

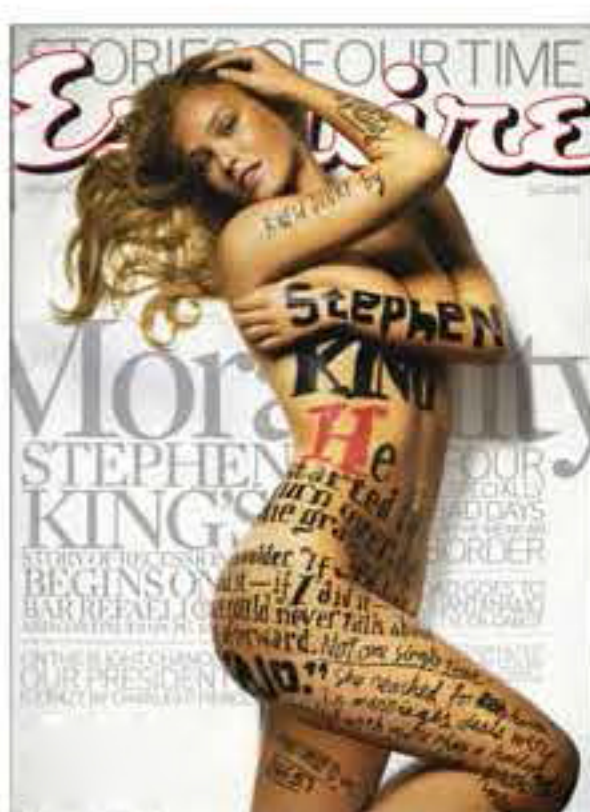
Relive The Excitement Of Your First New Car

There are few experiences as exciting and rewarding as buying a brand new car. Remember how fast your heart beat as the salesman dropped the keys in the palm of your hand? Now you can recreate that sensation and excitement with Chemical Guys New Car Smell Air Freshener & Odor Eliminator. That "new car" smell is so unique because only new cars smell that way! There's something about the way fresh unfettered upholstery, a dust-free dashboard, solid grip of a clean steering wheel, and crisp click of a brand new seat belt buckle makes you feel like a million bucks. It always feels great to slip into a brand new car and breathe in the scent of freshly-tanned leather, the musk of clean carpets, and the pure essence of clean plastic and rubber car parts. Now you can sustain that same scent and feeling for as long as you own your car with New Car Smell Air Freshener. Mist a couple sprays of New Car Smell inside the cabin after a vacuum job, and you'll swear you just bought the car yesterday. And although we may leave behind sweat, food crumbs, and pet accidents inside our cars, the odor-eliminating properties of Chemical Guys New Car Smell destroys the lingering odors to restore a fresh scent. Active enzymes seek out and erase odor-causing maladies so the inside of your car can smell fresh and fantastic even after any new car scent fades with time. Every car can smell like a brand new car with the right touch and the right product. Take years off your car's interior and recreate the magic of a brand new car with Chemical Guys New Car Smell Air Freshener & Odor Eliminator.

Natural Enzymatic Odor Eliminator

Chemical Guys engineered New Car Smell with active odor eliminators and neutralizers to rapidly subdue undesirable smells right at the source. New Car Smell Air Freshener & Odor Eliminator pleases the senses with the fresh clean scent of a brand new car. New Car Smell is the perfect scent that makes any car smell brand new! New Car Smell Air Freshener & Odor Eliminator is enriched with active odor elimination enzymes, delivering a fresh scent that lasts weeks, not days. One spray is all you need for a full size vehicle. Enjoy the crisp scent of successful achievement with Chemical Guys New Car Smell Air Freshener & Odor Eliminator.

What Esquire Magazine Had To Say



Men's lifestyle magazine Esquire published the story of "The Science" behind that iconic and unique "New Car" smell. What actually causes the smell may surprise you, but Chemical Guys recreated it in a healthy and sustainable way for all to enjoy. As Esquire's Answer Fella explains:

"Hundreds of different chemicals are contained in car-interior components," according to Jeff Gearhart, the Ecology Center's HeathCar.org research director. "They range from smells you would more commonly associate with paints and solvents to adhesives. It's really a complex chemical cocktail mixture from all these multiple sources that you smell floating around in the air.

"The VP of Marketing for Chemical Guys, whose new-car air freshener is designed to mimic the new-car scent, notes: "If you go to a factory, you'll notice most people who assemble cars wear a mask. They have a mask because they're constantly made to smell the new-car smell. That smell is not necessarily healthy for you. Most of those odors are VOCs, volatile organic compounds. All of our fragrances are naturally derived, combined to emulate a new car smell without being bad for you."

Even though what makes a car smell "new" is tough to define, most people associate that new car smell with happiness. Maybe they remember taking long drives in their parents' first new car, or maybe they remember getting that first real job where they could afford to buy a new car for themselves. Remembering the good times and recreating those moments with Chemical Guys New Car Smell can help people relive those precious moments, and can even motivate people towards future successful achievement. Choose to remember the good times, and strive to create more of those moments with good memories and good smells like Chemical Guys New Car Smell.

Also Featured In Maxim Magazine's November 2013 Issue



Freshen Your AC System

Use New Car Smell Premium Air Freshener & Odor Eliminator to flush out and purge foul smells and musky AC odors from the air conditioning system inside your vehicle.



Who Uses Air Fresheners?

Chemical Guys Air Fresheners and Odor Eliminators are used by professionals, automakers, OEMs, hotels, hospitality, management companies, homeowners, auto detailers, auto dealerships, janitorial companies, and house cleaners worldwide. Professionals understand the importance of the proper smell in its intended environment, and supplying their customers with a truly fresh scent that lasts is why they turn to Chemical Guys Professional Products.

Where It Can be Used

Pet beds, cars, boats, hotels, restaurants, garages, work areas, hospitals, carpets and upholstery, and anywhere else that needs a fresh crisp scent. The possibilities are endless with Chemical Guys New Car Smell!



Other Sizes Available

New Car Smell Premium Air Freshener & Odor Eliminator is available in [4 oz.](#), [16 oz.](#), and [gallon](#) sizes.

More About New Car Smell Premium Air Freshener & Odor Eliminator

Fragrances have served many purposes historically, from masking unpleasant odors to encouraging attention from members of the opposite sex. One of the greatest uses, however, is that of aromatherapy, or effectively improving the state of mind and body. Whether you car is a year old or 20 years old, nothing will make you feel better than sitting in it, closing your eyes and smelling what it would have smelled like when it was brand new on the lot. Make your car happy - make it smell like new again.

How To Use:

- Clean and vacuum any debris and old food or stains that may be imparting foul smells into the automobile interior.
- Shake well.
- Lightly mist New Car Smell around carpets, cloth upholstery, and under seats.
- For AC flushing service, set AC to max cold and recirculate, and mist a few sprays of New Car Smell underneath the recirculation intake under the dashboard on the passenger side.
- Enjoy fresh scent.