



HOUSE OF KOLOR SHIMRIN2[®] UNIVERSAL BASES

In July 2010, Dodge[®] announced the end of an era, by producing the last Dodge Viper[®] ever, and House of Kolor[®] was happy to help them go out in style! This Viper is painted entirely with House of Kolor's new product lines and systems. From the ground up, this automotive icon features:

PRIMER: House of Kolor's soon to be released KD3000 Direct to Substrate (DTS) Foundation Surfacer/Sealer. Although KD3000 Gray was chosen for this project, the new KD3000 Series will be available in 6 colors - gray/white/black/red/yellow/blue. These colors may be combined to produce an unlimited color palette.

COLOR: House of Kolor[®] new Shimrin2[®] line of basecoats and effect pacs, including:

MAIN BODY: S2-12 Zenith Gold with S2-FX05 Metalume[®] Super Silver FX pac

KUSTOM RACING STRIPES: S2-07 Gamma Gold with S2-FX05 Metalume[®] Super Silver FX pac

PIN STRIPES / WHEELS: S2-03 Galaxy Gray with S2-FX47 Metajuls[®] MBC Silver FX pac

CLEARCOAT: House of Kolor's highly anticipated USC01 Kosmic Urethane Show Klear, our most robust clearcoat ever!

House of Kolor's Shimrin2[®] product line is a solvent-based system which, when mixed, will create a VOC compliant finish regardless of current VOC restrictions. The Shimrin2[®] product line will consist of 17 basecoat colors and 39 effect pacs, offering its users unlimited custom color options. Shimrin2[®] products are scheduled for commercial availability later this year.



The last Dodge Viper rolls off the assembly line in style



Team Viper poses for a photo with Mrs. Rauh & her new toy

The proud owner of this beautiful custom Viper* is D'Ann Rauh. Rauh and her husband Wayne from Arp, Texas, own more than 40 Dodge* Vipers - the largest personal collection of Vipers in the world. A member of the Mid-South Viper Club of America, D'Ann Rauh worked exclusively with the Dodge Design team to select the personal touches she wanted on her car. Bob Soroka, from Chrysler Group LLC's Street and Racing Technology team, airbrushed layouts of Viper-significant race tracks into the custom-painted copper stripes applied by Prefix. At the unveiling ceremony at the Conner Avenue Assembly Plant in Detroit, Dodge Brand President and CEO Ralph Gilles and plant manager Shelly Brown Gordon presented Mrs. Rauh with the car of her dreams.

House of Kolor[®] has been a custom paint industry leader for well over fifty years, and continues to push the envelope with new technologies and products that make the most significant projects shine like they should! For more information on the new House of Kolor products, please visit us on the web at www.houseofkolor.com.



Proud Owner D'Ann Rauh presents an award to HOK G.M. Nick Dahl

valspar

if it matters, we're on it.[®]

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