

TCI POWDER INNOVATION FOR THE DODGE CHALLENGER SRT® DEMON:

Chrysler Zr3 Performance Red, Super Durable Automotive Coating



Dodge Challenger SRT® Demon



Valve covers coated in Chrysler Zr3 Performance Red

CUSTOMER OPPORTUNITY

You may have heard about the The Dodge Challenger SRT® Demon, a “beast unlike any known to man,” Dodge’s newest edition of the Dodge Challenger. It has the highest horsepower and G-force, first wheelie, fastest 0-60, and fastest 1/4 mile of any production car. The valve cover and engine block coatings for this fierce new vehicle were both provided by TCI Powder Coatings.

CHALLENGE

Fiat Chrysler Automobiles (FCA) was in need of a “Demonic Red” color that would meet the necessary underbody and under-hood requirements as well as performance specifications. Other powder coating manufacturers were struggling to develop this match within a reasonable timeline. TCI was challenged to formulate a powder coating that met the performance requirements for heat, chemical, and corrosion resistance spec’d for this high performance vehicle. In addition, the powder coating needed to offer consistent quality and apply easily and efficiently at the designated coating facilities.

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800-533-9067, www.tcipowder.com



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AUTOMOTIVE: THE TCI POWDER COATINGS DIFFERENCE

When selecting a powder coatings supplier, look to TCI Powder Coatings to develop specifically formulated coatings that meet both design and engineering specifications. By utilizing a stage gate process, your company can expect to receive specified coatings within your project timeline. TCI Powder Coatings provides a wide range of coatings solutions for applications in the automotive industry, including under-hood car components, engine and valve parts, wheels, and exterior trim. TCI offers coatings held to the highest performance and quality standards in a variety of colors and finishes.

SOLUTION

With the support of TCI Powder Coatings' Product Development Team, the development of the "Demonic Red" color match was prioritized and launched via TCI's stage gate development process. By utilizing a stage gate process, TCI was able to quickly dedicate its resources, prioritize the project, and deliver on an expedited time frame.

The Chrysler Zr3 Performance Red powder coating was developed and soon approved by FCA. Ultimately, TCI Powder Coatings was able to deliver on its promise of quick turnaround without sacrificing performance or quality. Currently, several fabricators and coaters are using the new formulation and have seen excellent results.

By continuing to support specialty powder coating applications such as the iconic Dodge Challenger SRT® Demon, TCI consistently delivers as a specialty automotive coatings supplier.

Dodge Challenger SRT® Demon

