

Luminous launches advanced TPU windshield protection film for car care professionals worldwide



New York City, New York Feb 2, 2026 ([IssueWire.com](https://www.issuewire.com)) - [Luminous](#), a leading American brand in professional automotive care solutions, today announced the global launch of its Luminous TPU Windshield Protection Film, further expanding its premium protection portfolio for car care professionals worldwide.

Designed specifically for professional installers and detailing specialists, Luminous Windshield Protection Film delivers durable, high-performance protection against chips, cracks, and everyday road hazards, while maintaining exceptional optical clarity and windshield integrity.

“Windshield damage is one of the most common and expensive issues vehicle owners face,” said W. Mari, International Sales Director at Luminous. “With the introduction of our TPU windshield protection film, we are enabling our partners to offer a complete vehicle protection solution that goes beyond paint and extends to the most vulnerable glass surfaces.”

High-performance windshield protection for professional use

[Luminous Windshield Protection Film](#) is engineered using advanced TPU material with a self-healing top coating, allowing minor scratches and swirl marks to disappear over time. The film is designed to meet the demands of luxury vehicles, fleet applications, and high-end automotive services, delivering long-lasting performance without compromising visibility.

Key benefits for professionals include:

- **Superior Impact Resistance** that shields windshields from stones, debris, and standard road hazards
- **97% UV Protection**, helping preserve dashboards, interiors, and exterior finishes
- **Optically Clear Finish** for premium visibility that meets luxury vehicle standards
- **Enhanced Water and Snow Run-Off** for improved driving visibility in all weather conditions
- **Self-healing TPU Coating** that minimizes maintenance and touch-ups
- **Easy Application**, designed to ensure smooth, efficient installation for professional teams
- **Cost-Effective Protection**, offering a practical alternative to costly windshield replacement

Driving growth for new and existing partners

The launch allows Luminous’ existing partners and new car care partners to expand their service offerings by protecting not only vehicle paint and body panels, but also windshields. This expansion creates new revenue opportunities while providing customers with a comprehensive vehicle protection solution.

“Our partners are always looking for ways to differentiate themselves and increase profitability,” added W. Mari. “This product allows them to do both, by offering high-performance windshield protection that delivers real value and builds long-term customer trust.”

Strengthening Luminous’ competitive advantage

By adding TPU windshield protection to its professional product lineup, Luminous reinforces its position as a comprehensive automotive care brand. The product reflects the company’s commitment to innovation, quality, and customer satisfaction, making Luminous more competitive within the global car care and detailing market.

About Luminous

Founded in 2014, Luminous epitomizes American dedication to automotive care. Renowned for its premium range of [car care products](#), including car cleaning chemicals, paint protection films, window films, and accessories, Luminous develops products designed to enhance and preserve vehicles inside

and out.

Every Luminous product is guided by in-depth research and tailored to the needs of professionals, businesses, and automotive enthusiasts alike. With a focus on innovation, performance, and affordability, Luminous continues to set the standard for automotive detailing professionals worldwide.

Join the Luminous car care partner network

Car care professionals seeking to expand their service offerings with high-performance windshield protection solutions are invited to join the Luminous Partner Network. By becoming a Luminous partner, installers and dealers can add TPU windshield protection to their portfolio, delivering enhanced value, increased revenue opportunities, and comprehensive vehicle protection for their clients.

Partners gain access to professional training, product support, and the Luminous Car Care Academy, ensuring they stay at the forefront of windshield protection technology, installation techniques, and automotive care trends.

Learn more about partnership opportunities through the [Certified Car Care Installer](#) Program or the [Authorized Car Care Products Dealer](#) Program by visiting www.luminous-me.com or contacting info@luminous-me.com.

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