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Showstopper

How do you make an impression and create buzz at the worlds' largest automotive aftermarket show in Las Vegas?

Epson America, SkinzWraps, the vanguard of the vehicle wrap industry, and Avery Dennison literally stopped traffic and attracted large crowds at the 2010 Specialty Equipment Market Association (SEMA) Show with a stunning custom design and wrap on a Bugatti Veyron – the world's most expensive and fastest road-legal sports car.

“Designing and applying a wrap to an automotive masterpiece like the Bugatti Veyron required the amazing quality and durability of Avery adhesive backed vinyl,” said Peter Salaverry, CEO of SkinzWraps. “We needed a solution that was worthy of being featured on a Bugatti Veyron or any job that requires the best of the best.”

> The answer was printing the best vinyl for the job – Avery MPI 1005 Supercast Easy Apply RS – with the Epson Stylus Pro GS6000. The combination of the printer and Avery film powerfully showcased the rich, vibrant colors, smooth tones and deep blacks, with amazing shadow details, in the design on a car with intense curves.



The Bugatti Veyron is hailed by many as the greatest automobile ever made. The exotic two-passenger car is powered by a quad-turbocharged, 8-liter, 16-cylinder engine that produces 1,001 horsepower. The Veyron's powerful engine and 7-speed transmission with AWD enables it to achieve a top speed of 253 mph.

“Epson was extremely excited to work with Avery Dennison and SkinzWraps to unveil what was surely the most prestigious and high-priced automobile ever to be wrapped,” said Reed Hecht, product manager, Epson America, Inc.

- 1 Veyron drew large crowds at SEMA
- 2 SEMA Show
- 3 Veyron at wrap facility
- 4 Veyron being wrapped
- 5 SEMA Show

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