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FINE MAGAZINE / JULY 2014 / LUXURY AUTOMOBILE DETAILING SERVICE SAVES WATER IN SAN DIEGO

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Luxury Automobile Detailing Service Saves Water in San Diego

Masters of the FINEST and Waterkeepers of the future: Elite Finish Detailing. Elite Finish Detailing (EFD) is a mobile, luxury automobile finish and detailing service that's going green and leaving a beautiful sparkle.

BY JEANNE FERRIS



Elite Detail Finishing

There's a new kid in town...two actually. And they're really not that new. But they are masters of the FINEST and Waterkeepers of the future. Pioneering a grassroots campaign of a waterless car wash coupled with the applied artistry of "nano-particles of silica", an innovative coating known as, C.Quartz FINEST®, these master detailers have become the 'go-to' for exclusive show room, high performance automobiles and private, luxury car enthusiasts.



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10. Fall Fashion and Art Collide in San Diego

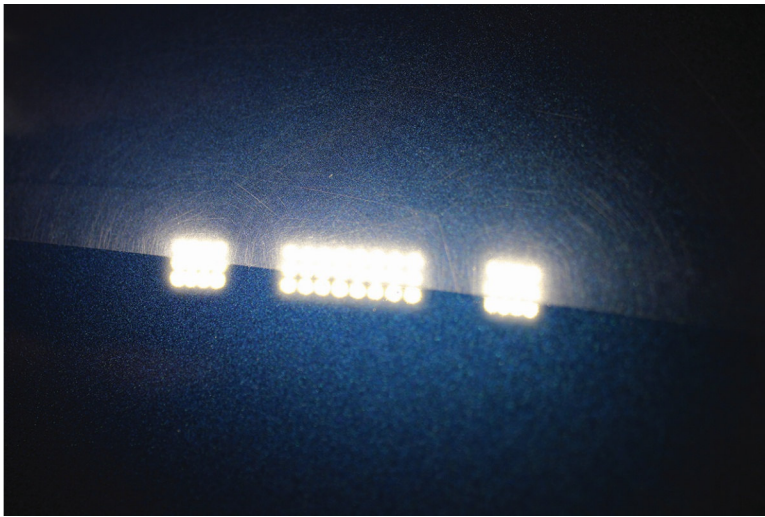
Elite Finish Detailing (EFD) is a mobile, luxury automobile finish and detailing service. They are also the top CarPro Authorized FINEST Installers of C.Quartz FINEST®, here in San Diego, and perhaps soon to be in the Western Region. They have consistently produced a paint protection finish so glossy and wet, Queen Maleficent would kill for a manicure with it. Candy apple red never looked so delicious.



Owner Wes Waltz, Elite Finish Detailing

The specification of FINEST's components is the language of a quantum physicist. For example, water contact angle: 100-110°; sliding angle: 15-25°; heat resistance: beyond 575° F and explanations like Mohs hardness up to 2H may not sound exciting but it is guaranteed to put a gleam in Daddy's eye when he sees his own reflection glinting on the hood of his ride—even in the rain.

Eco-technology hasn't just made strides with an all-electric vehicle—owner Wes Walz, and co-founder Jason Leonardo, of EFD have created with a chemist a revolutionary waterless car wash product called the Waterless Mist™. This periwinkle solution only consumes 16 ounces of water to clean one car.



Before and After

"This defies the usual 50 plus gallons of water the "hand wash" car wash center consumes for each car," Walz said. "Unfortunately, in order to preserve car paint, it needs to be clean water and most facilities use recycled water which is the worst for paint."

"And if you are using that much clean water for a car—it becomes counterintuitive to being green," added Leonardo. "Our goal is to preserve the waterways as much as possible. That's part of our passion here—zero wastewater and zero run off."

In addition to "jewelling the paint" to eco-friendly perfection, EFD offers D.I.Y clinics for car buffs and custom tailored professional mentoring programs.

"Since finishing and detailing our first Tesla in 2012 with FINEST," Walz continued, "We have entered a new high level niche that has created a following for us, especially by other detailers all over the country, which in turn, we have developed into a mentoring program."

Henry Hernandez, a current mentee, comes down from Los Angeles once a week and has done so for the last few months. "Wes is a great teacher," Hernandez said. "He is patient and knowledgeable. I've learned a lot." Hernandez is in training with EFD's products and environmental policies with the hopes to hang out his own shingle.

Also community endorsed, EFD lays claim to more than 45, five-star customer reviews on Yelp, however, adding the more recent reviews is still on the 'to do' list because business has been thriving.

One little glass bottle of the FINEST is coincidentally about the same cost and quantity for many imported beauty serums. The difference being, one bottle can physically protect two cars and it is not available on the open market. Nano-technology protecting paint? Perhaps, the frontier of the fragile epidermis will be soon to follow?

The C.Quartz FINEST "Dream" detail package starts at \$3k. "People often mistake us for an auto body shop and we always make time for suggestions and referrals," said Walz. "No one is turned away but we are craftsmen of restoration and preservation rather than repair...and making first impressions last."

Spoken like a true master of the Finest.

This article appears in the July 2014 issue of FINE Magazine

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