

## **Dr. Beasley's Chosen by Audi for Matte Paint Care**

*Audi to Make Dr. Beasley's Matte Paint Care Products Available for Sale in All Dealerships*

Chicago, IL ([PRWEB](#)) June 08, 2016 -- Audi has chosen Dr. Beasley's as the official provider of paint care products for all of their vehicles with matte finish options including the S8 Plus, RS7, and R8. The full line of matte paint care products are available as orderable parts throughout Audi's entire dealer network.

After careful consideration Dr. Beasley's was selected, adding Audi to the group of OEMs who have chosen to partner with Dr. Beasley's as a solution provider including Kawasaki, Hyundai, Chrysler, and ICON 4x4. These companies look for Dr. Beasley's to formulate products using cutting edge technologies for materials such as matte paint finishes, mirrored paint finishes, and microsuede. Audi's choice to provide Dr. Beasley's products reinforces Dr. Beasley's position as the premiere manufacturer of detailing products for these unique materials employed by OEMs.

"A matte finish is unique in that it doesn't reflect light like glossy paint. It has microscopic imperfections that refract light and give the paint its flat look," says Jim Lafeber, President and Founder of the Chicago based Dr. Beasley's, Inc. "We've formulated a revolutionary matte paint care line without any wax, silicone, or other 'filling' ingredients so anyone can now properly take care of their matte car. We're excited about the idea of giving Audi owners the ability to properly take care of their investment."

Dr. Beasley's Matte Paint Care Line consists of Matte Body Wash, Matte Paint Cleanser, Matte Final Finish, and Matte Paint Coating. The Matte Paint Coating is a recently formulated breakthrough in inorganic coating technologies designed to provide a durable, hydrophobic barrier while maintaining the matte look of the paint surface.

Audi dealerships are carrying the Matte Paint Prescription which is a kit including all four products and the accessories, such as washing mitts and towels, needed to use the products and properly take care of matte paint surfaces.

In addition to the Audi dealer network, Dr. Beasley's matte paint products can be found at [www.drbeasleys.com](http://www.drbeasleys.com) and at any of their official distributors around the globe.

About Dr. Beasley's:

Dr. Beasley's was born out of Simon's Shine Shop, Chicago's premier hand wash and detailing center. Founder Jim Lafeber, who also owns Simon's, has been using his own proprietary formulas to make products for use in Simon's, and in 2010 began selling his products to the general public under the Dr. Beasley's brand. All Dr. Beasley's products are professional quality, safe for consumer use, and readily biodegradable.

Jim Lafeber, CD-SV, is past President and Board Member at the International Detailing Association (IDA). Currently Jim acts as Committee Chairman of Marketing and Communications at the IDA.



**Contact Information**

**Andrew Donovan**

Dr. Beasley's, Inc.

<http://www.drbeasleys.com>

+1 (773) 404-1600

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).