



## **Vehicle owners enhance appearance of car through cosmetic car care and professional detailing.**

*Cosmetic car care is just as important to your vehicle as regular oil changes and tire maintenance. Not only does it keep the vehicle looking good while protecting it from the elements, it can also maintain and even increase the value of one's vehicle.*

([PRWEB](#)) May 6, 2004 -- With many vehicle owners deciding to keep their vehicles a little longer, they are now looking to automobile cosmetic service companies to rejuvenate and maintain the beauty of their vehicle. But what is cosmetic car care? According to Eddie Gonzales, owner of The Auto Cosmetologist mobile detailing, Louisville, Ky, "cosmetic car care encompasses a variety of services and procedures to maximize the beauty and appearance of the vehicle. It may involve paint touch-up, scratch and bumper scuff repairs using original paint to match as well as professional detailing. From vinyl and leather repair to head-liner replacement, cosmetic car care is far more than a super car wash and a can of store shelf wax."

Up until now, only car dealerships were taking advantage of these services leading potential buyers to believe that the cars they offered had been well maintained. This is not always true. Some dealerships are notorious for using in-house detailing services or repair technicians to prepare their cars for the sale or re-marketing, so why not you? Ever get a cigarette burn-hole in your seat? Or has your leather seat worn down the dye? What about that white bumper scuff? If this can happen to your car, surely it has happened to the cars on a dealer's lot?

These minor flaws can depreciate the value of a vehicle or indicate to a prospective buyer that the vehicle had been neglected. Repair these unsightly blemishes before you attempt to re-market and increase your chances of bringing in top dollar. A professional detail alone can rejuvenate the appearance of a vehicle within a 5-6 hour period. This is a process involving the use of chemicals, cleaners, and wax to bring vehicles back from the dead. Of course, proper technique and special tools also play a vital role.

Some detailers are now mobile and can get rid of those minor scratches, shampoo the interior, and dress up that rubber all in the comforts of your own home. On average, a complete detail can cost anywhere from \$100-\$300; depending on the size of the vehicle and wants of the vehicle owner. Vehicle owners who have neglected their investments for prolonged periods of time should expect to pay a little more. The use of mobile detailers such as the Auto Cosmetologist has enabled vehicle owners to eliminate the hassle of maneuvering through town just to find a shop, not to mention the need of sacrificing the vehicle for extended periods of time. Vehicle owners who long for that showroom look or plan on selling, should consider the use of a cosmetic car care services to improve their chances of a sale. The Auto Cosmetologist offers these same services and has been in business for more than 2 years. For more information on these services or to learn more on how to improve the appearance of your vehicle, boat, and even recreational vehicle, please visit their website.

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