



After The Auto Industry Bailout, Car Dealers Across America Rush To Get The New 2010 FenderSplendor FS 688 Paint Meter

Car Dealers across America 'swamp' FenderSplendor with orders for the all new 2010 FenderSplendor FS 688 Paint Meter with a king-sized lighted display. "Recent events in the Automobile Industry make it more important than ever to avoid losses on Used Cars. The FS 688 Paint Meter makes finding hidden paintwork foolproof."

Gulf Shores, AL ([PRWEB](#)) January 7, 2010 -- FenderSplendor President, Allen Willey, said that Car Dealers are relying on profits from Used Car Sales to help survive the recent economic downturn. "Today, more than ever, Automobile Dealers need to be sure on every single Used Car they appraise or buy. Missing paintwork on a Used Car can cost an Automobile Dealer thousands of dollars. In tough times losses like this can be catastrophic."

Willey, a former New Car Dealer (Chevrolet, Toyota, Nissan, Pontiac, Rolls Royce), began selling Paint Thickness Gauges over 6 years ago. "I quickly realized that every single car dealer would need a Paint Meter, and began development of the FenderSplendor FS 488 Paint Meter." Willey said his initial goal was to cut the price of existing Paint Meters in half while offering a better gauge with a longer warranty.

Car Dealers agreed with Willey's game plan and purchased over 7,000 FS 488s in the first 3 years. 2 years ago FenderSplendor added a lighted display to the FS 488 making it easier for Car Dealers to use the gauge in the evening and other low light situations. The [lighted FS 488](#) continues to totally dominate the Automotive Paint Meter market. Today over 8,000 customers and over 30 Manheim Auto Auctions use the FS 488 Paint Meter.

Willey realized there were still several improvements he could make to the FS 488 and began development of the 2010 FS 688 over 16 months ago. The FS 688 offers 3 improvements to the FS 488.

1. The FS 688 has a display over 2.5 times as large as the FS 488, and the numerals are 2 times as big...making it easy to read in any situation. [Click Here To Compare The FS 488 and FS 688](#)
2. The FS 688 has a fully automatic flip-over display so the the user is always reading the numbers right side up. Simply rotate the FS 688 past 45 degrees and the display flips over for a right-side-up reading...making it easier to eliminate mistakes.
3. The FS 488 takes readings every second, the all new FS 688 is even faster, taking readings in under a second, a big help at auctions.

Willey said he is offering the 2010 FS 688 at introductory prices during the January Sale. [See the introductory prices here.](#)

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Contact Information

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Online Web 2.0 Version

You can read the online version of this press release [here](#).