

# Printajo Advertising Shatters Industry Records: 230 Luxury Vehicles Branded in 24 Hours for World Sports Summit 2025

*Dubai vehicle branding company Printajo Advertising Agency brands 200 BMWs in 24 hours for World Sports Summit 2025. A record-breaking VVIP fleet execution.*

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/EINPresswire.com/ -- In a display of operational precision, Printajo Advertising Agency, Dubai's leading vehicle branding company, has successfully executed a record-

breaking logistical feat: the branding of 200 luxury BMW 7 Series vehicles within a strict 24-hour window for the World Sports Summit 2025.



vehicle branding for World Sports Summit

The fleet was commissioned to serve as the official VVIP transport network for world leaders, elite athletes, and global media attending the summit. The project required aesthetic perfection suitable for diplomatic use, executed under the immense pressure of a live event build-up near the Burj Al Arab.

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Branding 200 luxury vehicles in 24 hours is a precision operation. We are proud to deliver a fleet that matches the world-class standards of Dubai and this global summit.”

— Operations Director,  
Printajo Advertising Agency

This achievement solidifies Printajo Advertising Agency's reputation as a market leader in the UAE, demonstrating a capacity for rapid-response, high-volume fleet branding that few competitors can match.

A High-Stakes Brief: Perfection on a Deadline  
The World Sports Summit 2025 organizers required a

transportation fleet that projected unity and elegance. The brief was uncompromising: transform 200 high-gloss black luxury sedans into a cohesive, branded fleet in a single day.

"The margin for error on a project of this magnitude is effectively zero," stated a Printajo

Advertising Agency Senior Project Director. "When dealing with the BMW 7 Series and passengers of this status, a crooked decal or a trapped air bubble isn't just a printing error; it is a reputational risk. We weren't just applying vinyl; we were curating the first impression for the world's VIPs."

The challenge was compounded by the vehicles' black paintwork, which acts as a mirror, magnifying even microscopic imperfections. The branding—a complex starburst design with bilingual typography—required millimeter-level positioning consistency across the entire fleet to ensure visual uniformity during convoys.

#### Engineering Speed: One Car Every Seven Minutes

To meet the deadline, Printajo Advertising Agency established a military-grade workflow in an open-air staging ground adjacent to the summit venue. The operation moved beyond standard printing tasks, utilizing a "pit-stop" mentality to manage supply chains and human resources.

The Agency deployed specialized teams for surface preparation, installation, and quality control. To ensure identical placement on every vehicle without slowing down for manual measurements, technicians utilized laser leveling systems. These projected grid lines onto the curved bodywork, ensuring every logo was perfectly parallel to the ground.

Over a continuous 24-hour cycle, this structured workflow resulted in a completed, inspected, and approved vehicle rolling off the line approximately every seven minutes.

#### Overcoming Environmental Challenges

Working outdoors introduced variables such as heat, humidity, and wind. Printajo Advertising Agency mitigated these risks by using premium high-tack, air-release vinyl designed specifically for the region's climate. This technology allowed installers to apply graphics rapidly without the risk of bubbling or peeling, while ensuring the material could be removed cleanly after the event to protect the vehicles' residual value.

#### The Result: Zero Defects, Immediate Deployment

By sunrise on the morning of the summit, the operation was complete. The final handover report indicated zero reworks were required. The fleet was ready for chauffeur assignment two hours ahead of schedule, with drone footage confirming 100% visual consistency across the convoy.

The project highlights Printajo Advertising Agency's specific capability in "Rapid Deployment Event Branding." As international events increasingly demand tight turnaround times and pop-up infrastructures, the ability to mobilize a skilled workforce to deliver large-scale perfection overnight is a significant competitive advantage.

#### About Printajo Advertising Agency

Printajo Advertising Agency is a Dubai-based specialist in vehicle branding, fleet graphics, and large-format outdoor advertising. Combining RTA-compliant design expertise with premium

installation standards, the Agency supports corporate clients, government entities, and major event organizers across the UAE. From single commercial wraps to large-scale diplomatic fleets, Printajo delivers process-driven perfection.

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