



PRODUCT NEWS

SHINE IS FINE, BUT FLAT'S WHERE IT'S AT: KIRKER AUTOMOTIVE FINISHES UNVEILS HOT ROD BLACK

ALL NEW 2K URETHANE TOPCOAT PROVIDES A PERFECTLY SMOOTH SATIN SHEEN FOR RAT RODS, LEAD SLEDS AND OLD SCHOOL GASSERS

AUGUST 1, 2006 / NEWBURGH, NY – Filling a void for professional refinish shops and automotive restoration enthusiasts looking for a high quality flat black paint that doesn't cost a small fortune, Kirker Automotive Finishes has introduced a new activated acrylic urethane topcoat with a beautiful smooth satin sheen.

Hot Rod Black (UA-70388) combines the superior exterior durability and exceptional flexibility of a two-part single-stage urethane topcoat, with the super-low gloss typically associated with flat black primer. Unlike undercoats however, this coating won't scratch or mar, nor will it turn chalky or fade when exposed to UV and other harmful weathering. Users also will find Kirker's Hot Rod Black to be far more chemical and stone-chip resistant than flat black primers.

While other automotive refinish manufacturers have introduced similar products recently, research shows most of those materials dry with a semi gloss sheen that – along with the price – is just too high for most users' liking.

While developed to give street rod builders the desired "rat rod" appearance, Kirker's Hot Rod Black can be used any time a satin finish might enhance the overall look of the vehicle, including on stripes and other accents, or on interior surfaces, chassis, frames and firewalls. With its low gloss level, Hot Rod Black stands in stark contrast to vivid, high-gloss colors such as those from Kirker's SPECTRA Series urethane candy color system, introduced late last year.

UA-70388 mixes 3:1 with Kirker's UA-1600 activator with no reduction required. Designed to flow easily and provide full coverage in two medium wet coats.

This exciting innovation is now available for purchase anywhere products from Kirker Automotive Finishes are sold. Additional information about Kirker's refinish systems may be found on the Web, at www.KirkerAutomotive.com.

About Kirker Automotive Finishes:

A division of Coventry Coatings Corp., based in Newburgh, NY, Kirker Automotive Finishes has manufactured paint for more than one hundred years. Its line covers a complete range of automotive and fleet refinish products, including factory-packaged enamel and urethane paints, primers, clears and other related items. Kirker also maintains a significant private-label program.

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