

## CASE STUDY

# AUTOMOTIVE - CERAMIC 40 FILM HEAT REJECTION

Project Name: Sewell Lexus  
Location: Dallas, Texas



*We feel that our customers see the value in a product that can protect them and their cars from the Texas sun and also has the added safety feature of low glare at night.*

Bobby Moorehead,  
Service Manager, Sewell Lexus

### Task:

To provide one of the largest Lexus dealers with the latest technology in window films to help protect their customers from the hot blistering sun. To provide superior heat, glare and UV rejection, enhancing the driving experience through increased comfort.

### Solution:

With Hüper Optik® Ceramic films, Sewell Lexus is able to offer its customers unmatched performance in maximum heat rejection and fade control. Simultaneously reducing distracting glare without changing the visibility or clarity of the car windows, the films allow for more enjoyable driving during the day or night.

Hüper Optik® Ceramic films are made of metal-free and dye-free materials; the films will not appear shiny and will not fade to a purple color or blister. Hüper Optik® films block up to 70% of total solar heat while maintaining the aesthetics of the car.

### Result:

Bobby Moorehead, service manager of the renowned Sewell Lexus of Dallas, says, "We feel that our customers see the value in a product that can protect them and their cars from the Texas sun and also has the added safety feature of low glare at night. Our sales staff is extremely excited about Hüper Optik® film and believes that many customers who were previously not interested in tinting their car windows are now doing so, simply because we have Hüper Optik® as an option."



Performance data is based on this film being applied to the inside of 3mm clear glass. All data calculated using the definitions and equations in ISO9050 & ASHARE Handbook. The data is subject to variations within industry standards.  
Copyright © 2005 Hüper Optik® USA (www.huperoptikusa.com), 17356 Northwest Frwy, Houston, TX 77040;  
phone: 888.296.3456; fax: 832.467.1190



Meister Keramische Technologie