



THE **NUVINAIR** COMMUNICATIONS & APPROVED LANGUAGE GUIDE

2022 (VERSION 1.2)





ABOUT **NUVINAIR**

NuVinAir is a franchise-supported company that creates healthy vehicle interiors for the automotive industry. We consult with our automotive partners to achieve the pinnacle of cleaning performance by increasing customer satisfaction, maximizing profits, and improving operational efficiency. Our company standardizes vehicle cleanliness and gives passengers confidence in a healthy commute.



OUR MISSION

To standardize healthy interiors by arming the automotive industry with cleaning innovation, patented technology, and world-class support.



OUR VISION

Every passenger has confidence in a healthy commute.



OUR BRAND PROMISE

Maximize customer experience, operational efficiency, safety, and profitability.



OUR CUSTOMER VALUE PROPOSITION

Armed with cleaning innovation and patented technology, NuVinAir partners with the automotive industry to achieve the pinnacle of cleaning performance. We do that by boosting customer satisfaction, maximizing ROI, and standardizing vehicle cleanliness through customized programs.

THE NUVINAIR ELEVATOR PITCH

WHO IS NUVINAIR?

We are a franchise-supported company that creates healthy vehicle interiors for the automotive industry.

WHAT DOES NUVINAIR DO?

We consult with our automotive partners to achieve the pinnacle of cleaning performance by increasing customer satisfaction, maximizing profits, and improving operational efficiency.

WHY DOES NUVINAIR DO IT?

So that every passenger in the world has confidence in a healthy commute.



**HOW DOES
NUVINAIR DO IT?**

HOW DOES NUVINAIR DO IT?



WE INCREASE CUSTOMER SATISFACTION

We increase customer satisfaction by transforming vehicle interiors to a like-new condition.



WE CONSULT WITH OUR CLIENTS

We consult with our clients to maximize profits by improving their processes and efficiencies.



WE CUSTOMIZE PROGRAMS

We customize programs for our automotive partners to provide clean, healthy, and disinfected vehicles.



WE PROVIDE WORLD-CLASS SUPPORT

We provide partners with a passionate and attentive world-class support team.



WE OFFER A SUITE OF PRODUCTS

We offer highly-efficient products that help our automotive partners achieve the pinnacle of cleaning performance.

A man with a beard and blue eyes, wearing a dark blue blazer over a white shirt, is driving a car. He is looking towards the right side of the frame with a slight smile. The car's interior is visible, including the steering wheel and the back seat. The background shows a blurred city street with buildings.

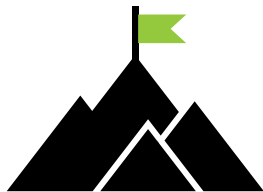
HOW DO WE
ACHIEVE
THE **PINNACLE**
OF CLEANING
PERFORMANCE?

THE PINNACLE OF CLEANING PERFORMANCE



THE NUVINAIR CYCLONE

Patented, Autonomous Cleaning™ Technology used to deliver our ReStore, ReTurn, & ReFresh treatments safely, quickly, and efficiently.



NUVINAIR **RESTORE**

The ultimate way to eliminate heavy odor and reset the vehicle to a like-new condition.



NUVINAIR **RETURN**

The solution to treat a broader range of vehicles cost-effectively, including aged inventory and those with mild to mid-range odors.



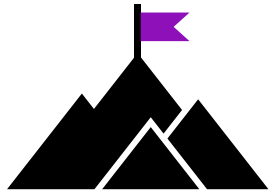
NUVINAIR **REFRESH**

The fastest way to freshen a vehicle's interior.



THE **PINNACLE** OF CLEANING PERFORMANCE

Thanks to NuVinAir's innovative, advanced, and patented technology, our line of fast-acting, proprietary products, and Healthy Vehicle Programs have paved the way for us to standardize vehicle health.



RENUSURFACE®

Streamline operational efficiency with one liquid solution that eliminates the need for multiple cleaners.



REKLENZ-X®

An EPA-approved, eco-friendly, high-performance cleaner and disinfectant that kills 99.9% of germs, bacteria, and viruses on vehicle surfaces.



REVIBEAIR®

Spritzers with high-grade essential oils that enhance the vehicle's interior atmosphere.



THE **NUVINAIR** CYCLONE

THE PINNACLE OF **AUTONOMOUS CLEANING™** TECHNOLOGY

The NuVinAir Cyclone is the patented product delivery system that utilizes Autonomous Cleaning™ Technology to deliver our ReStore, ReTurn, and ReFresh treatments safely and quickly. Simple to operate, it's portable, reusable, and fits into the cupholder of any vehicle.

VALUE PROPOSITION:

Powered by Autonomous Cleaning™ Technology, the NuVinAir Cyclone helps our automotive partners achieve the pinnacle of cleaning performance. We provide them with the safest, fastest, and most effective way to provide their customers with healthy, clean vehicle interiors.

SUGGESTED USE:

Use with NuVinAir ReStore to eliminate heavy odor and reset the vehicle to a like-new condition. Use with NuVinAir ReTurn to remove mild to mid-range odor. Use with NuVinAir ReFresh for the fastest way to freshen a vehicle's interior.

AVAILABLE IN:

Individually Packaged Single Cyclone

TAGLINES:

Autonomous Cleaning™ technology from a cupholder.

One Cyclone. Two treatments. Clean and odor-free with the push of a button.



NUVINAIR RESTORE

THE PINNACLE OF ODOR ELIMINATION

NuVinAir ReStore is the ultimate way to eliminate heavy odor from the vehicle's interior. When activated by our patented delivery system, the NuVinAir Cyclone, the ReStore treatment travels throughout the vehicle's HVAC system, resulting in a healthier, odor-free interior. Treat your vehicles on an as-need basis to reset your inventory to a like-new condition and achieve the pinnacle of odor elimination.

VALUE PROPOSITION:

NuVinAir ReStore eliminates heavy odor and resets the vehicle's cabin space to a like-new condition in minutes.

SUGGESTED USE:

ReStore effectively treats the vehicle to eliminate heavy odor, including smoke and cannabis, returning the interior to a like-new condition in minutes.

AVAILABLE IN:

Boxes of 50 or 10 Individually Wrapped Treatments

TAGLINES:

ReStore your vehicle to an odor-free, like-new condition in minutes.

Solve smoke and odor profitably in minutes
(Rental specific).

We Don't Mask The Problem. We Solve It.®

Remove the previous driver (or owner/renter).

Please don't
call me chlorine
dioxide or a "tablet."
I'm so much better
than that.

I'm a
treatment!



NUVINAIR ReTurn

THE PINNACLE OF RENTAL RENEWAL

NuVinAir ReTurn is the solution to treat a broader range of vehicles cost-effectively, including aged inventory and those with mild to mid-range odors. ReTurn is exclusively formulated for our rental car partners and quickly gets vehicles back on the road with a clean, healthy interior your customers will appreciate. Boost customer satisfaction scores* and affordably improve operational efficiency with NuVinAir ReTurn and achieve the pinnacle of rental renewal.

VALUE PROPOSITION:

NuVinAir ReTurn is the solution to treat a broader range of vehicles cost-effectively, including aged inventory and those with mild to mid-range odors. Exclusively formulated for the rental market to boost customer satisfaction scores and return vehicles to rental-ready in minutes.

SUGGESTED USE:

Use after every rental return to preserve your fleet and boost customer satisfaction scores by removing mild to mid-range odor.

AVAILABLE IN:

Boxes of 25 or 100 Individually Wrapped Treatments

TAGLINE:

ReTurn is the solution to treat a broader range of vehicles cost-effectively, including aged inventory and those with mild to mid-range odors.

*Enterprise (Enterprise Satisfaction Quality Index): **ESQI scores**
Hertz and Avis (Net Promoter Score): **NPS scores**
SIXT (Customer Experience Score): **CES scores**



My real name
is ReTurn,
but my friends
call me
treatment.

NUVINAIR REFRESH

THE PINNACLE OF FRESH AIR CLEANING

NuVinAir ReFresh is the fastest way to freshen a vehicle's interior. When activated by our patented delivery system, the NuVinAir Cyclone, the ReFresh treatment travels throughout the vehicle's HVAC system, resulting in a cleaner, fresher interior. Seasonally ReFresh your fleet and improve customer satisfaction by achieving the pinnacle of fresh air cleaning.

VALUE PROPOSITION:

NuVinAir ReFresh is a remarkable treatment that effectively cleans the vehicle's air in minutes. Scientifically designed to elevate the customer experience by delivering a clean, fresh interior they can feel.

SUGGESTED USE:

Use to seasonally refresh your fleet, treat aged inventory, or freshen the vehicle's interior quickly.

AVAILABLE IN:

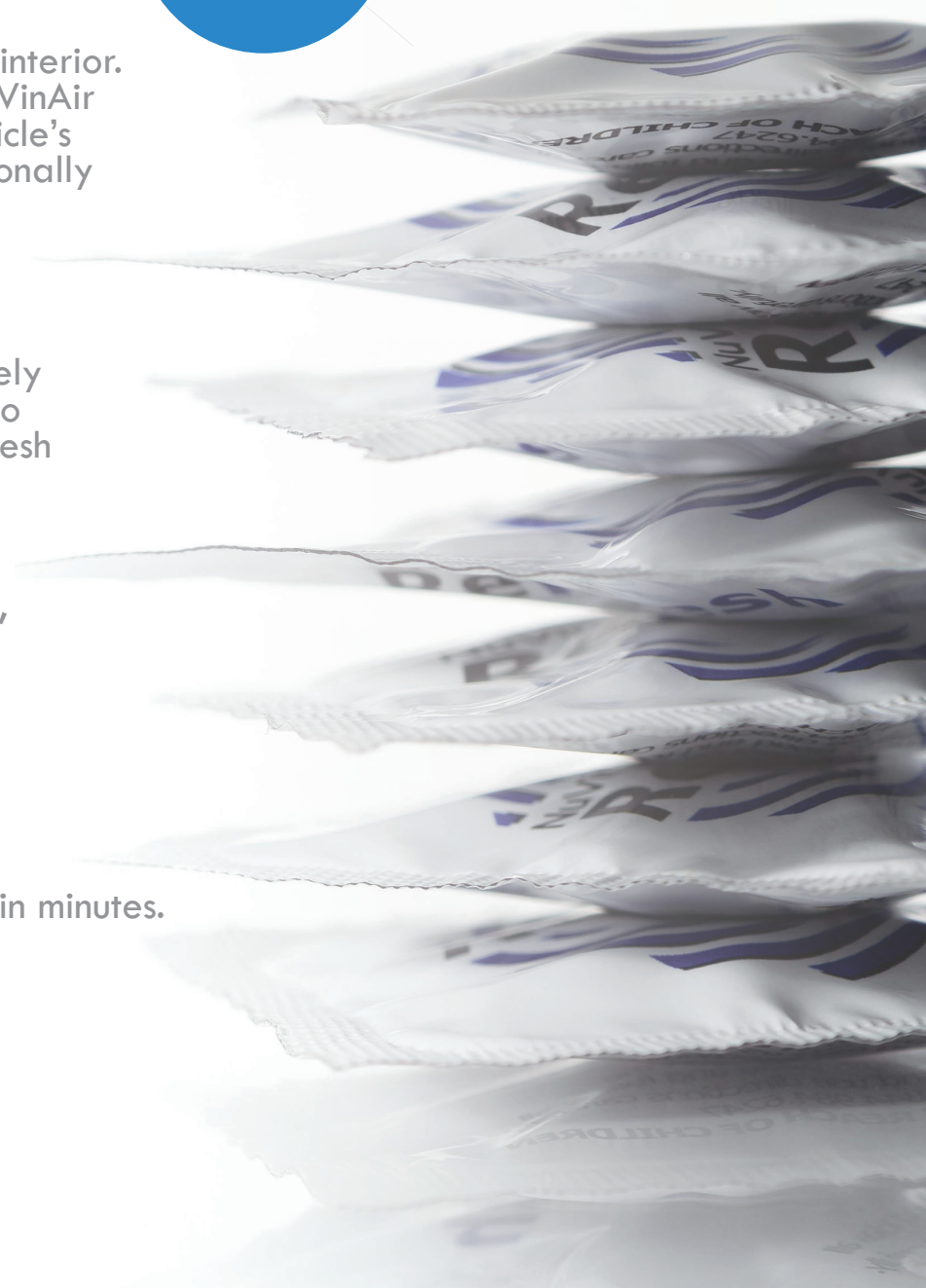
Boxes of 100 or 25 Individually Wrapped Treatments

TAGLINES:

Elevate the customer experience with clean and fresh air in minutes.

An experience customers will feel.

Call
me a
treatment
too!



RENU SURFACE®

THE PINNACLE OF MULTI-SURFACE CLEANING

ReNuSurface streamlines operational efficiency with one liquid solution that eliminates the need for multiple cleaners. This safe and eco-friendly solution can be used with various cleaning systems or detailing tools to extract odor, clean surfaces, and remove stains caused by nicotine, smoke, food, pet, rot, waste, and more.

ReNuSurface safely cleans all materials such as vinyl, leather, plastic, steel, rubber, carpet, and even glass for a streak-free shine. ReNuSurface increases efficiency, speed, and effectiveness to achieve the pinnacle of multi-surface cleaning.

VALUE PROPOSITION:

ReNuSurface is an eco-friendly solution that enhances detail efficiency by eliminating the need for multiple cleaning products.

SUGGESTED USE:

Use ReNuSurface with your preferred cleaning system and detailing tools to reach the pinnacle of multi-surface cleaning.

AVAILABLE IN:

32 oz bottles, 5-gallon Carboys, and 55-gallon drum sizes.

TAGLINES:

Eliminate the need for multiple cleaners.

Detail efficiency, speed, and effectiveness powered by one liquid solution.



REKLENZ-X®

THE PINNACLE OF **DISINFECTANT** CLEANING

ReKlenz-X is a high-performance stain remover and EPA-approved eco-friendly disinfectant that kills 99.9% of germs, bacteria, and viruses on vehicle surfaces. ReKlenz-X also kills emerging viral pathogens, including SARS-CoV-2, the virus that causes COVID-19.

Without compromising the vehicle's high traffic surfaces or the safety of those applying it, this non-toxic, oxygen-enriched formula is proven to reduce the cross-contamination of germs on surfaces without leaving behind a film. ReKlenz-X activates straight from the bottle and allows our automotive partners to achieve the pinnacle of disinfectant cleaning.

VALUE PROPOSITION:

ReKlenz-X is a high-performance stain remover and EPA-approved, eco-friendly disinfectant that kills 99.9% of germs, bacteria, and viruses without compromising the vehicle's high traffic surfaces or the safety of those applying it.

SUGGESTED USE:

Use as a high-performance stain remover and disinfectant to kill 99.9% of germs, bacteria, and viruses on all hard, high traffic vehicle surfaces.

AVAILABLE IN:

32-Ounce Spray Bottle

TAGLINES:

Clean, protect, disinfect.

Welcome to the safe, effective science of ReKlenz-X.



WHAT TYPE OF EPA APPROVAL DOES REKLENZ-X HAVE?

ReKlenz-X is an approved product on the elite EPA List N: Disinfectants for Use Against SARS-CoV-2. The outbreak of the novel Coronavirus, SARS-CoV-2, the cause of COVID-19, has businesses and consumers alike seeking solutions to respond to the pandemic. ReKlenz-X has EPA List N approval as a disinfectant for use against the novel Coronavirus (SARS-CoV-2), the cause of COVID-19.

It has been vetted through the EPA's rigorous process for registration as a pesticide, and it complies with the EPA's Emerging Viral Pathogens Policy. Emerging viral pathogens have been defined as infectious diseases/pathogens "that have newly appeared in a population or have existed but are rapidly increasing in incidence or geographic range," according to the National Institute of Allergy and Infectious Diseases. In 2016, the EPA's Emerging Viral Pathogens Policy was launched to help address these pathogens, such as SARS-CoV-2.

DOES REKLENZ-X KILL THE CORONAVIRUS?

ReKlenz-X is an approved product on the elite EPA List N: Disinfectants for Use Against SARS-CoV-2 (formerly 2019-nCoV, the virus that causes the respiratory illness COVID-19). Therefore, this ground-breaking solution can be used against SARS-CoV-2 when used in accordance with our suggested use instructions. Refer to the CDC website at www.cdc.gov for additional information.

WHAT KINDS OF VIRUSES DOES REKLENZ-X KILL ?

ReKlenz-X kills 99.9% of Influenza A H1N1 Virus, Rhinovirus, Escherichia coli, Listeria monocytogenes, Pseudomonas aeruginosa, Salmonella enterica, Staphylococcus aureus, Methicillin-resistant Staphylococcus aureus [MRSA], and Trichophyton mentagrophytes.



REVIBEAIR®

THE PINNACLE OF FRAGRANCE-ENHANCED DRIVING

ReVibeAir is a post-Cyclone treatment for those who enjoy fragrance or want to change their Vibe. Infused with high-grade essential oils in three alluring scents, our exclusive line of spritzers is a perfect way to boost the customer experience and achieve the pinnacle of fragrance-enhanced driving.

VALUE PROPOSITION:

ReVibeAir enhances the driving experience with high-grade essential oils and three alluring scents.

SUGGESTED USE:

Give your vehicles a quick spritz to provide your customers with a unique, vibe-changing experience.

AVAILABLE IN:

3-Scent Variety Pack and 12-Pack Single Scent

TAGLINES:

Science Created the Scent. Innovation Bottled the Emotion.

Burst of lime
infused with
majestic
explosions of
invigoration

Burst of lemons
with zesty
explosions of
awesomeness

Earthy hints
of cedar with
cooling nectars
of confidence



COMPANY & PRODUCT TRADEMARKS



NUVINAIR COMPANY

Welcome To The Future Of Clean Driving®
We Don't Mask The Problem. We Solve It.®

THE NUVINAIR CYCLONE

Autonomous Cleaning™
Cyclone Certified®

ReNuSurface®

ReKlenz-X®

What's Your Vibe?®
This Vibe's For You®
Change Your Vibe®
ReVibe It®

® signifies a registered trademark with the U.S. Patent and Trademark Office
™ represents a pending trademark

ADDITIONAL TALKING POINTS

HOW LONG HAS THE COMPANY BEEN AROUND?

NuVinAir's innovation and product development started in 2015. NuVinAir Global LLC, the Franchise entity, was established and launched in 2019.

WHERE ARE NUVINAIR'S CORPORATE HEADQUARTERS?

Dallas, Texas.

WHO OWNS THE COMPANY?

NuVinAir is a privately owned company. The Founding Partners are Kyle Bailey and Gene Batchelder.

HOW ARE NUVINAIR'S PRODUCTS DIFFERENT FROM OTHERS ON THE MARKET?

NuVinAir has developed patented and proprietary cleaning products that maximize operational efficiency, safety, and profitability.

IS NUVINAIR A FRANCHISED COMPANY?

Yes. NuVinAir is a franchise-supported company with franchise operators across the United States.

WHO DOES NUVINAIR SELL PRODUCTS TO?

Our customers are companies in the automotive industry, including rental car companies, dealerships, vehicle service providers, vehicle fleets, and auto detailers.

HOW CAN A CONSUMER FIND NUVINAIR PRODUCTS AND TREATMENTS?

NuVinAir products are not sold directly to consumers but are used and applied by automotive service providers.

WHAT ARE THE GRAMS IN A NUVINAIR TREATMENT?

Grams are a metric used to determine a product's weight but do not measure a product's safety and performance. Our treatments are proprietary formulas of high-performing cleaning agents. They are powered by our patented Cyclone, the safest, fastest, and most effective way to provide healthy, clean vehicle interiors.



NuVinAir®

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