



**What's the Most  
Dangerous Thing  
You Can Do  
Behind the Wheel  
of Your Car?**

**Touch It.**



## **Complete Vehicle Disinfection and Long Term Antimicrobial Protection**

**While Alarming, it's True:** The steering wheel of the average vehicle in America harbors **NINE TIMES MORE** harmful bacteria than the average public toilet seat!

Research reveals that the average public toilet seat hosts 80 germs per square inch, while the average steering wheel is home to over 700! That's pretty frightening news considering that over 75% of infectious diseases are spread by hands touching everyday surfaces.

Scarier yet, the steering wheel is far from the most germ ridden vehicle surface. Gear shift handles and trunks come in between 1500 - 2000 germs per square inch each.



**Kills  
99.999%**

**of Bacteria on Hard,  
Non-Porous  
Surfaces**

**Kills  
99.9%**

**of Bacteria on  
Carpet**

## HOW RISKY IS YOUR RIDE?

Modern vehicles have become breeding grounds for germs, bacteria, viruses and fungi, all of which are also known as microorganisms, or "microbes." While any confined space that is frequented by people is prone to microbial activity, increased vehicle use, the popularity of ready-to-eat food and our growing habit of consuming it in our vehicles, as well as other lifestyle changes, have put drivers and passengers at greater risk of infection. And for motorists whose passengers include those with four legs, or someone who is or may soon be ill, or is simply sweaty, wearing dirty shoes, dirty clothes or a dirty diaper, or even if that extra passenger is

nothing more than a bag of trash from your last snack, the risks skyrocket.

Worse yet, there's been little opportunity to improve this situation. While there are plenty of car care cleaners on the market, few offer any microbial protection and, even if they did, it would be all but impossible to treat a passenger cabin's many different surfaces, fabrics and materials, let alone under its seats and dashboard or throughout its air ventilation duct work and other compartments. Further, any disinfection provided would be very temporary, disappearing the instant the product dried. Until now.

## A SAFE SOLUTION

PermaSafe is an advanced, state-of-the-art, long term Microbial Control System and surface protectant engineered specifically for automotive use.

Effective on all interior surfaces, a PermaSafe System installation starts with an initial disinfection of your vehicle's passenger cabin, air ventilation system and duct work, trunk and other cargo areas. Our proprietary, ecofriendly and EPA approved disinfectant eliminates over 99.9% of germs, bacteria, viruses, fungi, mold, mildew and other harmful microorganisms, or

"microbes," that can be hazardous to passenger health, as well as existing allergens and odors.

Once disinfected, the spaces and surfaces are then blanketed with PermaSafe SHIELD™ our unique Permanent Antimicrobial Surface Protectant.

While effective antimicrobials are not new, PermaSafe SHIELD's ability to continuously kill and control microbes, and do so through a purely physical or "mechanical" process without the use of any harmful chemicals, is revolutionary.

## THE PERMASAFE DIFFERENCE

Conventional disinfectants and antimicrobials kill microbes by poisoning them with toxic chemicals. Even those that achieve results with nontoxic ingredients are designed to both act and dissipate quickly to avoid harm to humans and animals. Unfortunately, as soon as the disinfectant evaporates, so does its antimicrobial capabilities.

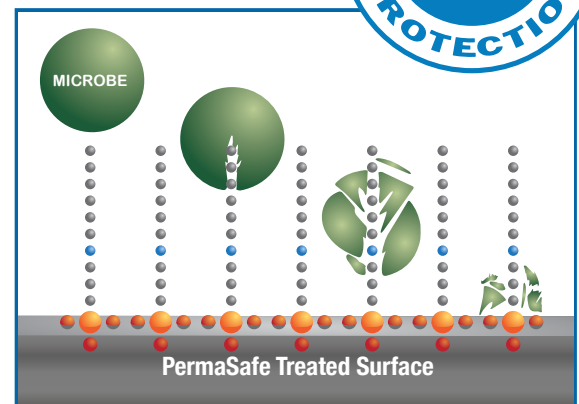
Unlike other antimicrobials, PermaSafe SHIELD™ is non-toxic, non-corrosive, non-hazardous, odor free, environmentally neutral, and can remain antimicrobially active for the life of the surface to which it's applied.

Upon application, the patented antimicrobial agent in PermaSafe SHIELD™ chemically reacts with, and molecularly bonds to, the surface to which it is applied, becoming an integral and permanent part of that surface.

As the coating cures, millions of microscopic antimicrobial “spike-like” appliances form and extend from the surface. These “spikes” are actually long chains of positively charged atoms, and represent a deadly dual threat to microbes.



Once cured, the antimicrobial coating is invisible and completely harmless to humans, yet extraordinarily effective at eliminating harmful microorganisms. Because the cell walls of harmful microbes are negatively charged, they are drawn toward and pulled onto the positively charged antimicrobial spikes by electrostatic attraction. Destruction is instantaneous and complete as the antimicrobial spikes both rupture the microbes' cell walls and “vaporizes” them by delivering a powerful electrostatic charge.



## MULTI-FACETED PROTECTION

More than just a unique antimicrobial, PermaSafe SHIELD is also a highly durable surface protectant that repels liquids, making treated areas easy to clean and resistant to stains, and protects interior upholstery, fabric and carpets from fading, degradation and discoloration. The PermaSafe System also effectively eliminates odors, such as those caused by bacteria, tobacco smoke, pet urine and other problem sources.

Available only from authorized professional automotive sales and service facilities, PermaSafe's EPA approved treatments are applied with specialized “fogging” equipment that atomizes and propels them throughout a vehicle's passenger cabin, heating and air conditioning ductwork and storage spaces, providing complete, all-inclusive, 360° coverage and warranted protection for every surface.



***Kid & Pet Safe***  
***Non-Toxic***  
***Eco-Friendly***  
***Eliminates Odors***  
***Repels Spills***  
***Resists Stains***

Learn More:  
**PermaSafe.Net**

# Powerful Protection • Powerful Peace of Mind A Powerful Promise to You

The sanitary condition of your vehicle is not only critical to the health of its passengers, but also the condition and appearance of the leather, vinyl, fabric and other materials that cover its interior surfaces and, therefore, its resale value.

The PermaSafe System is guaranteed to provide immediate and long-term antimicrobial protection, while also resisting related odors, stains, degradation and discoloration, a promise that's backed by a fully insured Three-Year Warranty.



Child Safe



Pet Safe



EPA  
Approved



Non-Toxic



## PermaSafe Protects and Warrants Your Vehicle Against the Following and More:



- **ANTIMICROBIAL CABIN AIR VENTILATION SYSTEM and INTERIOR SURFACE PROTECTION:** Coverage includes stains, odors and poor air quality from harmful bacteria, mold, fungus and other harmful microbes.
- **UPHOLSTERY RIP, TEAR and PUNCTURE PROTECTION:** Covers punctures, rips and tears, including loose seam stitching, to seats, carpets and other interior surfaces.
- **PASSENGER CABIN UPHOLSTERY, FABRIC and CARPET STAIN PROTECTION:** Coverage includes damage/staining from everyday spills including all consumable foods and beverages, candy, makeup, crayons, vomit, bodily fluids, ink and more.

**Coverage Includes Zero Deductible & Free Rental Car with All Repairs**

**[www.PermaSafe.net](http://www.PermaSafe.net)**