

GIFT GIVING IDEAS

Great Holiday Gifts For Car Lovers

(NAPSA)—An estimated 16.5 million Americans bought or leased a new car in 2003, spending an average of \$26,150. For most, buying a car is a serious investment. Fortunately, there are some great gift ideas for car lovers that will help them make their investment last.

Part of making that investment last is keeping up the appearance of the vehicle—an important consideration for vehicle owners. In fact, 80 percent of vehicle owners queried in a recent national survey said the appearance of the car they drive is somewhat or very important. So, next time you're searching for some inspiration, consider some of the following gifts to help the car lover in your life maintain their vehicle's appearance.

A professional auto detailing. What car lover wouldn't appreciate some extra attention paid to his or her car? A professional detailing provides a systematic rejuvenation and protection of the various surfaces of a vehicle. The result? The vehicle is returned to as close to showroom condition as possible.

Wash and wax kit. Start by purchasing a large plastic bucket in a bright color (or a color to match the recipient's car). In it, pack the following key supplies: sponges or wash mitts, car wash/shampoo, glaze (to remove minor scratches), polish, car wax, degreasers, tar/bug removers, chamois cloths and wheel cleaner and brightener.

Interior care kit. Don't forget about the inside of the vehicle. Interior vinyl, leather and fabrics



A high-tech cover can help protect your vehicle against bad weather and other elements.

need special care and feeding. For leather surfaces, consider a special cleaner specifically designed to rehydrate and remove the leftover "salts" that accumulate after human perspiration dries. A leather conditioner can be used several times a year to help restore the leather's lost oils and emollients. For vinyl interiors, choose a vinyl protectant with a UV barrier, essential oils and anti-static properties.

Car cover. Using a car cover can protect a car's exterior finish as well as its interior components, whether the car is parked outside or in a garage. It protects against rain/acid rain, sun/heat damage, tree sap, bird droppings, dust/dings and even vandalism and theft. Today's high-tech car cover fabrics are better than ever, providing engineered performance to meet the needs of the user. For a special treat, consider giving a cover custom-fitted to match the exact contours of the recipient's car, no matter what the model, make, year or aftermarket accessories. Car cover makers have hundreds of patterns in their databases to fit virtually every car ever made.

For more information on today's high-tech car cover fabrics, visit www.block-it.com.