

# ROAD TO SAFETY

## The Right Finish On A Car Can Add To Safety

(NAPSA)—An innovative automotive finish called powder coating may make it possible for drivers to have more safety in all driving conditions—including the snow and salt associated with winter driving.



**A number of auto manufacturers believe powder coating can help cars stay more durable—and safer—in winter.**

Powder coating is a high-tech process used by a number of foreign and domestic auto manufacturers.

During the process, a fine powder containing color pigments and resins is electrostatically charged and sprayed on to the surface of the part. The part then goes through a curing oven, producing a hard, smooth finish.

Powder coating is said to provide automotive parts and components with a more durable finish that can help resist wear and damage caused by weather and road salt.

This durable finish can reduce the chance that key parts will fail due to weather-related wear when a driver needs them most.

To learn more, visit The Powder Coating Institute at [www.powdercoating.org](http://www.powdercoating.org).