

At Label Motorsports, Exotic Cars are All Wrapped in Avery Dennison® Films

The word “unique” gets tossed around a lot. But it seems safe to apply the term to Label Motorsports of Ada, Michigan. The seven-year-old company’s specialty is one-off aftermarket customization of exotic supercars, primarily European. The company’s services encompass performance as well as design and restyling. Many of its clients are collectors.

“We are truly a custom automotive facility,” says founder, owner and operator Andy Siradakis. “I take pride in the fact that we aren’t order takers. When somebody comes to Label Motorsports, they are looking for a strong opinion, accompanied by leadership and guidance on what to do to their vehicle.

“We are in an industry where everything has already been done a hundred times and everything is posted online. So, we really focus on particular details in order to make our work stand out.”

When a client build at Label Motorsports includes a color change vehicle wrap—which is usually the case—it’s done with Avery Dennison® Supreme Wrapping Film™ (SWF), Siradakis says.



“Our whole business model depends on executing on extremely fine details. When we’re doing a color change wrap, we demand a film that enables us to make the car look like it’s painted. When a prospective client sees our wraps compared to someone else’s, there’s no negotiating,” he says.

“We’ve never had an issue with a batch of Avery Dennison films,” he continues. “It’s extremely consistent. The film is easy to install, it conforms well and it holds its position. And they have a great selection of colors and finishes.

“We have clients all over the country—Tennessee, Texas, Florida—so the last thing you want is to have an issue with the film. We’ve got cars that we wrapped four or five years ago and have seen cold weather and warm weather, and they still look great.”

The Corvette C8 concept

In July 2019, General Motors unveiled the Chevrolet Corvette C8, the eighth generation of the sports car. It was the first rear mid-engine Corvette since the model’s introduction in 1953.

Siradakis noticed that some of his clients were adding the C8 to their collection. The new mid-engine platform and other upgrades put the C8 into a performance category alongside some Porsche, Ferrari and Lamborghini models, and at a lower price point. He decided to test the market, and his resolve, with a new concept.

He would design, manufacture and build a limited edition of five carbon fiber widebody Corvette C8s, each one unique to each client, with every custom element designed and installed by Label Motorsports.



“We believed these cars could really show off our capabilities and open doors,” he says. “We wanted to see if customers would be interested at our price point. Now that all have been built, it’s safe to say they were. Market test complete.”

Wrapping a work of art

The final version in this special release of five carbon fiber widebody C8 Corvettes, dubbed Project Vouno, was a twin turbo, check-every-box build, culminating with a reveal at SEMA 2023 in the HP Tuners booth. The car was a contender for Best Engineered Vehicle at the show. This stunning, exposed forged carbon fiber widebody was meticulously wrapped by Label’s expert installation technician, Justin VanOeveren, in Avery Dennison SWF Gloss Light Pistachio (SW900-728-O) with DOL 1370Z Luster overlamine.

In selecting the Light Pistachio color, Siradakis’ thinking was to pair a vintage pastel color with the ultramodern look of the forged carbon fiber hood, wheels and details. The Light Pistachio echoes a rare Corvette color from 1960 called Cascade Green.

Another unique aspect of Label Motorsports is that all the wraps are full vehicle, inside and out. They disassemble the entire car. They take off the doors and wrap the hinges and every interior part that can be seen when you open up the doors or the hood or the trunk.

“We wrapped the jambs on the Corvette, which are very deep—almost 90 degree channeled angles. That’s where you want a film that really sticks and holds.”

Most of Label Motorsports’ clients want their vehicles wrapped, Siradakis says. “The way we look at it, with a wrap, they can have two or three versions of the car during the lifespan of their ownership for the cost of one complete paint job.”

What’s next for Label Motorsports? Another limited edition carbon fiber widebody series, this one for the new Corvette Z06 supercar. Siradakis hopes to have the first one ready to debut at SEMA 2024.

No one knows how at this point, but an Avery Dennison film will be part of the new program.

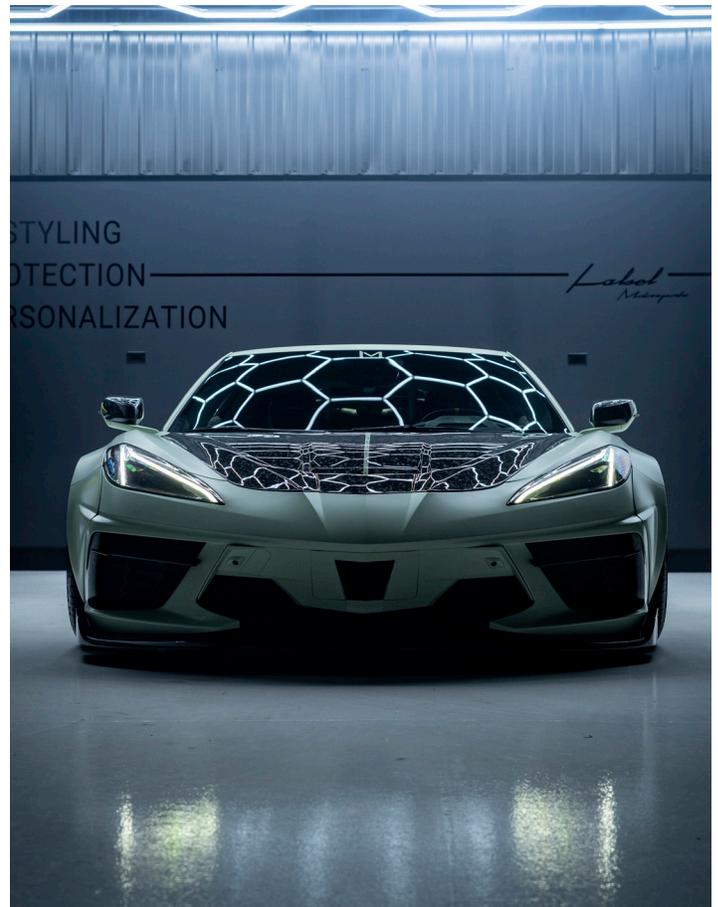
“Whenever I needed something, Avery Dennison has been there for me,” Siradakis says. “They have supported every venture we’ve gone after.”

Interested in learning more about the custom restyling work at Label Motorsports?

Visit <https://www.labelmotorsports.com>.

For more information about the beauty and performance of Avery Dennison color change films to grow your vehicle wrapping business, visit graphics.averydennison.com/swf.

Label Motorsports Photography: Evan Clark @mittenproject



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