



# Wrapping a thoroughbred racing car

*The Lamborghini Gallardo LP 570-4 Super Trofeo is an extraordinary vehicle by any standards. When CCL Design Italy was contacted by Lamborghini and asked to decorate one, it presented an almost unique opportunity to show how much vehicle wrapping could achieve. Using Avery Dennison® materials, the CCL Design applicator team arrived at a genuinely outstanding end result.*

## The world's most sought-after supersports cars

Founded in 1963 and headquartered in Sant'Agata Bolognese, Automobili Lamborghini S.p.A. is the iconic Italian manufacturer of the most desirable supersports car in the world. . With 129 dealerships worldwide, in half a century Lamborghini has created an uninterrupted series of extraordinary, exclusive cars. With a total of 14,022 units the Gallardo is by far the most-built Lamborghini ever..

## Racing series: Lamborghini Blancpain Super Trofeo

The car to be wrapped was a Lamborghini Gallardo LP 570-4 Super Trofeo, based on the road version of the Gallardo LP 570-4, with a reworked chassis, dramatic body work/aerodynamics and a direct injection V10 engine. This vehicle was built to take part in the international motor racing series Lamborghini Blancpain Super Trofeo where drivers compete in identical Lamborghini cars.



## The role of CCL Design

As one of the leading international companies in development and manufacture of design products and innovative labelling solutions, CCL Design was well placed to select the right wrapping materials and ensure flawless application.

The CCL MD Roberto Ferrario said that the project offered a natural showcase:

***“There are few cars that can compare with the sheer visual impact of this Lamborghini, and we wanted to make sure that wrap quality was beyond question – with a factory-like finish and no minor imperfections. For this project, we chose a combination of Avery Dennison materials: MPI™ 1005 Supercast film with DOL 1400 series cast overlamine and 900 Supercast film. These materials offered the quality, ease of application and service levels that we needed.”***

## The materials

Avery Dennison® MPI™ 1005 Supercast film is an ultra-premium product that enables eye-catching graphics with clear, bright colours and maximum durability.

It has unparalleled 3D performance with even the most demanding corrugations and offers Avery Dennison Easy Apply RS technology for maximum air egress, slideability and repositionability, along with long term removability. For this project, MPI 1005 was used in conjunction with the highly conformable DOL 1400 series cast overlamine to deliver a high gloss finish and ultimate digital image protection. Avery Dennison 900 Supercast film was used to complete the total brand image of the race car.

For more on Avery Dennison films see [graphics.averydennison.eu](http://graphics.averydennison.eu).

©2014 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, product names and codes are trademarks of Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners.

2014-04\_15439EN



Graphics  
Solutions

**Europe**  
Rijndijk 86  
2394 ZG Hazerswoude  
The Netherlands  
Tel +31 (0)71 342 1500  
Fax +31 (0)71 342 1544