

altro

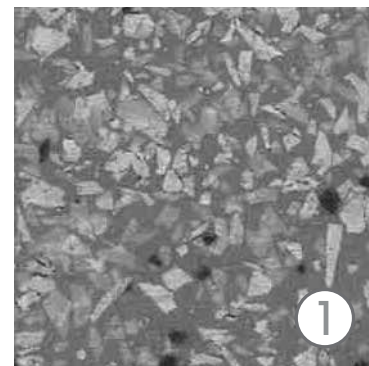
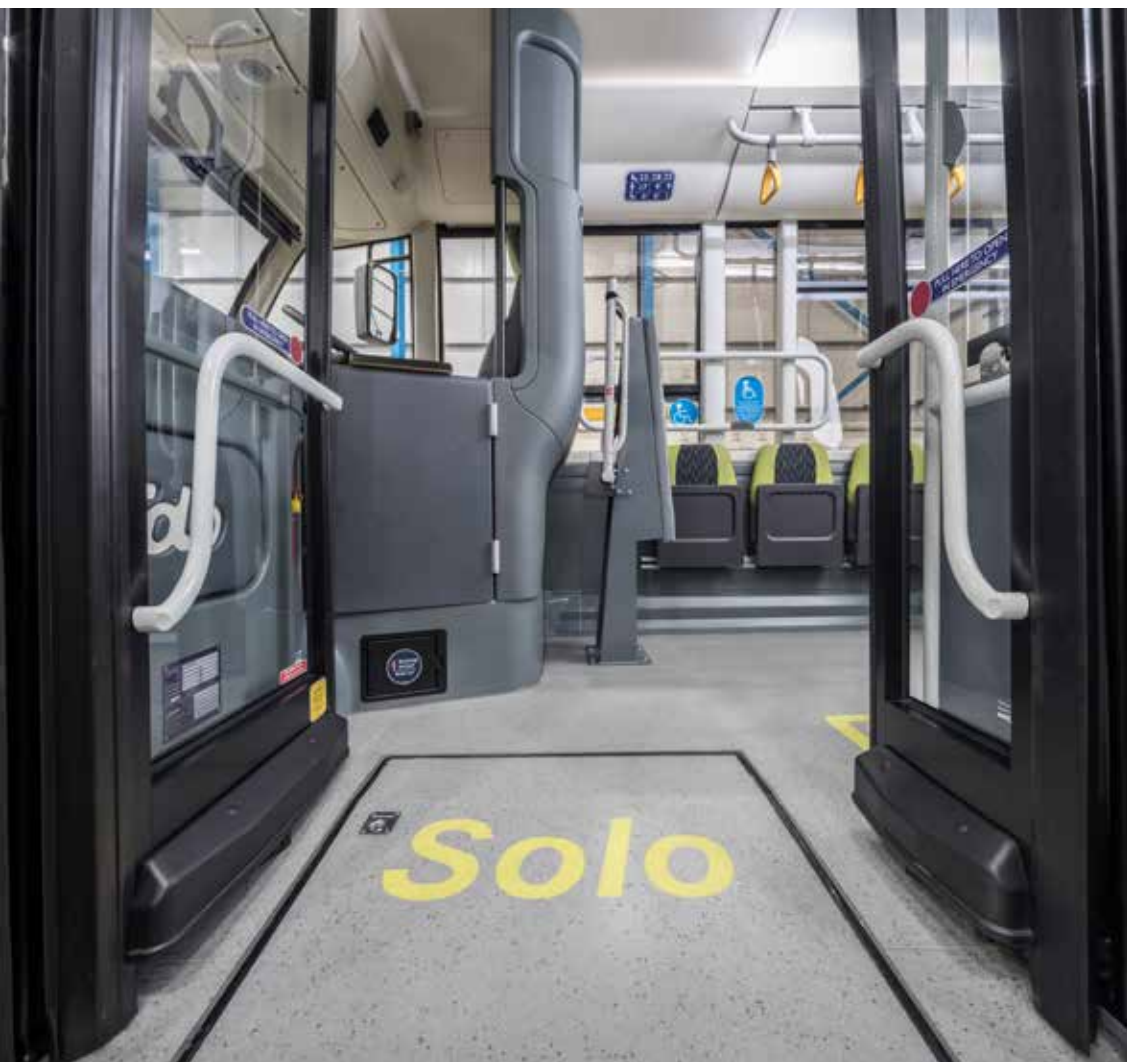
Optare Versa and Solo demonstration vehicles

Altro creates new bus design possibilities

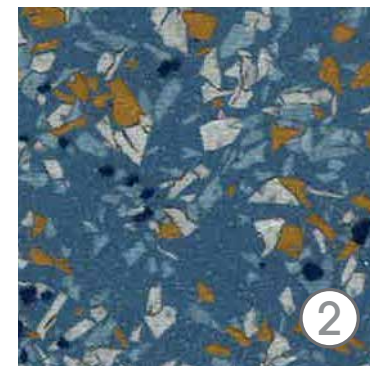


"We wanted to create a fresh, modern feel to the Optare demonstrator buses that would outlast rigorous service duties, and I think Altro Transflor custom design flooring achieves this really well."

Samantha Beeley,
Designs and Concepts



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1. Altro Transflor custom design flooring
2. Altro Transflor custom design flooring
3. Altro Logo and Kit Cutting service





Optare Versa and Solo demonstration vehicles

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Issue

Optare is a British based manufacturer providing lightweight passenger vehicles to operators across the globe. Altro are proud to have partnered with Optare for over 20 years.

Optare wanted to showcase new ideas for creating passenger appeal for their demonstration vehicles for EuroBus Expo 2018. The vehicles chosen were the Versa and Solo, premium single decker city buses. These buses not only had to look good, but be easy to maintain and offer something new and practical.

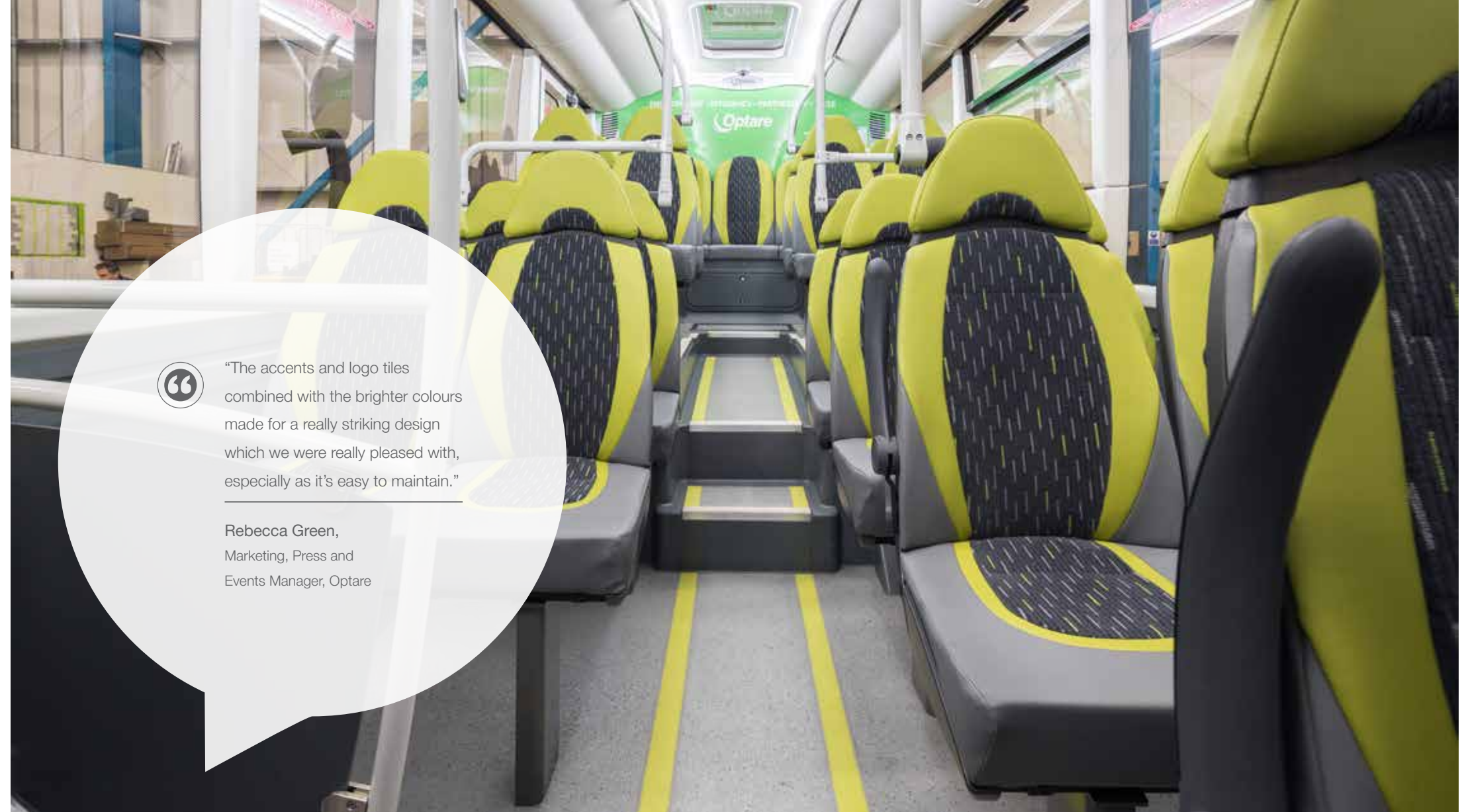
Approach

The design of these buses had to be bright and striking, presenting the possibilities available in terms of colour and company branding, whilst also being functional and easy to maintain.

Samantha Beeley of Designs and Concepts was consulted for the design of these vehicles, and she had no hesitation in specifying Altro Transflor custom design flooring and the Altro logo and kit cutting service.

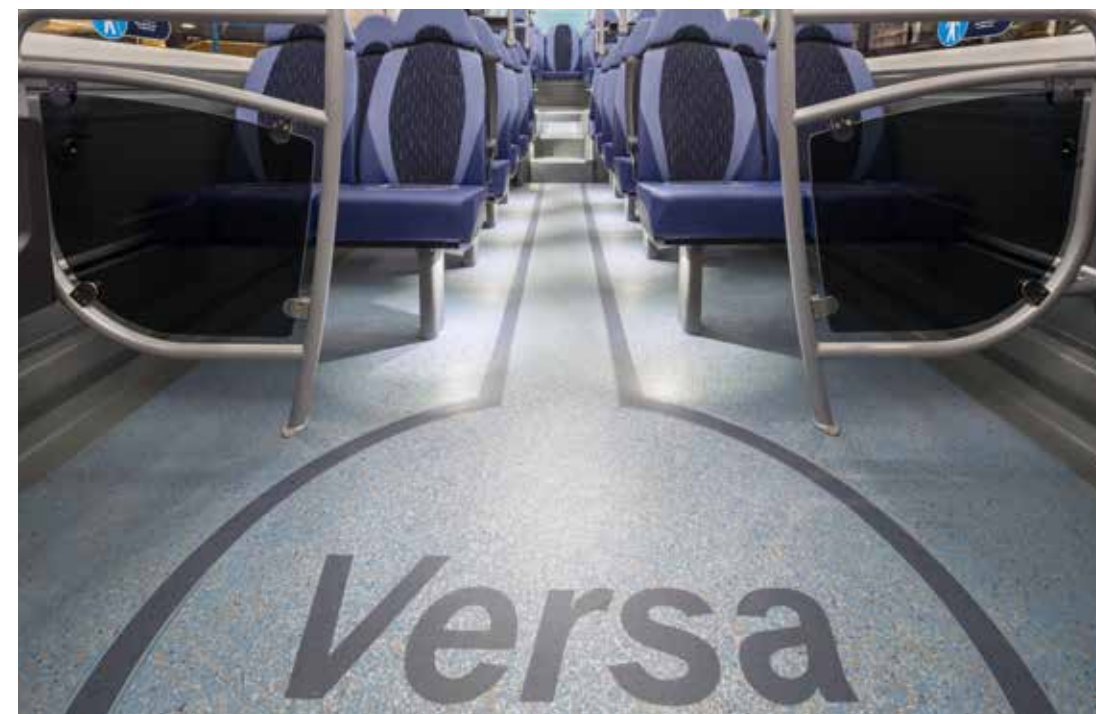
Solution

The final design used Altro Transflor custom design flooring in a cool blue for the Versa, and a sleek silver for the Solo. The metallic design of the floors gave a much brighter aspect, and tramlines in accented colours give a streamlined look. A precision cut logo was created for each bus, showcasing the possibilities available for the branding of bus interiors. "The vehicles were very well received at EuroBus Expo 2018," Rebecca Green, Marketing, Press and Events Manager at Optare, said, "and we were delighted to showcase to customers striking but practical design ideas for their own fleets."



"The accents and logo tiles combined with the brighter colours made for a really striking design which we were really pleased with, especially as it's easy to maintain."

Rebecca Green,
Marketing, Press and
Events Manager, Optare



Altro Transflor custom design flooring can be created to any specification. The flooring for this installation incorporated a metallic design with contrasting colour chips for a higher design appeal. An embossed PUR coating ensures easy cleaning while retaining an excellent slip resistance.

Altro's logo and kit cutting service can be used for any installation. Our precision cutting technology can cut any logo or design from a bicycle or disabled logo, for wayfinding, to your company branding, to any pattern or design you can think of. The possibilities really are endless, so contact us to find out how we can help.