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AkzoNobel's Wanda Waterbase System Introduced at 2011 Canadian International AutoShow



Nearly 400,000 car enthusiasts throughout the Toronto region gathered at the 2011 Canadian International AutoShow in February to get a firsthand look at some of the automotive industry's newest products and car exhibits. The 10-day show is the second largest consumer automotive show in North America and provided the perfect backdrop for introducing the new Wanda Waterbase basecoat system into Canada—especially to the collision repair market who are anxious to try the low VOC system.

Specially formulated to make VOC compliance easy, the versatile, easy-to-use system including Clear, Primer and waterborne Basecoat, were on display in the booth and showcased on two replica 1932 Ford fenders painted in a custom Wanda Aqua Blue Pearl color; demonstrating how the system's simplified mixing ratios and incredible color-accuracy provides a consistent "right-the-first-time" finish at an affordable price point!

Thousands of booth visitors were greeted by the Wanda brand representative who distributed product literature and explained the value and performance benefits of the low VOC system—even posing for pictures with new Wanda "fans." One of the show's most popular exhibits, *ICONS: Legends of Camaro and Firebird* tribute featured the Lingenfelter LTA concept car as the centerpiece of the collection. The car was developed and built by Lingenfelter Performance Engineering and painted in a stunning custom Wanda Orange Mocha finish.

"The Canadian International AutoShow proved to be a great venue for us to introduce the new Wanda Waterbase basecoat system into Canada," said Mark Rapson, AkzoNobel's Business Manager of Trade Brands, North America. "We received very positive feedback about the extensive color range and simplicity of the new system, which will definitely help make 'going green' easier. We're looking forward to helping Canadian collision repair professionals achieve compliance, without compromising the performance they depend on."

For more information about the Wanda Waterbase basecoat system, or the full range of Wanda products and color tools, visit our website at www.wandarefinish.com. Be sure to follow us on Twitter and Facebook to find out about upcoming Wanda activities!