

# NJTA Sponsor Showcase

*This is a continuing series of articles intended to spotlight our sponsors by providing a brief bio or history and a short explanation of the products or services they offer. Please consider our club sponsors whenever you are planning the purchase of goods or services.*



## Meguiar's Car Care Products

Meguiar's has been a long time event sponsor of the New Jersey Triumph Association.



Meguiar's began in 1901 as a furniture polish laboratory and plant in the garage of founder Frank Meguiar, Jr. The Meguiar's website relates the heritage and development of the company, with many vintage photos (left). A brief summary follows.

Mr. Meguiar's attention was turned from furniture to motorized vehicles by the arrival of the first horseless carriages. Being made of wood, they were initially coated with the same finishes that were applied to furniture. The seeds were sown at that time for the eventual transition to the car wax business.

In the years that followed, Meguiar's Mirror Glaze polishes and waxes were developed and intended for use by professionals; such as car manufacturers, dealers, body shops, custom painters, and detailers. But during the sixties, with the emergence of the automobile and leisure, the car culture was beginning to take off and out on the street car shows were becoming prevalent. The cars exhibited by many professionals showed the brilliant, high gloss finishes that could be achieved with the use of Meguiar's professional products. Enthusiasts noticed. And the demand for Meguiar's Mirror Glaze Products increased. Retailers were soon being asked to carry those products. Meguiar's noticed too. And as a result, the company formally introduced its Meguiar's brand of consumer automotive products in 1973. Today, Meguiar's is an international car care brand.

To say that Meguiar's is a one stop emporium for all your care care surface needs is indeed an understatement. But, one stop it is - for New Products, Paint 5-Step, Exterior, Interior - their family of products offers complete car care solutions. For example, and this listing is just the tip of the iceberg, you will find on the website: Car Wash Products and Finishers, Rim Polishers, Tire Shine, Black Plastic Restorer Aerosol, Headlight Restoration Kits, Leather Balm, Air Refreshers, Interior Detailer with UV Protection, DA Power System and Power Packs, Clay Kits, Rubbing and Polishing Compounds, Liquid Wax, Paste Waxes, Metal Polish, ScratchX, Wipes, Applicators, Polishing Pads, and Drying Towels.

You could disappear into your garage with a couple of home delivery menus and not come out for a week. You'll need a shower and some grooming, but your car will look and smell terrific!

To the right: Michael Stoop's photo of a beautiful TR4 as featured in Meguiar's Online.

The website also contains How-to-Videos, Quick Tips, FAQs, and a Product Advisor. The first FAQ: Why does Meguiar's make so many products? Read it to find out.

Trained Appearance Care Specialists are available to take your calls six days a week at 1-800-347-5700 (Pacific Time). No calls on Sunday please.



Meguiar's community involvement includes Community Garages, Events, Forums, Sponsorships, and there's also Car Crazy radio and Car Crazy television (the website reports it can be seen on the Velocity Channel). Car Crazy television can also be seen at [carcrazycentral.com](http://carcrazycentral.com) .



The Meguiar's product line also includes Marine and RV products specifically formulated for use in marine environments. Automotive products will not achieve high quality results on boats or RVs.

Retail, Marine/RV, and Professional catalogs are available for downloading and printing on the Meguiar's website.

The Meguiar's retail catalogue, is pictured on the left.

#### Contact Information:

Meguiar's Corporate Headquarters are located at 17991 Mitchell South, Irvine, California, 92614. They may be reached by telephone at 1-800-347-5700.

Meguiar's may be contacted by email through their website or at [customercare@meguiars.com](mailto:customercare@meguiars.com) .

Visit Meguiar's on the web at: [meguiars.com](http://meguiars.com) .