



VALETING-VS-DETAILING— SO WHAT'S THE DIFFERENCE?

Car valeting has been around since the introduction of the combustion engine, but what does 'car valeting' really mean? Writer, *Emma Brereton* meets Justin Reyner – owner of Ribble Valley Auto Tech to find out more

Valeting in automotive terms means 'to clean' a car, this may involve a simple wash and leather, an interior vacuum and a wax and polish for good measure but, in essence, it is just a good old fashioned clean.

"Car detailing is an entirely

different process," explains Justin. "It is a highly skilled discipline that has to be carried out to a very exacting standard."

This labour intensive and time consuming process includes several stages; wheel removal, engine de-grease, interior treatment with an anti-bacterial agent and

paintwork is de-contaminated and machine polished twice or even three times over to achieve the perfect mirror finish.

"The final and most rewarding part is the application of a high quality carnuba wax, unless, of course, you go with our recommendation to upgrade to

a ceramic sealant, glass, leather and upholstery protection treatment," adds Justin.

Ribble Valley Auto Tech is an IMI accredited Master Detailer, a member of the Professional Valeters & Detailers Association and a Gtechniq approved application partner – providing the world's finest automotive detailing products and ceramic sealants.

"So, the next time you pull into the hand car wash to take up their generous offer of washing your car for a fiver," adds Justin, "It may be worth considering the true value of a professional detailing treatment, particularly if you take pride in your car's appearance and you want to enhance the long-term value of your investment." ■

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