



MAX GUARD[®]

Company profile

www.maxguard.ae



ABOUT US

Maxguard®, a subsidiary of MMZ Holdings, is the leading innovator in automotive protection solutions, specializing in advanced paint protection technology, premium window tinting, ceramic coatings, anti-corrosion systems, and comprehensive car care products.

Established in the UAE in 2005, Maxguard® has consistently set new industry standards, delivering high-performance solutions to automotive dealerships, government agencies, fleet management companies, and luxury car owners across the GCC region.

With a legacy of innovation, reliability, and excellence, Maxguard® is committed to enhancing vehicle aesthetics, longevity, and value. Our solutions are designed to empower automotive dealerships to maximize their revenue streams while providing their customers with state of the art vehicle protection and care.



VISION

To be the most trusted and innovative provider of premium automotive protection solutions in the GCC region, setting global benchmarks in quality, technology, and customer satisfaction.

MISSION

To deliver world class automotive care solutions that enhance vehicle aesthetics and protection, while maximizing profitability for our partners through tailored business models and strategic collaborations.

**Maxguard[®]
delivers trusted
car care and
protection.**

Company Timeline

Introducing PPS Technology to the GCC



2005

Maxguard was founded with a clear mission to bring advanced **Paint Protection System (PPS) technology** to the Gulf region. Using a patented formulation developed in the USA and tested for GCC climates, Maxguard became the first to offer scientifically engineered protection tailored to extreme heat, UV exposure, and sand abrasion.

Trusted by the Market



2009

By 2009, Maxguard had earned the trust of clients across the UAE, securing over 7% market share in the premium automotive protection segment. Known for quality, consistency, and results, Maxguard became the preferred choice of detailing centers, automotive dealers, and fleet

Evolving the Brand, Enhancing the Offering



2018

As client expectations evolved, so did Maxguard. In 2018, the company launched a renewed brand identity focused on delivering world-class vehicle protection solutions. This included upgrading product lines, expanding technical support, and improving service responsiveness to meet the needs of modern automotive businesses.

Launch of Royal Ceramic Coating



2019

Maxguard introduced its signature **Royal Ceramic Coating**, powered by 10x Nano-Hybrid Technology. Designed for the GCC environment, this product quickly gained traction for its durability, deep gloss finish, and low maintenance, becoming a leading choice for luxury vehicles and high-performance fleets.

Regional Growth & Client Centric Strategy

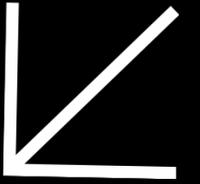


2022 - 2025

Maxguard[®] scaled operations across the GCC with

- New distribution hubs for faster service
- Specialized coatings for EVs and fleets
- On-site training for partners
- Localized customer support teams

All driving a future built on client value and regional leadership.



OUR LEGACY & MARKET LEADERSHIP



With over 20+ years of industry expertise, Maxguard® has established itself as the undisputed leader in the automotive protection segment Automotive Accessories, Automobile Security Product, Automotive Window Films and Armored Vehicles and has served over 1 million vehicles.

We are proud to be the first and only provider of the world's patented paint protection technology approved by over 20+ OEM's a testament to our innovative edge and commitment to quality. We currently serve up to 2000 vehicles across different auto dealership locations in the UAE on a monthly basis.

We have been at the forefront of the Auto Car Care industry in the UAE as the pioneers in introducing Automotive Paint Protection Services in the region.

Maxguard Origins



PROTECT GARD Professional Window Tinting

PROTECT GARD window films are available in metallized, non-reflective and top of the range ceramic types.

These films are designed to enhance your vehicle's appearance and provide High Performance heat rejection.

Range of optically clear and colored films are available to customize your vehicle.

A Smart Choice!!



PROTECT GARD Professional Window Tinting
Made in USA

Patented Scratch Resistance Technology

Up to 70% Heat Rejection

Optically clear safety film

MAXGUARD FOR PRESERVATION & PROTECTION

MAXGUARD PROTECTS AGAINST DAMAGE CAUSED BY...

- UV Rays
- Sand & Dust
- Bug Guts
- Bird Droppings
- Road Stresses
- Airborne Oxidants
- Exhaust Gases
- Salt
- Acid Rain

| | PROTECTED | UNPROTECTED |
|----------|-----------|-------------|
| Exterior | | |
| Leather | | |
| Fabric | | |

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Resource International Fzc

MAXGUARD FOR PRESERVATION & PROTECTION

Never Wax Or Polish
Your Car Again!!!

Maximum protection...
...maximum care

MAXGUARD FOR PRESERVATION & PROTECTION

Maximum protection...
...maximum care

WORLD'S ONLY PATENTED PAINT PROTECTION TECHNOLOGY

*US PATENT # 5 081 171

PPF | **MAXGUARD** | **Keep Your Car Looking Showroom New!!**

About PPS Technology

The Professional Protection System (PPS) is the only patented system available today and the only patented system certified to meet ISO 9001:2015. Military requirements: the most demanding quality standards in the world.

What does PPS do?

- Chemically cleans PPS films to the glass of the car.
- Strengthens and adds depth to the front window, making fuel and safe.

The Magic of PPS

PPS is a self-healing system. It is made of a special polymer that can repair itself. It is made of a special polymer that can repair itself. It is made of a special polymer that can repair itself.

How to use the patented PPS process

Step 1: Preparation of the surface. The surface must be clean and free of any contaminants. The surface must be clean and free of any contaminants. The surface must be clean and free of any contaminants.

Step 2: Application of the PPS film. The PPS film is applied to the surface. The PPS film is applied to the surface. The PPS film is applied to the surface.

Paint Protection System

Today's clear coat technology gives you a great looking finish, but isn't tough enough on its own to survive the harsh environment. The everyday use and abuse your car is subjected to can actually scratch, scuff and chip away at the clear coat. That's why you need to look deeper!

The **MAXGUARD** Paint Protection System is the only system in the world that chemically bonds to the original factory finish. More than an add-on coating, **MAXGUARD** actually adds strength to the factory finish. This helps to seal out contaminants and keep your car looking showroom new - guaranteed!

Interior Protection

MAXGUARD Interior Protection will keep your vehicle as beautiful as the inside too by:

- Resisting oxidation by UV light
- Resisting dirt
- Keeping red seat in perfect looking, condition and durability
- Resisting the environment to keep the surface always fresh
- High quality look of interior upholstery and it keeps

MAXGUARD Interior Protection will keep the great look of your vehicle right up to the day you trade or sell by:

- Resisting water and spills & ensuring easy cleaning
- Resisting stains from coffee
- Resisting the wear and abrasion on floors
- Bonding with the fabric, leather and vinyl upholstery

Professional Window Tinting

PROTECT GARD Films are manufactured under highest technical standards in USA and comes with 5 year's Warranty against Peeling, Cracking, Discoloration and Adhesive Failure.

Automotive Films Available in 20% 30% & 50% shades.

UP TO LIFETIME WARRANTY

| | Nano Ceramic | Performance | Standard | Clear |
|---|--|---|---|---|
| Nano Ceramic - Window Film 50% Shade | <ul style="list-style-type: none"> Film Type: Nano Ceramic - Non Metal UV Light Reduction: 99% UV Light Reflection: 99% UV Light Absorption: 99% Total Solar Energy Rejected: 57% | <ul style="list-style-type: none"> Film Type: Premium Metallized Film UV Light Reduction: 99% UV Light Reflection: 99% UV Light Absorption: 99% Total Solar Energy Rejected: 54% | <ul style="list-style-type: none"> Film Type: Premium Metallized Film UV Light Reduction: 99% UV Light Reflection: 99% UV Light Absorption: 99% Total Solar Energy Rejected: 44% | <ul style="list-style-type: none"> Film Type: Premium Metallized Film UV Light Reduction: 99% UV Light Reflection: 99% UV Light Absorption: 99% Total Solar Energy Rejected: 35% |
| Performance - Window Film 30% Shade | <ul style="list-style-type: none"> Film Type: Nano Ceramic - Non Metal UV Light Reduction: 99% UV Light Reflection: 99% UV Light Absorption: 99% Total Solar Energy Rejected: 42% | <ul style="list-style-type: none"> Film Type: Premium Metallized Film UV Light Reduction: 99% UV Light Reflection: 99% UV Light Absorption: 99% Total Solar Energy Rejected: 38% | <ul style="list-style-type: none"> Film Type: Premium Metallized Film UV Light Reduction: 99% UV Light Reflection: 99% UV Light Absorption: 99% Total Solar Energy Rejected: 28% | <ul style="list-style-type: none"> Film Type: Premium Metallized Film UV Light Reduction: 99% UV Light Reflection: 99% UV Light Absorption: 99% Total Solar Energy Rejected: 19% |
| Standard - Window Film 20% Shade | <ul style="list-style-type: none"> Film Type: Nano Ceramic - Non Metal UV Light Reduction: 99% UV Light Reflection: 99% UV Light Absorption: 99% Total Solar Energy Rejected: 32% | <ul style="list-style-type: none"> Film Type: Premium Metallized Film UV Light Reduction: 99% UV Light Reflection: 99% UV Light Absorption: 99% Total Solar Energy Rejected: 28% | <ul style="list-style-type: none"> Film Type: Premium Metallized Film UV Light Reduction: 99% UV Light Reflection: 99% UV Light Absorption: 99% Total Solar Energy Rejected: 18% | <ul style="list-style-type: none"> Film Type: Premium Metallized Film UV Light Reduction: 99% UV Light Reflection: 99% UV Light Absorption: 99% Total Solar Energy Rejected: 9% |
| Clear 0% Film | <ul style="list-style-type: none"> Film Type: Nano Ceramic - Non Metal UV Light Reduction: 99% UV Light Reflection: 99% UV Light Absorption: 99% Total Solar Energy Rejected: 2% | <ul style="list-style-type: none"> Film Type: Premium Metallized Film UV Light Reduction: 99% UV Light Reflection: 99% UV Light Absorption: 99% Total Solar Energy Rejected: 1% | <ul style="list-style-type: none"> Film Type: Premium Metallized Film UV Light Reduction: 99% UV Light Reflection: 99% UV Light Absorption: 99% Total Solar Energy Rejected: 0% | <ul style="list-style-type: none"> Film Type: Premium Metallized Film UV Light Reduction: 99% UV Light Reflection: 99% UV Light Absorption: 99% Total Solar Energy Rejected: 0% |

Authorized Agent
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OUR TRUSTED PARTNERS

-  AL MASAOOD AUTOMOBILES (NISSAN, INFINITI, RENAULT)
-  ARABIAN AUTOMOBILES (NISSAN, RENAULT)
-  TRADING ENTERPRISES (HONDA, JEEP, CHRYSLER, VOLVO)
-  AL FUTTAIM MOTORS (TOYOTA, LEXUS)
-  GARGASH ENTERPRISES (MERCEDES-BENZ)
-  EMIRATES MOTOR COMPANY (MERCEDES-BENZ)
-  PREMIER MOTORS (FORD, LINCOLN)
-  AL TAYER MOTORS (FORD, LAND ROVER, LINCOLN, MERCURY)
-  ALI & SONS. (VOLKSWAGEN, PORSCHE)
-  ABU DHABI MOTORS (BMW)
-  AGMC (BMW)
-  CARS24
-  BIN HAMOODAH MOTORS
-  POLARIS GRAND SERVICE STATION (GSS)
-  SOHAIL BAHWAN OMAN
-  ROADS & TRANSPORTATION AUTHORITY (RTA)
-  DUBAI TAXI CORPORATION (DTC)
-  LIBERTY (CADILLAC, HUMMER, CHEVROLET, AUDI)
-  GOVERNMENT AGENCIES AND POLICE FORCES ACROSS THE UAE AND OMAN.



OUR OFFERINGS

MAXGUARD[®] PAINT PROTECTION TECHNOLOGY

The World's Only Patented Paint Protection Technology – US Patent #5,171,081

Maxguard[®] offers unmatched vehicle protection with a 7-year showroom shine, easy clean hydrophobic surface, and increased resale value now expanding across the GCC. Its advanced coating guards against UV damage, bird droppings, sap, acid rain, scratches, swirls, and fading. The 10H Royal Ceramic Coating adds extreme gloss and up to 5 years of durable, self cleaning protection. Safe for all vehicles, Maxguard[®] provides full, non-toxic protection inside and out.



MAXGUARD® EXTREME NANO CERAMIC WINDOW FILMS

Premium Paint Protection Film for Automotive Surfaces

Maxguard® window films, made in the USA with advanced nanotechnology and patented scratch resistant films, offering 99% UV rejection to prevent interior fading, high heat rejection for comfort and efficiency, exceptional optical clarity and durability, and safety films that prevent glass shattering for added protection and privacy.

APPLICATIONS

Maxguard® films are ideal for automotive use in hot climates to boost comfort and efficiency, for commercial and residential buildings to reduce heat and lower energy costs, and for decorative or privacy needs with a range of shades and colors available.



Most Advanced Nano Ceramic Technology for ultimate Heat Rejection

Rejects upto 96% of IR* infrared Heat carrying sun rays.

Elegant Deeper Black Color

Blocks more than 99% of harmful UV rays, preventing overexposure.

Total Solar Energy Rejection (TSER) up to 65%.





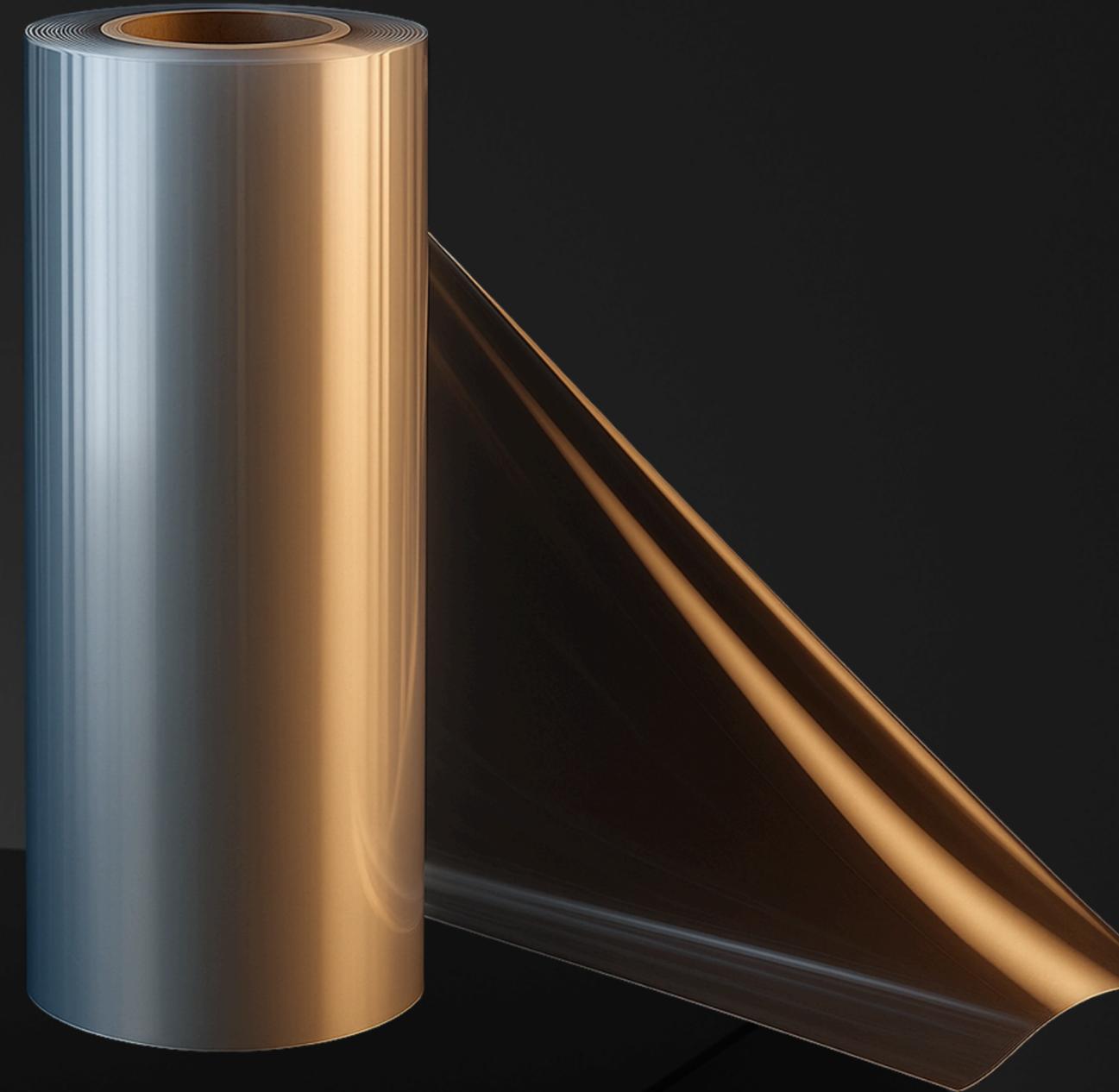
MAXGUARD® PAINT PROTECTION FILM

Premium Paint Protection Film for Automotive Surfaces

Maxguard® paint protection films, engineered with cutting edge self healing technology and a high gloss or matte finish, provide invisible defense against stone chips, road debris, scratches, and environmental contaminants. Manufactured to the highest standards, our films offer superior durability, UV resistance to prevent yellowing, and optical clarity that preserves the original look of the vehicle.

APPLICATIONS

Maxguard® PPF is ideal for automotive applications in harsh climates, protecting high impact areas like bumpers, hoods, side mirrors, and door edges. Designed for both everyday drivers and high performance vehicles, it enhances resale value while maintaining showroom finish. Available in multiple finishes and coverage options to suit personal and professional protection needs.



**Self-Healing
Technology**

**Hydrophobic
Topcoat**

**High Durability
& Thickness**

**UV & Yellowing
Resistance**

**Crystal Clear
Optical Clarity**

COMPETITIVE ADVANTAGE & INNOVATION

PATENTED TECHNOLOGY & SUPERIOR PERFORMANCE

Maxguard[®] is the world's only provider of patented paint protection technology, and its window films feature advanced nanotechnology with patented scratch-resistant coatings.

PROVEN TRACK RECORD & MARKET LEADERSHIP

Maxguard[®] is ISO 9001:2000 certified, ensuring top-tier quality management, with products made in the USA, globally distributed, and backed by lifetime warranties on select offerings.

QUALITY ASSURANCE & CERTIFICATIONS

Maxguard[®] proudly serves leading automotive brands and dealerships across the UAE and GCC, and is the preferred partner for government agencies, fleet managers, and luxury car owners.

MAX GUARD[®]

a subsidiary of **MMZ HOLDINGS**



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