



## Hottest Topic at Ft. Lauderdale Boat Show Is Car Polish SEA-SHIELD "World's Best Boat Shine and Protectant" snapped up by high-end auto owners

"FORT LAUDERDALE, Fla., Oct. 29, 2012 /PRNewswire via COMTEX/ -- In a remarkable turn of events, arguably one of the strangest in the history of car care, a product designed to protect and add a deep, glass-like shine to multi-million-dollar mega-yachts is now being called the best automotive polish on the market.

"Think about it," says Francisco Linares, SEA-SHIELD creator. "Boats and yachts face the absolute harshest environment to an external finish: constant wind, sun, and salt. Automobiles have it relatively easy by comparison. But we started hearing reports from places like Michigan, Utah, Colorado -- places with a lot of snow and salt on the roads in the winter -- and people absolutely love the protection SEA-SHIELD provides their cars." Visitors to the Fort Lauderdale Boat Show last weekend were surprised to learn that this premium exterior polisher and protectant has become popular among high-end automobile owners and detailers. SEA-SHIELD has earned a well-deserved reputation in the world of mega-yachts due to its remarkable ability to not only protect and extend the life of boat paint and other exterior finishes, but to add a mirror-like shine that makes yachts look brand new. And now high-end automobile owners are turning their backs on traditional car waxes and entrusting the care of their six-digit-priced cars to SEA-SHIELD.

The company hypothesizes that the trend of using SEA-SHIELD to dramatically extend the high polish and protection of a car's exterior began with mega-yacht crews, who were tasked with not only keeping the yacht's exterior finishes clean and protected, but also the various high-end vehicles belonging to the yacht owners. This elite, uber-rich group is notoriously picky, yet SEA-SHIELD's amazing mirror-like finish and protective qualities managed to impress even them.

"We've seen cases where a car was polished and protected with SEA-SHIELD and left without further protection for over a year, and water still beads and rolls off the surface," says Linares. "That kind of outstanding weather resistance is what helps spread the word around." So next time you're visiting the yacht club and you see someone polishing a Bentley-GT with a yacht protectant, don't think they've gone off the deep end...

once you see that Bentley glittering in the sun, you'll realize its owner is smarter than you think.

CONTACT INFORMATION: SEA-SHIELD is looking to expand distribution with retailers, wholesalers and detailers. If your favorite marine shop does not carry SEA-SHIELD products, be sure to ask them to - SEA-SHIELD has a 100 percent satisfaction guarantee, so there is no risk in trying it out. SEA-SHIELD also has an affiliate program for organizations interested in selling SEA-SHIELD products online. For more information or to purchase the full line of products, visit

or call 1-800-673-8886. For information on distribution or to become a wholesaler, visit

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