

DEALER PARTNERSHIP GUIDE

# HEADLIGHTS ARE COSTING YOUR DEALERSHIP MONEY.

Every oxidized headlight on your lot signals neglect to a buyer, extends your recon timeline, and cuts into gross. Here's the numbers — and the fix that costs less than a tank of gas per vehicle.

**~70%**OF USED VEHICLES  
NEED HEADLIGHT RECON**\$40/DAY**AVG HOLDING COST  
PER VEHICLE ON LOT**FROM \$49**FULL RESTORATION  
BOTH HEADLIGHTS**<1HR**ON YOUR LOT,  
NO DISRUPTION

## THE PROBLEM

# YELLOWED HEADLIGHTS ARE A SILENT PROFIT LEAK ON YOUR LOT.

Most dealerships spend thousands reconditioning paint, interior, and mechanicals — then let cloudy headlights walk buyers off the lot before the conversation even starts.

A vehicle's headlights are among the first things a buyer sees. They sit at eye level. They frame the front of the car. And when they're yellow, hazy, or oxidized, they communicate one thing clearly: this car has been neglected. That perception doesn't stay contained to the headlights — it casts doubt on the entire vehicle, and it costs you negotiating power before you've said a word.

## 💡 THE FIRST-IMPRESSION PROBLEM

Buyers decide within seconds whether a car feels worth the asking price. Cloudy headlights are one of the most visible and emotionally impactful cosmetic flaws on a used vehicle — and one of the cheapest to fix. Restored headlights make a car look newer and better maintained, which directly shapes what buyers are willing to pay.

## THE NUMBERS

# WHAT OXIDIZED HEADLIGHTS ACTUALLY COST YOU.

Every day a vehicle sits on your lot unmarketed costs your dealership money in holding costs, floor plan interest, and depreciation. The industry average runs \$30–50 per vehicle per day. Anything that slows a buyer's decision — including poor cosmetic presentation — compounds that cost.

## \$1,600

### CPO PREMIUM

Certified Pre-Owned vehicles fetch an average of \$1,600 more than non-certified equivalents, according to Edmunds data. Presentation quality is a core driver of buyer confidence in CPO inventory.

## \$30–50

### DAILY HOLDING COST

Every day a unit sits on your lot unmarketed costs \$30–50 in floor plan interest and depreciation. Cloudy headlights that slow buyer decisions compound this cost directly.

## 80%

### VISIBILITY LOST

Severely oxidized headlights can reduce light output by up to 80%, raising safety liability concerns for dealers selling

## \$200–\$2K+

### COST OF REPLACEMENT

OEM headlight assembly replacement runs \$200–\$2,000+ per unit. Professional restoration achieves near-factory

vehicles with degraded lenses and creating potential disclosure issues.

optical clarity for \$99 — a fraction of the cost with a faster turnaround.

## THE RECON BLIND SPOT

# HEADLIGHTS ARE THE MOST OVERLOOKED STEP IN RECON.

Dealerships routinely invest in paint correction, interior detailing, mechanical inspections, and odor removal. But headlight restoration — one of the highest-visibility, lowest-cost items on the recon checklist — is often skipped or deprioritized. That's a mistake buyers notice immediately.

### ⚠️ WHAT BUYERS ACTUALLY NOTICE

Research consistently shows that buyers respond emotionally to first impressions. A car with restored headlights reads as newer, better maintained, and more trustworthy — directly influencing their perception of value and their willingness to pay asking price without negotiating down.

## RESTORATION VS. REPLACEMENT

# THE ONLY COMPARISON A DEALER NEEDS TO SEE.

| FACTOR           | RENEWALENS RESTORATION               | OEM REPLACEMENT                | DIY / IN-HOUSE KIT               |
|------------------|--------------------------------------|--------------------------------|----------------------------------|
| Cost per vehicle | <b>\$99 both headlights</b>          | \$200–\$2,000+ per unit        | \$20–\$40 + labor time           |
| Time on lot      | <b>Under 1 hour, no lift needed</b>  | Half day minimum               | 1–2 hrs, inconsistent results    |
| Result quality   | <b>Near-factory optical clarity</b>  | Factory new                    | Temporary, re-oxidizes in months |
| UV protection    | <b>Professional ceramic sealant</b>  | Factory hard coat              | Minimal — 3–6 months             |
| Warranty         | <b>1-yr standard · 3-yr extended</b> | Manufacturer warranty          | None                             |
| Disruption       | <b>We come to your lot</b>           | Vehicle off-site required      | Tech time diverted               |
| Best for         | <b>95%+ of used inventory</b>        | Internal damage or cracks only | Not recommended for dealer use   |

⚠️ **When restoration is not the right call:** If a headlight has deep internal cracks, moisture intrusion inside the housing, or structural damage, restoration won't fix it. We'll tell you that up front — and only charge you for what we can actually deliver.

## WHY RENEWALENS

# BUILT FOR DEALERSHIPS. NOT FOR DRIVEWAYS.

We're a mobile operation built around speed, consistency, and zero disruption to your lot. No shop drop-offs. No scheduling delays. No tech time diverted from your service lane.

- 1 WE COME TO YOUR LOT**

We schedule around your recon workflow — mornings, afternoons, or between customer hours. No tow trucks, no shuttles, no vehicles leaving your property. We bring everything we need.
- 2 MULTI-VEHICLE BATCHING**

We can run through multiple units in a single visit, making it easy to batch headlight recon as a standard step in your reconditioning workflow. The more vehicles, the more efficient the visit.
- 3 PROFESSIONAL-GRADE RESULTS, EVERY TIME**

Our five-stage process — assessment, multi-grit wet sanding, machine compound and polish, surface decontamination, and professional UV ceramic sealant — delivers near-factory clarity consistently. No shortcuts, no skipped stages.
- 4 BEFORE & AFTER DOCUMENTATION**

We photograph every headlight before and after each restoration. Photos go directly to your phone or service manager before we leave the lot — ready for your listing, your CRM, or your CPO documentation.
- 5 DEALER PORTAL — FULL SERVICE HISTORY ONLINE**

Every dealer account gets access to the RenewaLens client portal at [renewalens.pro/client](https://renewalens.pro/client). Log in to see every completed visit, review before/after photos for each vehicle, view invoices, request additional service, and raise warranty claims — all in one place. No chasing paperwork, no phone tag.
- 6 BACKED BY A REAL WARRANTY**

Every restoration includes a 1-year warranty against yellowing and hazing. Extended 3-year coverage is available as an add-on for +\$30 — a competitive differentiator you can pass directly to the buyer as a certified selling point.

**SERVING CENTRAL KENTUCKY**

RenewaLens serves dealerships throughout Lexington, Nicholasville, Georgetown, Richmond, and surrounding Central Kentucky. Regular lot visits available for high-volume dealer partners. Contact us to discuss scheduling a recurring recon partnership.

READY TO PARTNER?

# SIMPLE PRICING. SERIOUS RESULTS.

Flat-rate pricing per vehicle. No hidden fees, no surprises. UV ceramic coating is included on every restoration — not an upsell. Volume pricing available for dealer accounts.

| DEALER PRICING — PER VEHICLE  | UV COATING INCLUDED ON EVERY JOB |
|---|----------------------------------|
| <b>CAR / SEDAN — BOTH HEADLIGHTS</b><br>Standard polycarbonate lens             | <b>\$49</b>                      |
| <b>SUV / TRUCK / VAN — BOTH HEADLIGHTS</b><br>Larger lens surface area          | <b>\$59</b>                      |
| <b>LUXURY / EUROPEAN — BOTH HEADLIGHTS</b><br>BMW, Audi, Mercedes, Lexus, etc.  | <b>\$69</b>                      |
| <b>SINGLE HEADLIGHT — ANY VEHICLE</b><br>One side only                          | HALF PRICE                       |
| <b>INCLUDED ON EVERY RESTORATION</b><br><b>1-YEAR STANDARD WARRANTY</b>         | INCLUDED                         |
| <b>OPTIONAL ADD-ON — PASS TO THE BUYER</b><br><b>3-YEAR EXTENDED PROTECTION</b> | <b>+\$30</b>                     |

CALL OR TEXT

**(859) 519-5533**

BOOK A LOT VISIT

**RENEWALENS.PRO**

EMAIL

**THOMAS@RENEWALENS.PRO**

SERVICE AREA

**LEXINGTON & CENTRAL KY**

## DEALER PORTAL — RENEWALENS.PRO/CLIENT

LOGGED VISITS

See every completed service visit and vehicle record in one place — no chasing paperwork.

BEFORE / AFTER PHOTOS

Review restoration proof for every unit. Ready for your listings, CRM, or CPO documentation.

WARRANTY CLAIMS

ON-DEMAND SERVICE

Raise a warranty claim directly from the portal — no phone calls, no back-and-forth.

Request another lot visit directly from your account when inventory needs attention.

INCLUDED ON EVERY JOB

## 1-YEAR STANDARD WARRANTY

Every restoration is backed by a 1-year warranty against yellowing and hazing. If a lens degrades within 12 months, we come back and make it right — no questions asked. A confidence signal you can share with every buyer.

OPTIONAL ADD-ON · +\$30

## 3-YEAR EXTENDED PROTECTION

Upgrade any restoration to 3-year coverage. Pass it to the buyer as a certified selling point — the kind of detail that separates your inventory from the competition and gives buyers one less reason to negotiate down.

VOLUME ACCOUNTS

## ASK ABOUT DEALER RATES

Dealerships with consistent recon volume can discuss recurring lot visit scheduling and account pricing. We're looking for long-term partners, not one-time calls. Reach out to start the conversation.