

Commercial Fleet Wrap Maintenance Tips

Tip 1: Wash Your Wrapped Vehicles the Right Way

Regular cleaning is one of the most effective ways to extend the life of your fleet wraps. Washing your vehicles on a consistent schedule helps preserve both appearance and adhesion. Be gentle when washing wrapped vehicles. Consider hand-washing your fleet with mild soap and clean water to reduce the risk of scratching or lifting the edges of the vinyl.



Tip 2: Protect Your Wraps From Exposure

Exposure to the elements is the biggest contributor to wrap damage and fading. Sun exposure breaks down pigments, causing colors to lose vibrancy. You can extend the life of your wrap by protecting your fleet from exposure. While high-quality wraps resist fading, minimizing sun exposure still makes a noticeable difference.



Tip 3: Inspect for Minor Damage Regularly

No fleet wrap stays perfect forever. Shuttle bus wraps see daily traffic in all kinds of elements, and wrapped construction trucks constantly face dirt and gravel. Even with careful maintenance, small scratches or lifted edges happen. Regular visual inspections let you spot trouble areas and address them before they become larger, more expensive problems.



Tip 4: Adjust Maintenance for Each Season

Your location's climate and seasonal changes create different challenges for wrapped vehicles. Understanding the environmental factors helps you set realistic expectations for your investments and adjust your maintenance routine for optimal care. Help your fleet wraps last longer by preparing for each season and adjusting to the weather as needed.

Tip 5: Establish Fleet-wide Wrap Guidelines

Your drivers use your wrapped fleet every day. They can act as a frontline defense for your investment if they understand how and why. Consistent wrap guidelines help maintain a level of care across your fleet as long as you educate your team about the importance of the vehicle's appearance. They are more likely to treat the fleet wraps with care when they know they represent your company's brand.



Tip 6: Add a Ceramic Coating for Long-Term Protection

To reduce maintenance while keeping your fleet wraps looking sharp, adding a ceramic coating is one of the most effective upgrades you can make. A ceramic coating creates a durable, protective layer over your vinyl wrap that helps repel dirt, road debris, water, and environmental contaminants.