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Dallara IndyCar Factory Starts Engines with New Graphics

The \$7 million Dallara IndyCar Factory in Speedway, Indiana houses the first factory and engineering center Dallara Automobili has established outside of its home in Parma, Italy. The U.S. headquarters for the Italian automotive manufacturer is a high-tech facility, including a race track, that is less than a half mile from the historic Indianapolis Motor Speedway, home of the Indy 500.

When it came time to create the environmental graphics for the IndyCar Racing Experience in the 23,000 square foot complex, the design team turned to longstanding partner Freelance Graphics, Inc. The IndyCar Racing Experience is a fan friendly, interactive entertainment experience where visitors learn about IndyCar racing through three wind tunnel models and hands-on exhibits allowing them to design, build and test an IndyCar.

Final Lap

Freelance Graphics output more than 4,500 square feet of Avery Dennison MPI 2611 Wall Graphics film with images that provide a historical explanation of the Dallara family and its namesake company, Dallara Automobili, which started as an Italian chassis manufacturer for the racing industry.

Visitors learn about how a race car is born, the many innovations Dallara has brought to the race industry and technical aspects of the company's designs, including aerodynamics and carbon fiber, through the wall graphics with many photos of race



cars. Car and racing enthusiasts have the opportunity see car prototypes and to understand how to plan and manage the creation of an Indy race car, from materials to the design of the parts.

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Dallara provides cars for the Indy Racing League, which began in 2012, and built the new factory to expand its collaboration with American car manufacturers on a design, aerodynamics, and safety level.

The Finish Line

"The graphics printed superbly on MPI 2611 with DOL 1080 matte overlamine and everyone was very happy with the final results," added Heller.

The wall graphics in the Interactive Hall also explain the safety, design, engineering and science behind the new Dallara IndyCar chassis, the DW12.

Products used:

- Avery Dennison® MPI 2611 Wall Film
- Avery Dennison® DOL 1080 matte overlamine

Avery Dennison's digital media is used for architectural, environmental and point of purchase graphics.