

WELCOME TO

 **PRIME**
SHIELDERS

DEALERSHIP PROGRAM



A PRIMESHIELDERS PARTNERSHIP

WHAT'S IN IT FOR YOU?

Be A Dealership That Dominates The Market

What would it do to your reputation, sales figures and commissions if you could tell your customers that you have a way to deliver their truck:

- > defect-free;
- > with long-term visual dominance baked into their paintwork;
- > while cutting wash time by 50%;
- > and shielding damage with an industry-first barrier engineered specifically for trucks;
- > all backed by a 5-year guarantee?

With PrimeShielders you can.

WHAT'S IN IT FOR YOUR REPS?

Own the Delivery Moment With This Commercial Advantage

- > **Far superior handover** experience with an untouchable level of product quality
 - > **Easier upsell** with genuine long-term value
 - > **Truckies who can't stop talking about the handover** and become loyal customers
 - > **Higher perceived standards** and industry dominance
 - > **10% commission** on the first \$50,000 in sales. **15%** on everything above that. **No cap.**
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WHAT'S IN IT FOR YOUR CUSTOMERS?

Uncompromising Protection for the Long Haul

- > **A Flawless First Impression:** Delivery of an elite, high-gloss finish that commands the road.
- > **Sustained Visual Authority:** A new truck showroom shine for years, not weeks.
- > **50% Faster Turnaround:** Maintenance time is halved.
- > **Eco-Efficient Maintenance:** A drastic reduction in water consumption and a total exit from harsh, paint-stripping chemicals.
- > **Industrial-Grade UV Armor:** Integrated UV blockers that create a permanent sun-shield.

SO WHAT EXACTLY IS IT?

PrimeShielders delivers a fully integrated, on-site pre-delivery package that enshrines the original finish, **locking in day one perfection for years to come.**

You sell it. We run it. Seamlessly.



1

THE ULTIMATE PRE-DELIVERY PROTECTION PACKAGE

Between factory transport, yard storage and fit-out processes, imperfections are part and parcel of any truck delivery. Our Australian-first, commercial-grade urethane hybrid coating delivers a **liquid-gloss finish and a chemically bonded shield of protection like no other.**

Systematic Wash

Our multi-stage wash **removes all surface contamination** in preparation for coating.

Surface Preparation

Bonded contaminants are expertly removed, guaranteeing a **flawless, mirror-like finish.**

Surface Correction

Aluminium and paint are perfected, **removing scratches and marks** to create a pristine canvas for a perfect bond.

Ultra - Coating

Our secret weapon - a **permanent anti-static chemical bond** suitable for paintwork and polished aluminium.

2

SERVICE & AFTER SALES (PARTS) DETAILING ADD-ONS WITH INBUILT BOOKING SYSTEM

Extend the value beyond delivery. PrimeShielders integrates directly into your service and after-sales workflow, enabling premium detailing upgrades and post-service presentation resets without adding pressure to your technicians.

- > Deliver the highest quality truck presentation possible in the market today
- > Offer the one-and-done convenience of detailing tied to servicing

PrimeShielders puts in all the elbow grease while you get to deliver the outstanding results.

3

USED TRUCK RECONDITIONING & PRESENTATION

First impressions sell trucks. PrimeShielders enhances used inventory through structured reconditioning and presentation to elevate appeal and reduce time-to-sale.

- > Increases perceived value
- > Strengthens buyer confidence
- > Reduces negotiation pressure

- > Differentiates your yard from competitors

When every vehicle on display reflects the same premium standard, your dealership doesn't just look organised, it looks in demand.



THE ONBOARDING PROCESS

STEP 1

Align and Activate

We finalise paperwork, map your workflow and confirm a start date that works with your delivery schedule.

Outcome

Clear plan. No ambiguity. No disruption.

STEP 2

Site Assessment & Preparation

We assess your wash bay, equipment and operational flow to ensure everything is set up for efficiency. If updates are required, we coordinate them.

Outcome

A professional, streamlined detailing environment ready to perform from day one.

STEP 3

Embed the Capability

We install the PrimeShielders system within your wash bay and place a trained, dedicated detailer onsite (recruited, onboarded and managed by us). We also host a staff launch event to introduce the program and build excitement internally.

Outcome

Immediate operational readiness with no staffing burden on your dealership.

STEP 4

Train, Equip & Launch

Your sales and service teams receive practical training on:

- > How to position and sell the pre-delivery package
- > How to use the booking system and dealership portal
- > How to confidently handle customer questions

We provide role-play scenarios, objection handling guidance, and real-world examples.

Outcome

Confident staff. Consistent messaging. Faster uptake.

STEP 5

Go Live

Your wash bay becomes a revenue-generating, presentation-led asset. From this point forward, PrimeShielders operates as a fully integrated part of your dealership, with ongoing support, quality control and transparent reporting.

Outcome

Maximised dealership profitability and brand-standard presentation through a seamless partnership.

The logo for Prime Shielders features the word "PRIME" in a large, bold, white, sans-serif font. To the left of the letter "P" is a stylized orange and white shield icon. Below "PRIME" is the word "SHIELDERS" in a smaller, white, sans-serif font.

PRIME SHIELDERS

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