

interstandox

Standox creates a whirlwind of dust in DiRT



Especially in virtual computer worlds, small consistent details are extremely important. This holds true in the new version of the rally game DiRT®, in which a well-known logo appears at various points – Standox’s striking blue and white “bow tie.”

In June 2017, British games developer Codemaster released a new version of DiRT – eagerly awaited by all gamers who want to immerse themselves virtually in the world of rallying. The game for PS4, Xbox One and Windows PCs puts the player behind the wheel of a rally car, with which he must showcase his skills on different courses. This is the fourth version of DiRT already, and it provides a realistic driving experience, complete with detailed replications of vehicles and landscapes.



The Standox bow-tie is prominently placed in many places in DiRT.

Advertising banners are simply a part of a rally

The sponsor’s banners and posters as well as the decals on the cars are as much a part of a rally as the roaring of the engines. Of course, this also applies to DiRT. And the Standox logo can also be seen in various places. What is more, it accompanies the player throughout almost the entire game. It is not only featured prominently on a Subaru Impreza and a Ford Escort MK2, but is also available to the players who create their own racing paint job. In addition, the Standox bow-tie is prominently placed on the service park and along the route on numerous flags, posters and boards.



Long and glorious participation in motorsport

Olaf Adamek, Brand Manager Standox, says, "Our parent company Axalta and Standox can look back on a long and successful relationship with a wide range of motor sports from Nascar to Formula One. These experiences in the harsh motorsport environment put our product technology to a difficult test, but our high performance paints pass with flying colours. We are proud to include rallying on the list of motorsports we support. Even if only virtually!"

For more information about DiRT 4 and other Codemasters games, visit www.codemasters.com.

A Ford Escort with Standox logo in a snowstorm – a spectacular motif from DiRT 4.

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