

On the road to Le Mans



The Sign Spy looks at a couple of sensational liveries by Elite Signs that have gone down well in France...

Bridgend-based Elite Signs has recently completed a great looking mobile homage to a couple of Le Mans racing classics, in the head-turning shape of two notable vehicle liveries produced on behalf of the vehicles' race-enthusiast owners. The unusual job came to Simon James and the team at Elite thanks to the company having undertaken work on the vehicles in question previously. The job is particularly interesting in being commissioned for purely recreational motivations on the part of the owners and makes the point that livery has applications and markets beyond advertising. Both vehicles featured were, "treated like real celebrities," on the way across France to the race, and were photographed everywhere they stopped - blame the advent of the camera/phone and the power of the livery design.



The Jaguar is a real exemplar of what's possible with the right materials and technical talents. Starting with nothing more than a low-res photograph of the designs' subjects for reference, and admittedly gorgeous vehicles, Simon James carefully created the working design, mindful of the need to then manage the subsequent application. He also created detailed reference drawing for approval and to keep the application specifics on target - it obviously worked. The Jaguar's livery was colour-matched to original references which strayed dangerously into the difficult part of the purple spectrum, and then printed on MetaWrap MD-X. Reproduction and colour fidelity, all agreed, was perfect and artefact free. Elite's application team, Barrie and Nicky, then applied the printed and laminated MD-X livery components to the car. The 'Jag presents a challenging application surface to say the least but MD-X and the Elite team sailed through the job perfectly and the work looks sensational and stands up to the closest and most critical scrutiny. Silver metallic Jaguar devices were cut and applied over the wrapped and laminated MetaWrap MD-X completing the main livery elements. Metamark MD5 was printed and applied for the decal components so completing an eye-catching, mixed-media ensemble that the customer is nothing short of delighted with. Le Mans and the Gulf Porsches are practically synonymous and wonderfully evoked in the other half of the liveried duo. A VW "Camper" may not start with the promise of being the most appropriate canvas for a 917 homage but it works brilliantly. A combination of Metamark M7 and Metamark MD5 gets the treatment done this



time and, short of sprouting a 917-style long tail and barking in the same cacophonous tones, the VW carries the act off like the class act it is.

On the road, the pair attract the attention of everyone they pass and requests for photographs come thick and fast. The liveries make the point that there's value in wrapped vehicles beyond advertising for advertising's sake and that the medium is accessible to all. Elite Signs and the team are as pleased with the work as its customers and are happy to entertain enquires from anyone with similar ideas - JPS F1 Styled Mini, anyone? Six-wheeled Elf Smart-Car maybe?

