



ARLON

# MUSTANG DARK HORSE

## *Wrapped to Win*

Steeda Germany set out to make a huge impact at the start of 2025 by unveiling their Mustang Q767 Dark Horse demo, building on momentum from Auto Bild's recognition of the Q767 as "The Best Mustang of All Time" in 2024.

### The Challenge

The challenge was to distinguish the new Q Series Mustang in a competitive European market, spark visual excitement beyond standard factory colours, and highlight the unique, performance-driven character of the Steeda build, whether on track or at events. Steeda envisioned a show-stopping vehicle that demands attention and clearly communicates the Q767's racing pedigree and customizable personality at every opportunity.



**Materials Used:**  
Premium Colour Change  
#459 Satin Viper Green Metallic

**Headquarters:**  
Hofgeismar, Germany

**Business Model:**  
Steeda Germany specializes in engineering, manufacturing, and selling high-performance parts and fully homologated Mustangs for the European market. Its business model centers on direct sales of certified components and limited-edition vehicles, backed by rigorous track testing and European regulatory compliance.

**Years in Business:**  
37 years, founded 1988

**Website:**  
steeda.de



## The Solution

Steeda Germany teamed up with Arlon Graphics EMEA1 to launch a custom colour range for the Q Series, debuting with a bold full wrap in Arlon c with gloss black highlights. Combining ultra-refined vinyl technology and flexible colour options enabled Steeda to showcase how the right wrap makes a build totally unique, whether for a one-off demo or a standout show car.

The Q767 Dark Horse was completed with 20" OZ gunmetal wheels and Michelin Pilot Sport 4S tyres, blending style and performance. Arlon's advanced FLITE Technology® ensured easy, precise application and long-lasting durability - ideal for demanding show and track environments. Additional upgrades, including Steeda's Tremec short shifter and renowned chassis and suspension packages, ensured performance matched the eye-catching design.

## The Result

The wrapped Steeda Germany Q767 Dark Horse has made a lasting impression, appearing regularly at car shows and track demonstrations to widespread acclaim.

Reviewers have praised its standout Arlon wrap and race-ready stance and the distinctive colour and performance upgrades have given the Q Series greater visibility, establishing a new standard for Euro-spec Mustangs.

### ABOUT PREMIUM COLOUR CHANGE

Premium Colour Change is equipped with FLITE Technology® which enables fast, easy installation, excellent repositioning and clean removability. Guaranteed to stay down in deep channels, curves, recesses and the most demanding shapes, Premium Colour Change delivers self-healing adhesive, ideal thickness as well as effortless liner release.

#### Recommended Applications:

- Vehicle Wraps (Full, Partial)
- Vehicle Decals
- Fleet Wraps

Initial Contact: 

Thickness: 76-84 microns

Durability: (Unprinted) Up to 10 Years

Technology: FLITE Technology®

Deep Channels: 

Rivets: 

Soft Curves: 

Clean Removing: 



“The Steeda Q series Mustangs offer awesome performance when on the move, and we firmly believe we offer Europe’s best accessible full-size sports car, with incredible handling and an unrivalled package of NA V8, RWD and a 6 speed transmission. But the Steeda changes are nearly all ‘under the skin’ and what Arlon offers us is knockout performance while stationary! The new demo car looks incredible and comes alive under the sun. Steeda is all about personalization and with Arlon each Q Series owner has the chance to really make a one off.”

**Steeda Europe director, Robbie Kazandjian**

The ease of application and durability of Arlon’s film allowed the team to confidently experiment with future custom liveries. This collaboration not only reinforces Steeda’s reputation for pushing boundaries, it also showcases how the right visual partnership can elevate brand presence and product appeal in a crowded market.

**ABOUT ARLON**

Arlon is in the business of creating innovative material that will bring creative ideas to life. That’s it! ... But we also work on sharing our industry know-how in ways that can benefit the sign and graphics industry. We always look for innovative solutions that will help to transform your business.

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