Luminous launches a month-long Black Friday offer with 15% off its professional car care range for installers worldwide

U.S.-based automotive care brand opens its Black Friday discount to certified PPF installers, window film professionals, and ceramic coating specialists globally.

New York City, New York Nov 6, 2026 (Issuewire.com) - Luminous, a U.S.-based premium automotive care brand, has announced its biggest commercial promotion of the year: a 15% discount across its full professional car care range throughout November 2026. The offer is available to professional installers and car care centers, allowing Luminous partners to expand their inventory of

paint protection film, ceramic coatings, automotive window film, and highly concentrated detailing products ahead of one of the most commercially active periods in the car care calendar.

A full-month Black Friday offer built for professional car care businesses

Unlike standard Black Friday promotions limited to a single day or weekend, Luminous is extending its 15% discount across the entire month of November, giving professional installers and car care businesses the time and flexibility to plan inventory decisions without pressure, evaluate their product needs for the coming season, and stock up on the professional-grade solutions their customers are already asking for.

The November discount applies to Luminous' complete range of vehicle protection products, including:

- Paint protection film (PPF): including Phantom PPF, Superior PPF – TPU, Matte PPF – TPU, and PPF Prime – TPU, engineered for professional PPF installers who demand reliable, consistent installation results and long-term paint protection performance

- **Professional ceramic coatings**: formulated for certified ceramic coating specialists seeking durable hydrophobic protection, UV resistance, and enhanced gloss that outlasts traditional wax alternatives

- Automotive window film: including Ceramic Plus, an advanced high-clear nano ceramic window film delivering up to 94% Total Solar Energy Rejection (TSER), 99% UV protection, and 97% infrared rejection, alongside the Carbon Window Film range for professionals offering premium automotive window tinting across multiple market segments

- **Detailing and car care products**: the complete Luminous professional detailing range, including cleaning chemicals, surface dressings, shampoos, and finishing products

Why November matters for professional car care businesses

For car care professionals managing inventory and service capacity heading into Q1, November represents the ideal window to replenish stock, expand product offerings, and position the business for growth in the new year. Whether adding a new TPU paint protection film to an existing PPF installation menu, expanding into nano ceramic window tinting, or broadening a ceramic coating service with professional-grade products backed by manufacturer support, the 15% November discount makes this the most cost-effective moment of the year to act.

"Black Friday is one of the most significant commercial moments of the year, and we wanted to make sure our partners, not just end consumers, benefit from it in a meaningful way," said W. Mari, International Sales Director at Luminous. "A full month at 15% off across our entire range gives every professional installer and car care center the time to make considered inventory decisions rather than rushed ones. This is about helping our partners enter the new year better stocked, better positioned, and more competitive in their markets."

Strengthening the Luminous partner network ahead of the new year

The November promotion is also an opportunity for new car care professionals to experience the Luminous product range for the first time at a reduced entry cost, evaluating professional-grade PPF, ceramic coating, and automotive window film solutions before committing to a long-term partnership.

For existing Luminous partners, the 15% discount reinforces the commercial value of an authorized dealer or certified installer relationship with Luminous, a brand committed to supporting its partners not only through product quality and technical guidance, but through meaningful commercial incentives at the right moments in the business calendar.

“We invest in our partners year-round, through installer certification, product training, free samples, and expert consultation,” Mari added. “The November promotion is an extension of that commitment. We want our partners to walk into 2027 with the right products on their shelves and the confidence to offer their customers the best paint protection film, ceramic coating, and window film solutions available in the professional market.”

About Luminous – Premium Car Care

Founded in 2014, Luminous epitomizes American dedication to automotive care, offering a trusted portfolio of premium waxes, cleaning chemicals, paint protection films, window films, and detailing accessories. Every Luminous product is developed through in-depth research and engineered to meet the expectations of professionals, businesses, and automotive enthusiasts worldwide. With a focus on innovation, performance, and affordability, Luminous continues to set global standards in automotive detailing, helping customers protect, enhance, and preserve their vehicles with confidence.

Claim the November discount

Professional PPF and window film installers and car care centers worldwide are invited to take advantage of the Luminous Black Friday promotion throughout November 2026. To claim the 15% discount or learn more about partnership opportunities through the Certified Car Care Installer Program or the Authorized Car Care Products Dealer Program, visit www.luminous-me.com or contact info@luminous-me.com.

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