



----- Media advisory -----

As good as new: ACDelco Paint Shield protects cars from the Middle East climate

ACDelco Paint Shield is the premium solution designed to secure vehicle paint and gloss

Middle East, 11 October 2017 – While owning a new car comes with a feeling of joy, the satisfaction can sometimes be dashed by the first noticeable scratch on its glossy paintwork. The new ACDelco Paint Shield is designed to protect the most exposed areas of a vehicle while maintaining its value and appearance.

Protecting vehicles from damage caused by scratches, stone chips and dust, one of ACDelco's leading car care products provides a barrier against the Middle East region's harshest environmental effects. Whether it's airborne sand, the sunshine or even the weekly wash, ACDelco's high-tech paint shield offers year-round protection from damaging elements. Moreover, it provides enhanced paint protection against a carelessly opened door in a car park or sand scuffs encountered during off-road driving and desert dune bashing, a pastime that many GCC residents enjoy.

Speaking about ACDelco Paint Shield, Mohammed Al Fayyad, Customer Care and Aftersales Director at General Motors Middle East, said: "One of the greatest joys of owning a new car is maintaining the vehicle in an 'as-new' condition for the longest possible time. Paint condition is one of the first things a second-hand buyer looks at, and is often the reason why a vehicle's value depreciates. This is where the ACDelco Paint Shield comes in, helping new car owners to maintain the looks of their car and also to protect their investment. With the added benefit of a 5-year warranty, owners can be certain that this protection will bear the test of time."

Whether providing partial or full coverage, ACDelco Paint Shield films are transparent and hardly visible to the naked eye, leaving the bright new color to do the talking while adding an extra layer of shine and protection.

Testament to its ultra violet blocking properties, ACDelco Paint Shield also reduces the effects of bright sunlight on paint fade by up to 50 percent.

For car owners looking to sell their cars, or for those that would like to have their vehicle resprayed, the film can be removed without damaging the car's original paint, while maintaining the as-new showroom-quality paint job.

ACDelco Shield Paint Protection Films complement ACDelco Shield window films, and are available at ACDelco service centres and various workshops across the Middle East.

To learn more about ACDelco, please log in at www.acdelcoarabia.com

-ENDS -

About ACDelco

ACDelco is the exclusive Original Equipment parts brand for Chevrolet, GMC and Cadillac, as well as provider of premium aftermarket parts for most other makes and models. Other available applications include off-road, marine and industrial. With a century of history behind it and nearly 90,000 parts across 37 product lines, ACDelco is the preferred choice of professional technicians and do-it-yourselfers in more than 100 countries. To find an ACDelco Professional Service Center program participant or parts dealer in your area visit www.acdelcoarabia.com.

Media Contacts:

ACDelco Middle East
Ronald Balit
Communications Manager
+971 (0)4 331 4102
Ronald.Balit@gm.com

General Motors Middle East
Farah Amhaz
Regional Communications Manager
+ 971 (0) 4 314 3920
Farah.Amhaz@gm.com