

Bemer Motor Cars Launches Paint Protection Division in Houston

Ceramic coating and paint protection film are now applied in-house at the shop's five-acre Richmond Avenue site, alongside its body shop and detail department.

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HOUSTON, Texas — September 2026 — Bemer Motor Cars has opened a dedicated paint protection division at its Houston facility. The expansion adds ceramic coating and paint protection film to the work performed at its five-acre Richmond Avenue site. These services complement the shop's existing body shop, paint booth, and detail department.

Paint protection film is a clear urethane layer applied over factory paint to absorb rock chips, scratches, and road debris. Ceramic coating bonds to the clear coat to resist ultraviolet exposure, chemical staining, and water spotting. Bemer Motor Cars has already used protective coatings as a finishing step within its [auto paint and scratch repair in Houston, TX](#) work. The new paint protection offering expands that work to include both ceramic coating and paint protection film.

Surface preparation determines how well either product performs. Bemer Motor Cars draws on



the refinishing infrastructure already in place, including controlled spray booths and digital spectrophotometer color matching. These systems support panels that require refinishing before protection is applied, while factory-trained refinishing technicians handle the preparation and finishing process. Houston's climate puts steady pressure on vehicle finishes. Sustained heat and direct sun accelerate clear coat oxidation, while daily freeway driving exposes vehicles to chips, debris, and surface etching. These conditions make paint protection especially relevant for drivers across the greater Houston area, including Memorial City, Katy, and Spring Branch.



Bemer Motor Cars operates from a single five-acre site near the Galleria with 30 employees. The facility includes a service department, collision center, parts department, detail department, and

pre-owned vehicle sales. Its collision center works on all makes and models, including domestic vehicles, while the mechanical shop focuses on European brands. Technicians are factory trained and ASE certified, and the shop carries a three-year, 36,000-mile warranty on paint and scratch repair.

“

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*Ismael Martinez, owner of
Bemer Motor Cars*

A Message From the Owner

"We have been refinishing paint in our own booths since 1985, and protecting a finish calls for the same preparation as restoring one, so ceramic coating and paint protection film belong here," said Ismael Martinez, owner of Bemer Motor Cars.

About Bemer Motor Cars

Bemer Motor Cars is an independently owned, family-operated auto service center and dealership founded in March 1985. The shop is located at [9201 Richmond Ave, Houston, TX 77063](https://www.bemer.com/locations/houston). It has served the greater Houston area for 41 years as a dealership alternative for luxury and European vehicle owners. Certified by ASE, BMW, and I-CAR and affiliated with AAA and CARFAX, its team of 30 includes factory-trained technicians working across major European and American vehicle brands.

Ismael Martinez

Bemer Motor Cars

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