



## **Clean Slate Auto Detailing Reports Growing Demand for Ceramic Coating**

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Clean Slate Auto Detailing responds to increased demand for professional ceramic coating services as Arizona vehicle owners seek protection against extreme UV exposure and accelerating paint damage.

Clean Slate Auto Detailing & Ceramic Coating, an automotive protection business in Tempe, Arizona, has watched ceramic coating appointments climb steadily through 2024 and into the start of 2025. The pattern mirrors what's happening across the Phoenix metro area, where more vehicle owners are rethinking how they protect their paint against Arizona's punishing climate.

Owner Austin Aubrey sees two forces driving the increase: people know more about ceramic coating now, and Arizona's environment makes it hard to ignore. Ceramic coating Tempe services used to be mainly for high-end cars, but that's changed. Now everyday drivers dealing with constant sun, dust storms, and extreme

heat are looking for real protection against paint damage.

The timing makes sense when you look at what's happening with the climate in the Southwest. Phoenix hit 113 degrees as late as October 6, 2024, stretching the extreme heat season past what used to be normal. Research shows that vehicles without protection in Arizona can drop 15 percent in resale value within just a few years because of oxidation, fading, and clear coat breakdown.

Ceramic coatings are liquid polymers applied to vehicle paint that create a chemical bond with the surface. The coating blocks about 99 percent of UV rays and creates a hydrophobic surface that pushes away dust, water spots, and environmental buildup. More vehicle owners are choosing it over traditional wax, which only lasts six to eight weeks in the desert and needs constant reapplication to provide even minimal defense against Arizona's relentless sun.

For more information, visit <https://cleanslatemobiledetailing.com/ceramic-coating/>

Clean Slate Auto Detailing works with System X ceramic coating products and has completed protective treatments on more than 1,000 vehicles since establishing operations in Tempe. The automotive detailing Tempe provider serves the East Valley region, including Mesa, Chandler, and Scottsdale, offering both mobile service and studio-based installations at 3212 S Fair Lane.

Industry numbers back up what Clean Slate is seeing in Tempe. Market Research Future reports the global ceramic coating market hit \$13.47 billion in 2025, climbing from \$12.15 billion in 2024. Analysts project a compound annual growth rate of 7.77 percent continuing through 2034, driven mainly by automotive applications as demand builds for paint protection that holds up over time.

Arizona's environment creates unique challenges that make protective coatings especially relevant here. The state gets over 300 days of sun each year, and summer temperatures routinely top 110 degrees. That kind of exposure breaks down paint at a molecular level, causing oxidation that shows up as chalking, peeling, and faded color. Monsoon season makes things worse when dust mixes with rain and then evaporates fast in the heat, leaving mineral deposits that etch right into the clear coat.

Professional ceramic coatings tackle these problems by adding an estimated three to five years to paint life in tough climates, automotive care specialists say. The coatings also cut down on maintenance because surfaces stay cleaner and don't need washing as often to get rid of dust and buildup. Demand for ceramic coating Tempe appointments has grown especially among people with newer vehicles who want to keep the factory paint intact and protect resale value.

Austin Aubrey's approach is straightforward: don't coat over problems. Clean Slate Auto Detailing takes that

seriously, starting each ceramic coating job with paint correction. Tempe specialists execute to remove existing damage. Swirl marks, minor scratches, and dull spots get corrected before any coating touches the surface. Austin Aubrey and his team earned System X Certification, so they know how to layer the product correctly for maximum protection and hydrophobic performance that actually lasts.

The business also offers paint protection film and window tinting services that complement ceramic coating for comprehensive vehicle protection. Paint protection Tempe options have become popular among Arizona drivers who want to safeguard both paint integrity and interior components from UV damage. Combined approaches provide layered defense against the region's demanding environmental conditions.

As ceramic coating adoption continues to expand beyond enthusiast communities into mainstream vehicle ownership, businesses like Clean Slate Auto Detailing are positioned to meet demand in markets where climate conditions make protection a practical investment rather than a cosmetic preference.

### About Clean Slate Auto Detailing & Ceramic Coating

Clean Slate Auto Detailing & Ceramic Coating is a professional automotive protection provider based in Tempe, Arizona, specializing in System X ceramic coating, paint protection film, and paint correction services. The business serves vehicle owners throughout the Phoenix East Valley region.

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For more information about Clean Slate Auto Detailing & Ceramic Coating, contact the company here: Clean Slate Auto Detailing & Ceramic Coating Austin Aubrey (480) 246-7465 [cleanslatemobiledetails@gmail.com](mailto:cleanslatemobiledetails@gmail.com) 3212 S Fair Lane, Tempe, AZ 85282

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Website: <https://cleanslatemobiledetailing.com>

Email: [cleanslatemobiledetails@gmail.com](mailto:cleanslatemobiledetails@gmail.com)

Phone: (480) 246-7465