

Reference

PLEXIGLAS®

Giant illuminated letters for Audi at the Ski World Cup



Market segment

Lighting Technologies

Products

PLEXIGLAS® GS Red 3H25

Processor

FISCHER Licht & Metall GmbH & Co.KG

www.fischer-lum.de

Selection criteria

PLEXIGLAS® was used because

- It did the best job of displaying the red Audi lettering day or night
- PLEXIGLAS® plates possess outstanding light-transmitting properties
- PLEXIGLAS® guarantees optimum light distribution

Application description

FISCHER produced letters spelling out “Home of quattro” for Audi, the automobile manufacturer of Ingolstadt, Germany, and one of the sponsors of the Ski World Cup. The sign is approximately 35 meters long and three meters high. Each letter weighs several hundred kilograms including the metal frame.

The colossal writing was driven from the company’s Mühlhausen plant to Lake Schwarzsee near Kitzbühel, Austria. A helicopter then flew the sign one letter at a time to its location on Mt. Hausberg, after which they were mounted next to each other (with a little help from above, so to speak) until the unmistakable sight of “Home of quattro” rose above the “Streif”—one of the world’s most spectacular downhill courses. Located at about halfway up this slope, the illuminated red letters on Kitzbühel’s Hausberg look essentially like a replica of nearby Hahnenkamm mountain. For one whole week, the red, glowing Audi slogan was visible at night far and wide—thanks to the energy-saving FISCHER LED technology built into each of the 13 letters.

Evonik Performance Materials GmbH

Acrylic Polymers

Kirschenallee, 64293 Darmstadt, Germany

info@plexiglas.net www.plexiglas.net www.evonik.com