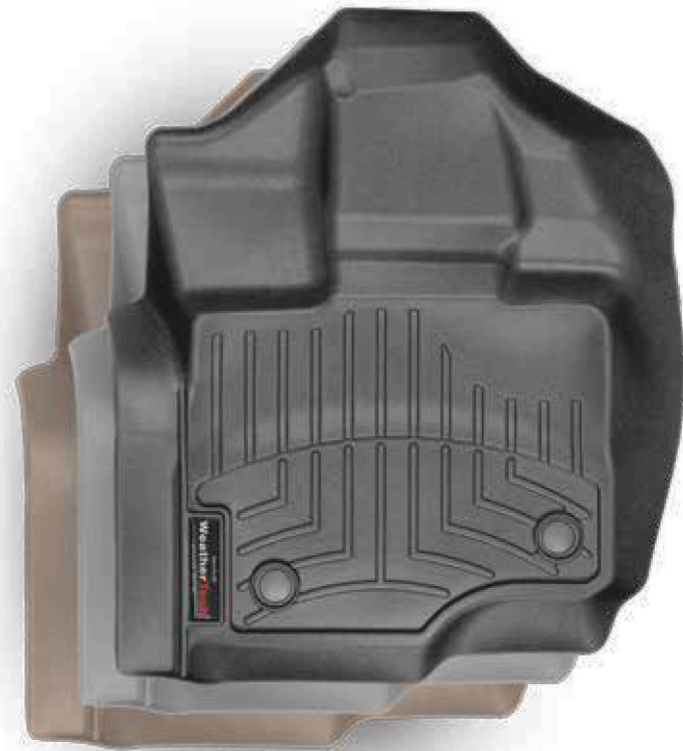


WeatherTech® vs. OEM



WeatherTech®

Advantage 446971 – 2016 Ford F-150

- Patented thermoform technology that is rigid and durable
- Features lower reservoir area that holds & contains liquid, dirt and debris
- Easy to remove and clean out any dirt or liquids
- Expansive applications for other truck, SUV, car and van applications – more profit for dealers
- Multiple color options – available in black, tan and grey
- Rear is a one-piece design

Disadvantage

- Less overall floor coverage = less protection
- Lack of rigidity for holding in liquids and debris upon removal from vehicle
- Limited reservoir area for retaining liquid
- Aesthetically displeasing warning molded into surface of mat

Rear FloorLiner™

WeatherTech®

Custom-fit FloorLiners™ that protect the front, back and even up the sides

WeatherTech® VS. OEM



* Silverado/Sierra Front Liner also fits the Suburban/Tahoe/Yukon/Yukon XL

LESS COVERAGE!



WeatherTech®

Advantage 446071 – 2016 Chevrolet Silverado

- Larger coverage area, including under the gas pedal
- Patented thermoform technology that is rigid and durable
- Features lower reservoir area that holds & contains liquid, dirt and debris
- Easy to remove and clean out any dirt or liquids
- Expansive applications for other truck, SUV, car and van applications
- Other accessories available for models beyond just FloorLiners™
- Greater profit from WeatherTech® products, no OE MAP
- Rear is a one-piece design

Disadvantage

- Cut out on driver side for gas pedal that allows dirt and liquids to reach the floor
- Open retention snaps allows liquids to seep through
- Second row is a two piece, snap together design that is prone to leaking
- Aesthetically displeasing warning molded into surface of mat

Rear FloorLiner™

WeatherTech®

Custom-fit FloorLiners™ that protect the front, back and even up the sides

WeatherTech® vs. OEM



WeatherTech®

Advantage 448841 – 2016 Honda Civic

- Patented thermoform technology that is rigid and durable
- Features lower reservoir area that holds & contains liquid, dirt and debris
- Easy to remove and clean out any dirt or liquids
- Multiple color options – available in black, tan and grey
- Expansive applications for other SUV, car and van applications – more profit for dealers
- Rear is a one-piece design
- 3rd row coverage available for applications with 3rd row

Disadvantage

- Lack of rigidity for holding in liquids and debris upon removal from vehicle
- Limited reservoir area for retaining liquid
- Less overall floor coverage = less protection
- Rear is a two piece design
- No 3rd row pieces available for those applications with a 3rd row



Rear FloorLiner™

WeatherTech®

Custom-fit FloorLiners™ that protect the front, back and even up the sides

WeatherTech® vs. OEM



WeatherTech®

Advantage 448141 – 2016 Jeep Renegade

- Larger coverage area
- Patented thermoform technology that is rigid and durable
- Features lower reservoir area that holds & contains liquid, dirt and debris
- Easy to remove to clean and any dirt or liquids
- Expansive applications for other truck, SUV, car and van applications – more profit for dealers
- Multiple color options – available in black, tan and grey



Disadvantage

- Renegade model features a lower lip and no reservoir for containing liquid and debris
- Only available in black



Rear FloorLiner™

WeatherTech®

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WeatherTech® vs. OEM



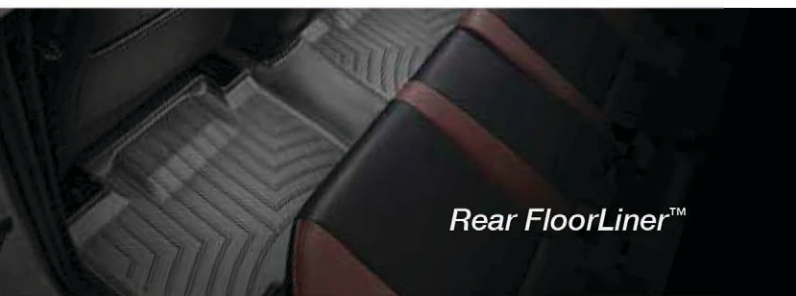
WeatherTech®

Advantage 445101 – 2016 Toyota RAV4

- Larger coverage area, including under the gas pedal
- Patented thermoform technology that is rigid and durable
- Features lower reservoir area that holds & contains liquid, dirt and debris
- Easy to remove and clean out any dirt or liquids
- Expansive applications for other truck, SUV, car and van applications
- Other accessories available for models beyond just FloorLiners™
- Multiple color options – available in black, tan and grey

Disadvantage

- Thin and flimsy design
- Poor vertical coverage = less protection
- Not durable, wears quickly due to thin material
- Limited sill protection
- Only available in black
- Aesthetically unpleasing warning molded into surface of mat



Rear FloorLiner™

WeatherTech®

Custom-fit FloorLiners™ that protect the front, back and even up the sides