



DIVISION OF
CORPORATION FINANCE

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

July 5, 2012

Via E-mail

J. Andrew Bolt
Executive Vice President and Chief Financial Officer
Armored AutoGroup Inc.
39 Old Ridgebury Road
Danbury, CT 06810

**Re: Armored AutoGroup Inc.
Amendment No. 2 to Registration Statement on Form S-4
Filed June 22, 2012
File No. 333-180736**

Dear Mr. Bolt:

We have reviewed your responses to the comments in our letter dated June 19, 2012 and have the following additional comment.

General

1. We note your response to our prior comment 2 and your revised disclosure. For each of the statements below, please identify the source of the data in your prospectus and provide us with a copy of the source:
 - “[w]e believe this represents approximately 48% and 58% of the overall U.S. appearance and performance products categories, respectively” on page iv;
 - “[w]e believe this represents approximately 11% of the overall U.S. appearance and performance products categories” on page iv;
 - Wal-Mart and Sam’s Club sales are “estimated to represent 34% and 25% of the overall U.S. appearance and performance product categories, respectively” on page iv;
 - the number of miles driven and the average age of cars is “expected to grow over the next several years” on pages 2 and 75;
 - the need for fuel additives will increase due to “rising use of ethanol in fuel blends and the growing prevalence of smaller engines,” on pages 2 and 76;
 - Armor All “has maintained this leadership position for nearly 10 years despite new market entrants” on pages 3 and 76; and
 - “the average age of cars over the past two years has increased to ten years from eight years” on page 47.

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Please contact Tonya K. Aldave at (202) 551-3601 or me at (202) 551-3469 with any questions.

Sincerely,

/s/ Justin Dobbie

Justin Dobbie
Legal Branch Chief

cc (via e-mail): Jason K. Zachary, Esq.
Kirkland & Ellis LLP