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The HEXIS-Prodrive alliance, a powerhouse of innovation for motor racing

HEXIS SAS, one of the world leaders in self-adhesive films for visual communication, and Prodrive, recognised expert in engineering for competition vehicles, have entered into an ambitious technical collaboration. Their common objective: to innovate and perfect the preparation of vehicles to achieve peak performances.

Drawing on a wealth of experience in the field of competition, HEXIS has already distinguished itself alongside Prodrive in 2011, when the HEXIS Racing team won the FIA GT1 World Championship aboard an Aston Martin GT1 prepared by Prodrive. This partnership renews this shared heritage by returning to its origins: the racetrack.

In keeping with its know-how, acquired in particular with the Alpine F1 Team®, the collaboration with Prodrive will involve the development of made-to-measure self-adhesive solutions meeting specific requirements: lightweight, resistance, adhesion and visual appeal. These innovations will offer complete protection of the bodywork against adverse weather conditions, gravel, impacts, scratches etc.

"Our collaboration with the Alpine F1 Team has proved the robustness of our films in the most extreme conditions" explains Clément MATEU, CEO of HEXIS SAS. "With Prodrive, which shares our values of excellence, we will be pushing back the limits of automotive performance even further."

This partnership marks a new stage in the development of HEXIS SAS and Prodrive, and promises major innovations in the automotive preparation sector.

Gus Beteli, AMR Head of performance adds: *"HEXIS is a benchmark in the automotive industry. This partnership will allow us to integrate their innovative solutions and offer our customers even better performing and more attractive vehicles."*

Choosing the ultimate protection with HEXIS

Prodrive, which is synonymous with performance and reliability, demands the very best for its vehicles. Over and above mechanical performance, the preservation of visual integrity is of paramount importance. Two flagship products have therefore emerged as key players in this collaboration: BODYFENCE, an invisible, ultra-resistant bodywork protection film, and PRO4SHIELD, a windscreen protection film, ideal solutions for meeting the demanding needs of vehicles prepared by Prodrive.

In 2024, the HEXIS BODYFENCE body protection film was applied to Aston Martin GT3 cars, prepared with expertise by Prodrive. On the strength of this success, the spotlight will continue in 2025 to reveal the advantages and exceptional performance of this self-adhesive film. Designed to protect efficiently against impacts, while offering impeccable visual appeal, this self-adhesive film reflects the excellence and professionalism of Prodrive, thus contributing to the international reputation of the BODYFENCE® brand.





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