



MAKING THE OPTIMUM THE NORM®



## Finish Performance Suite

### What is it?

Technology correlates the vehicle's finish metrics from the factory, dealership, and consumer.

### Purpose

- Enhance Automaker Brand Image
- Expand Dealership Market
- Create Consumer Buzz
- Increase Vehicle Sales

### Why is it necessary?

Owners switching brand due to paint issues.

### What metrics are correlated?

- Primer Preparation – Operating Data
- Durability – Paint Thickness Data
- Appearance – Gloss, DOI, Orange Peel
- Dealership – Unfiltered Paint Issues
- Consumer – Unfiltered Paint Issues

### What are the deliverables?

- Weekly Rating by Factory & Vehicle Model
- Truth-In-Finish Disclosure Database
- Vehicle Finish Third Party Validation

Worldwide, Zeststar Corporation's products are used within automotive facilities for durability analysis. Internationally, our durability research can be found in Beijing, Brisbane, Detroit, Frankfurt and London. Globally, solutions have been presented in the United Kingdom, Canada, France, Turkey, and USA. Technology uses a collection of programs that correlates factory data with consumer and dealership issues on a multinational basis.

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