, Panorama®, Quantum® and Solar Gard® Armorcoat® brands. Bekaert Specialty Films also manufactures industrial films for the electronics, medical, graphic arts and imaging, automotive and aerospace industries. The company is the first in the industry to certify its carbon footprint, is a Climate Action Leader and is committed to environmental responsibility. Headquartered in San Diego, CA, Bekaert Specialty Films LLC is a subsidiary of the Bekaert group (Euronext Brussels: BEKB) a global company headquartered in Belgium with annual combined sales of €4 billion more than \$5 billion.

More information on professionally-installed Solar Gard window film is available at www.solargard.com. For media inquiries, samples or photography, contact bsf@matternow.com.