

PPG et LAMBORGHINI : Précurseurs d'une nouvelle mode

Pendant des années, PPG a travaillé en étroite collaboration avec Lamborghini à l'élaboration de teintes pour mettre en valeur les véhicules de la marque... et les finitions mates sont sur le point de devenir la dernière mode.

Cette collaboration a donné lieu à l'élaboration du vernis mat D8113 de PPG, qui confère un aspect sportif aux véhicules et met leur style en valeur.

La réalisation de cet effet mat spécial nécessite des processus de réparation spécifiques ainsi que des produits dédiés haute performance et fiables.

Les réparations sont effectuées par des ateliers spécialisés ayant bénéficié d'une formation spécifique, ce qui atteste une fois de plus de la nature exclusive de ces modèles et des finitions mates.

Ce partenariat inclut aussi le réseau d'assistance mondial de Lamborghini.



PPG and Lamborghini Create Latest Paint Trend

NewswireToday - /newswire/ - Strongsville, OH, United States, PPG Industries' (NYSE: PPG) automotive refinish business has worked closely with Lamborghini for many years to develop colors that will enhance the design of the unique Italian automobiles.

The introduction of PPG's matte finishes created specifically for Lamborghini is setting the latest automotive fashion style.

Lamborghini was a leader of this trend in 2006 when it introduced the Black Gallardo featuring matte-black body parts. Following this initiative, a growing number of automakers are now using matte finish to highlight particular car body details. PPG is the exclusive supplier to Lamborghini for the matte colors. Lamborghini only recommends the use of PPG products when repairing matte colors.

The progression of matte colors directly results from the close collaboration between Lamborghini and PPG Automotive Refinish. The collaboration led to the development of PPG's new D8113 clear matte coat, designed to create a sports-car effect and to accentuate these models' style.

All of our matte and special color cars are hand painted," said Claudio Nannetti, quality manager at Automobili Lamborghini. "We had to find a product that would not only ensure the aesthetic quality sought by our designers, but also meet the high performance standards required. PPG supported us once again, as it has done throughout the years of our collaboration during all the development stages: from product engineering to quality tests and training program for our Customer Support points.

The Lamborghini/PPG partnership is extremely successful and has led to excellent results. In over 20 years, we developed many painting processes for a range of different materials, from aluminum to composites, and countless finishes, including four-coat and matte finishes. Today, we are ready for new challenges and new research projects."

