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## **For Immediate Release**

### **MELBOURNE'S AFO DETAILER RESTORES 1959 OV-1B MOHAWK AT JAX CRAIG AIRPORT BEFORE HOLDING SEMINAR AT ORLANDO'S MOBILE TECH EXPO Justin Labato Chosen for *Competition Ready* TV Show on Velocity TV**

MELBOURNE, FL *March 3, 2016* — Melbourne's Justin Labato of JL's Showroom Detailing joined fellow Air Force One Detailer, Paul Viens, and Detail Mafia members Mark Elliott and Andy B. Cool for a week at Jacksonville's Craig Municipal Airfield where they restored a 1959 U.S. Army OV-1B Mohawk, the only air-worthy flying B-model airplane left in the world. The next day, Labato headed to Orlando to the 15th Annual Mobile Tech Expo (MTE)



where the International Detailing Association (IDA) nominated his Showroom Detailing for Detailing Shop of the Year. Even more exciting, Labato was first pick for the first shooting of *Competition Ready* hosted by AutoGeek's Mike Phillips on Velocity TV. The episode will air this spring 2016. Only the best, nationally recognized detailers are chosen for the show.

He was also invited by MTE to hold an educational seminar to dozens of automotive appearance specialists entitled *Road Map to Success: How to Start and Build a Successful Detail Business* on behalf of the IDA in which he shared his own personal experiences along his road to detailing success in Melbourne.

Labato, a two-time member of the elite Air Force One Detailing Team who has spent the past decade restoring and preserving the original Air Force One presidential jet on display at Seattle's Museum of Flight, says the historic Mohawk, which was used in the Korean War for military surveillance and as an attack aircraft, was in terrible condition. "It took two stages of compounding, polishing, and an exterior coating to bring it back to its original glory, but it looked amazing after we spent four days working on it," Labato says. The project team, originated by pal Mark Elliott of Firehouse Auto Spa in Jacksonville, included Labato, Paul Viens of Ft. Myers' Power of Excellence Auto Detailing, and Andy B. Cool of Detail Freaks in Cape Coral.

Labato is a certified member of the IDA, and holds the IDA's most significant level of certification known as Skills-Validated, a hands-on test authenticating his abilities and technique based on IDA guidelines. This year, Labato was approved as an IDA Recognized Trainer during the IDA committee meeting at MTE.



**BEFORE & AFTER RESTORATION**

“Knowledge is power and in order for detailers to understand the big picture view of the work available to a skilled detailer, they need to get involved and stay connected through tradeshows like MTE and professional organizations like the IDA,” Labato says. “When you do that, you build credibility. Even then, you have to learn how to be all ears and very little mouth when it comes to building your detailing business and giving customers what they want. That credibility opens the door to exciting opportunities like restoring the Mohawk, being invited to join the Air Force One Detailing Team, or prepping exotics and classics for car shows, in addition to providing the most innovative and advanced detailing services to your customers.”

Labato is currently a traveling member of Team Barrett Jackson, known as The World's Greatest Collector Car Auctions™ and he detailed hundreds of vehicles for them just prior to SEMA in September at Mandalay Bay in Las Vegas, and prepped over 350 vehicles at the Palm Beach Auction last spring.

Labato has earned and recently renovated his 1,700-square-foot exclusive detailing shop in Melbourne, which services all of Brevard County and a statewide clientele as well. He owns certifications in the professional application of both Cquartz Finest and Opti-Coat Pro ceramic nanoparticle coatings.

For more information, contact Justin Labato at (321) 722-2255.