



CASE STUDY
BMW MOTORRAD RACE TEAM
PRECISION & PERFORMANCE

Location : United Kingdom

Sector : Motorsports

Product Featured : Silver 20 Film





CHALLENGE

A Brand of Speed Demands a Space of Style

Every surface - from machine to environment - reflects the brand's commitment to precision, performance, and modern design. Their race team headquarters and showcase space required a visual upgrade that aligned with this identity



SOLUTION

Silver 20: A Mirror Finish that Speaks Speed and Sophistication

A high-performance architectural film that provides a clean, reflective finish while subtly managing light and heat



RESULTS AND BENEFITS



Existing glass panels in the viewing and hospitality area felt **bland and inconsistent** with the team's high-octane aesthetic



Its **sleek metallic appearance** immediately transformed the glass façades into premium surfaces aligned with BMW's design language



Refined Visual Identity– Glass surfaces took on high-performance sheen that reflected the team's ethos



Optimised Light Behaviour– Reduced unwanted reflections during media interactions



Bright external light created **distracting reflections and washed-out visuals** on key brand zones and racing displays



The film also delivered **passive infrared rejection** and glare reduction, helping improve visual clarity without being overtly functional



Brand Cohesion– Film finish matched perfectly with chrome, carbon fiber finishes used in team gear and interiors



The film needed to **blend seamlessly with brand elements** like silver, chrome, and carbon fiber, with **non-intrusive installation**



Ideal for a **motorsport visual environment**, where camera reflections, brand backdrops, and lighting setups needed controlled transparency



Subtle Functional Gains– Minor glare and heat control enhanced comfort without altering interior ambiance



No Aesthetic Disruption– Film installed seamlessly into existing glass framework