



EARN **MORE**  
**MONEY** WITH  
Sikagard®

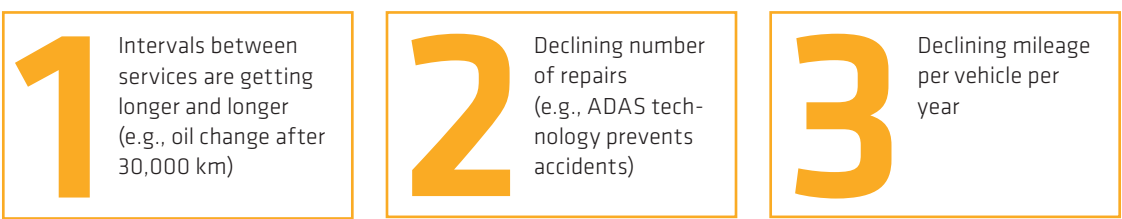
Sikagard®  
PROTECTION IS BETTER  
THAN REPAIR

BUILDING TRUST



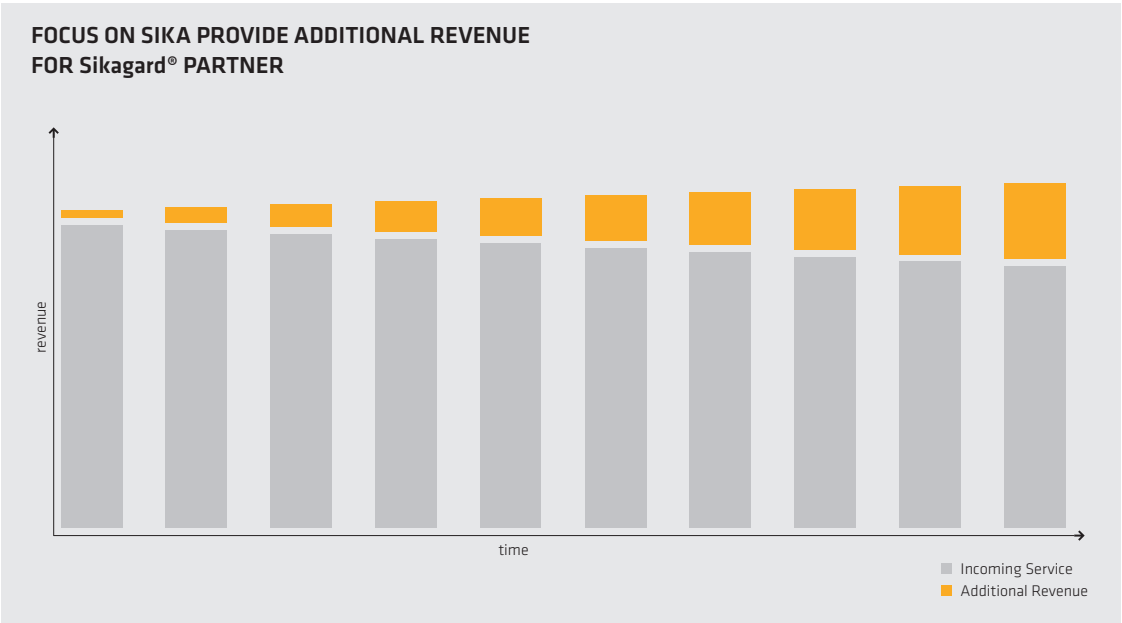
# GROW YOUR BUSINESS WITH ADDITIONAL SERVICES

New vehicle technology extends service intervals and reduces service requirements for cars. Modern engines and motor oils allow cars to run up to 30,000 km before needing a service; electric vehicles can go even longer without one. Overall, the after-sales service market is expected to drop by 15% until 2025. By offering additional services, you can help maintain or even expand your business.



**OFFERING ADDITIONAL SERVICES MEANS:**

- Improved customer relations by ensuring that a customer comes back
- Increased utilization of the workforce
- Revenue generated by offering services
- An increase in profits



# PROTECTION IS BETTER THAN REPAIR



**PUDDLE**  
CAVITY SEALING



**SALTWATER**  
UNDERBODY  
COATING

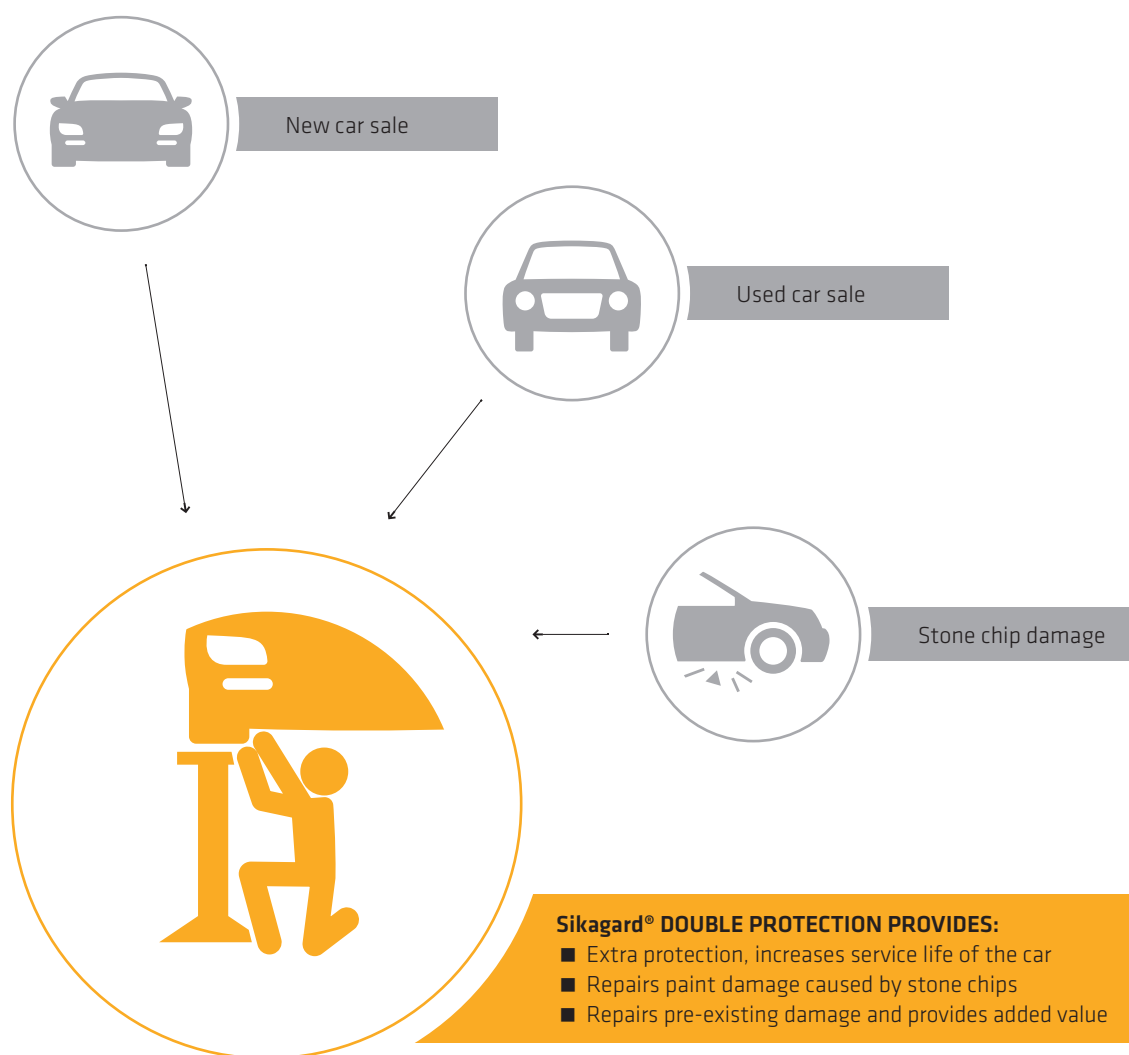
**POTHOLE**  
STONE CHIP  
PROTECTION



# ADDITIONAL REVENUE FROM NEW SERVICES

The only area which is growing in terms of after-sales service is the older vehicles segment. Sika has the solution for older cars and new vehicles. Sikagard® protective coatings provide an additional sales opportunity: they can be sold as add-ons with new or used vehicles or can be used by garages during a regular service or repair.

## SIKA CAN HELP YOU CALCULATE YOUR PERSONAL POTENTIAL





# THE SIKA CONCEPT

Rust on vehicles typically starts from the inside out. Most street shops only provide a black protective layer to cover whatever is underneath. This won't stop the rust. It is essential that vehicles are protected from both the inside and outside. The Sika concept goes beyond painting a car's underbody black. At Sika, we provide you with a hassle-free solution that provides long-term protection and improves the transparency of your business model.



High-quality Sikagard® products meet OEM standards



Incentive scheme to motivate sales and service staff



Sika is a trusted brand and partner with extensive OEM expertise



Offer a service package rather than just a product



Double protection – inside and outside



Training support so your staff can actively promote products and services in your shops



Insourced business model for more transparency and increased profit



Protection service instead of discounts on car sales

## INSIDE-OUT PROTECTION WITH THE Sikagard® DOUBLE PROTECTION SYSTEM

### MARKET STANDARD



- ✗ Limited durability
- ✗ Low impact resistance

### Sikagard® DOUBLE PROTECTION



- ✓ Long durability
- ✓ High impact resistance
- ✓ High external corrosion protection
- ✓ Prevents internal corrosion



# Sikagard® SERVICE PLAN

The Sikagard® Service Plan motivates a customer to get his vehicle inspected regularly which is an ideal instrument to increase customer loyalty and to generate additional sales opportunities.



Sikagard® Double Protection safeguards your vehicle from corrosion from the inside out and equips you with the ultimate rust protection system. Sikagard® products are engineered in Switzerland and exceed vehicle manufacturers' standards. Rely on your certified Sikagard® partner, who is trained by the manufacturer and ensures your vehicle is protected to the highest standards.



**Sikagard® SERVICE PASS**  
The Sikagard® Service Pass is the customer's certificate for the protective coating that was applied to their vehicle. It also provides additional information on how and when future inspections should be carried out and serves as proof of protection when selling the vehicle.



**Sikagard® SERVICE CENTER**  
Workshops that use and apply Sikagard® products, actively promote the Sikagard® system, have Sika-trained staff and are committed to certain targets, can qualify to become Sikagard® Service Centers.

Being a Sikagard® Service Center provides you with additional promotional opportunities on the Sika website as well as advertisements in magazines.

# Sikagard®

## UNDERBODY PROTECTION AND CAVITY SEALING

Sikagard® protective coatings are designed and tested for maximum efficiency in professional workshops. Sika provides a complete double-protection system - for both cavities and underbody coating.



### Sikagard®-6440

Sikagard®-6440 is a rubber-based protective coating for both underbody protection and stone chip protection. It has very good rust-proofing and sound-dampening properties as well as a high impact resistance.

#### AVAILABLE ITEMS

- Sikagard®-6440, 12 x 1l Item No.
- Sikagard®-6440 S, 12 x 500 ml aerosol Item No.



### Sikagard®-6220

Sikagard®-6220 is a durable wax with excellent rust-proofing properties. It provides effective protection against rust forming inside cavities. Sikagard®-6220 is a highly penetrable wax that gets into even the smallest cavities.

#### AVAILABLE ITEMS

- Sikagard®-6220, 12 x 1l Item No.
- Sikagard®-6220 S, 12 x 500 ml aerosol Item No.

#### MARKET STANDARD



Low impact resistance



Softens in hot temperatures

#### Sikagard® DOUBLE PROTECTION



Underbody protection and stone chip protection (2-in-1 product)



Thicker layer of coating



Thermostable (cold-hot)



Permanently elastic

# SIKA OFFER

Rely on Sika, a Swiss company and leading expert in bonding, sealing, damping, reinforcing and protecting in the automotive industry. Sika supplies almost every car manufacturer in the world. Benefit from a complete package that allows you to maximize sales generated by offering corrosion protection for new and used vehicles.

## SALES KIT

### PRODUCTS

Complete product portfolio of Double Protection systems, including underbody and stone-chip-protection coatings and cavity waxes.



### APPLICATION TOOLS

A set of application tools that help you apply Sikagard® products perfectly.



### TRAINING PLUS CERTIFICATE

Sika provides training courses in product application and sales. After passing the courses, Sika certifies that those workshops are factory-trained, according to the relevant standards.



### POINT OF SALE

Sika supports the sale of Sikagard® Double Protection by providing point-of-sale marketing tools such as roll-up banners, posters, and samples, etc., depending on the individual needs.





” **REQUEST THE STARTER KIT, WHICH INCLUDES THE PRODUCT, APPLICATION GUN, TRAINING AND PROMO PACK.** “

#### FLYER

Sika provides a flyer which outlines the benefits and added value of Sikagard® Double Protection to vehicle owners and new car buyers. It explains why 'protection is better than repair'.



#### PRESENTATION SHEET

Sika provides a presentation sheet which outlines the sales process to vehicle owners and new car buyers in a simplified way. It explains the reasons for the service as well as why 'protection is better than repair'.



#### SERVICE PASS

The Sikagard® Service Pass is the customer's certificate for the protective coating that was applied to their vehicle. It also provides additional information on how and when future inspections should be carried out and serves as proof of protection when selling the vehicle.

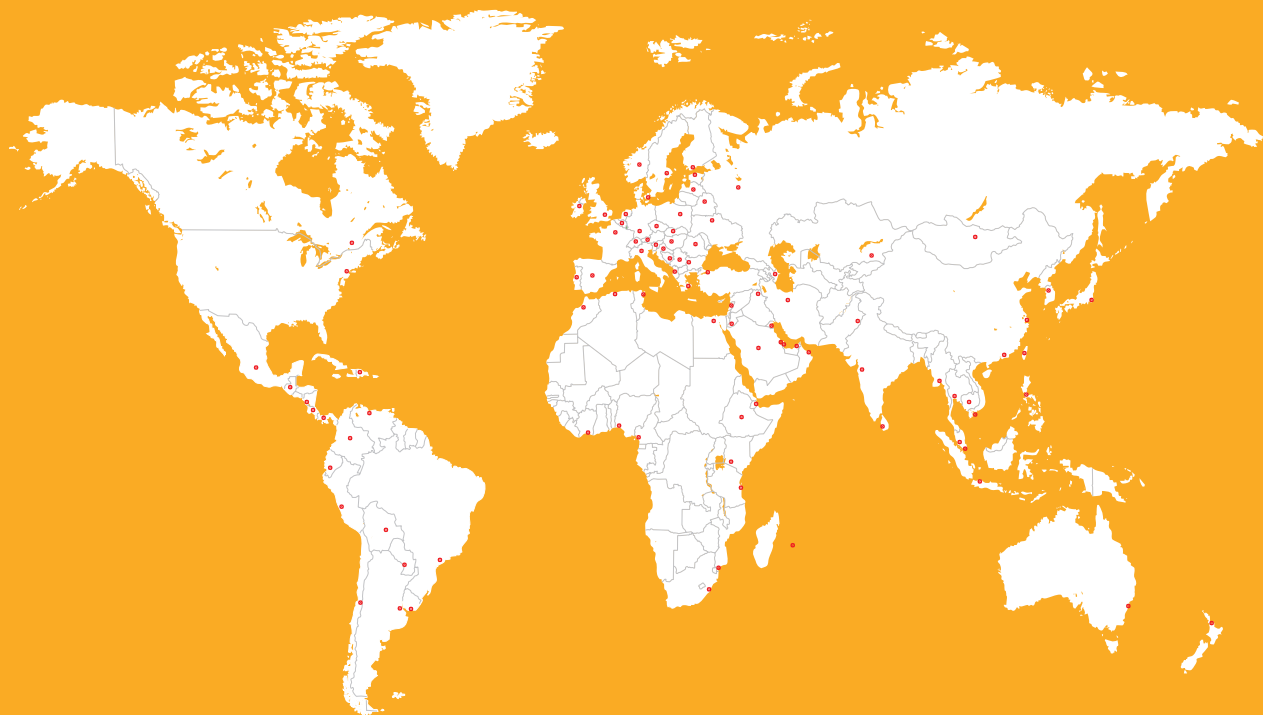


#### SIKA PROVIDES ADDITIONAL SUPPORT

- Sikagard® Service Center marketing signs and certificates
- Sikagard® Service Centers are promoted on our website
- Regular reporting on revenue and profits (quarterly newsletter)
- Other business opportunities such as SikaDamp® Specialist, Sika® Plastic Repair Expert, etc.
- Workshops which use Sikagard® Double Protection and provide the Protection Service are promoted in magazines, at exhibitions and on local radio stations

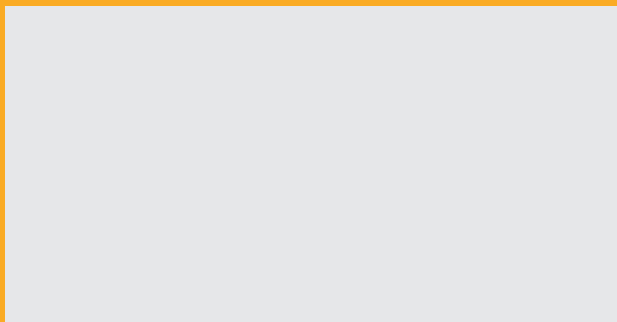
# GLOBAL BUT LOCAL PARTNERSHIP

DACHCOM



## WHO WE ARE

Sika AG, Switzerland, is a globally active specialty chemicals company. Sika supplies the building and construction industry as well as manufacturing industries (automotive, bus, truck, rail, solar and wind power plants, facades). Sika is a leader in processing materials used in sealing, bonding, damping, reinforcing and protecting loadbearing structures. Sika's product lines feature high quality concrete admixtures, specialty mortars, sealants and adhesives, damping and reinforcing materials, structural strengthening systems, industrial flooring as well as roofing and waterproofing systems.



## FOR MORE INFORMATION

[www.sika.com/aftermarket](http://www.sika.com/aftermarket)  
[www.sika.com/sikagard](http://www.sika.com/sikagard)

Our most current General Sales Conditions shall apply. Please consult the most current local Product Data Sheet prior to any use.



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**BUILDING TRUST**



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