

Onyx Coating calls for vehicle protection to become standard dealership practice, backed by incentives for early movers

Industry research reinforces the case for paint protection as a long-term asset preservation strategy, not just a cosmetic upgrade



Great Neck, New York Sep 1, 2026 ([Issuewire.com](https://www.issuewire.com)) - [Onyx Coating](#) is calling on dealerships worldwide to adopt vehicle protection, including [Paint Protection Film \(PPF\)](#) and [ceramic coating](#), as a standard step in vehicle preparation, alongside existing practices like detailing and pre-sale inspection. The recommendation is self-managed rather than mandated, and is driven by growing consumer

demand and mounting evidence that vehicle condition is a critical factor in determining resale and trade-in value.

Leading valuation authorities, including J.D. Power and Kelley Blue Book, count vehicle condition among the key factors influencing a vehicle's market value and trade-in assessment. J.D. Power's trade-in valuation methodology incorporates condition-related metrics, while Kelley Blue Book identifies vehicle condition, paint, and overall appearance as elements that can meaningfully influence a vehicle's value.

Recent dealership research further supports this. In a survey of 300 U.S. dealership decision-makers, 92% said vehicles protected with PPF would command a higher resale value, and 96% believed paint protection helps preserve vehicle value throughout ownership. Seventy percent of respondents estimated value-retention benefits of up to 15%.

What Onyx Coating is asking for

Onyx Coating is calling for vehicle protection to be treated as a standard, self-managed practice at the dealership level, not a regulatory requirement, but an industry norm shaped by what consumers are already asking for and what consumer advocacy voices increasingly recommend. Just as detailing and inspection became standard steps in vehicle preparation over time, Onyx Coating believes protective coatings deserve the same standing.

"For years, paint protection has largely been discussed in terms of gloss, appearance, and ease of maintenance," said **Ahmad Madi, International Sales Director at Onyx Coating**. "What we're asking the industry to do now is simple: treat protection the same way you'd treat any other standard step in getting a vehicle ready for its next owner. Consumers are already asking for it. It's time dealerships made it standard practice."

Backing the cause: an early-adopter incentive program

Onyx Coating is putting a direct commitment behind this call. Dealerships that adopt vehicle protection as a standard step in their preparation process within the first six months of this announcement will qualify as early adopters, gaining access to discounts of up to 40% on Onyx Coating's product line, scaled by order volume, along with a dedicated account manager to support onboarding, training, and ongoing supply needs.

The logic is straightforward: dealerships that move first to establish this standard shouldn't just be doing the right thing for consumers; they should be positioned to benefit from it. Volume-based pricing lowers the cost of adoption at scale, while a dedicated account manager ensures early-adopter dealerships have direct, consistent support as they integrate protection into their preparation process.

"We're not just asking dealerships to change how they prepare vehicles," Madi added. "We're building in a real incentive for the ones who move first, meaningful pricing, and a dedicated point of contact to make the transition easy. This isn't a charitable ask; it's a six-month window for dealerships ready to lead on something we believe the whole industry is heading toward."

What this means for consumers

For vehicle owners, the case for protection comes down to three concrete benefits:

- **Higher resale and trade-in value.** Dealership research indicates protected vehicles can retain up to 15% more value at resale or trade-in.
- **Lower total cost of ownership.** According to iSeeCars research, depreciation remains the single largest ownership cost for most vehicle owners. Protecting a vehicle's condition directly addresses that cost.
- **Fewer costly repairs and repaints over time.** Preventing chips, scratches, and UV-related paint damage reduces the likelihood of expensive corrective work later in ownership.

A vehicle's appearance often forms a buyer's first impression during a trade-in, resale transaction, or dealership evaluation. Paint condition, visible damage, and overall exterior presentation directly influence how a vehicle is perceived and valued in the marketplace, meaning protection isn't a cosmetic luxury; it's a practical, measurable way to protect one of a consumer's largest investments.

A call to the industry

Onyx Coating believes the automotive industry has a real opportunity to establish vehicle protection as a recognized, standard component of vehicle preparation, backed not just by data, but by a real incentive for the dealerships willing to lead the shift.

About Onyx Coating

Onyx Coating is driven by innovation, excellence, and a mission to protect vehicles across land, sea, and air. As a global leader in high-performance automotive protection, the company offers advanced ceramic coatings, including certified 10H and N1 formulas, as well as premium paint protection films and window films engineered for superior durability and shine.

With a customer-centric approach and a distribution network spanning over 70 countries, Onyx Coating empowers automotive professionals with premium solutions, technical expertise, and ongoing support. The company operates on core values of integrity, excellence, innovation, teamwork, customer focus, and sustainability.

Join the Onyx Coating network

Car care professionals seeking to expand their offering of ceramic coatings, PPF, window tint, detailing products, and professional training are invited to partner with Onyx Coating. Partnering with Onyx Coating lets you integrate premium protection solutions backed by a trusted [global paint protection products manufacturer](#).

For more information about partnership programs or to become an official [Onyx Coating distributor or installer](#), visit www.onyxcoating.com or contact info@onyxcoating.com.

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