

## PRESS RELEASE

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### **Sportservice Lorinser supports artists' initiative ARTHELPS with children's aid project UN/HIDE.**

As part of the Essen Motor Show 2018, Lorinser presents their fully tuned Smart Cabrio, wrapped in UN/HIDE camouflage design, helping to draw attention to the artists' initiative ARTHELPS and their aid projects.

ARTHELPS was founded in Stuttgart in 2012, and is a collective of creatives and artists who support people living in socially deprived conditions in a very special way. With the aid project "UN/HIDE" ARTHELPS aims to offer sustainable help to children and young people in a refugee camp near the Iraqi city of Mosul.

When Marcus Lorinser, owner and CEO of the Lorinser Group heard about the project, he immediately wanted to help. "I was inspired by the initiative straight away, and talked to my team about how we could support ARTHELPS. This discussion crystallised into a plan to modify a Smart car with our tuning programme, to wrap it in a UN/HIDE camouflage design, and promote the project at the Essen Motor Show 2018. We also decided to donate the profits from the sale of the Smart car and a streetwear fashion collection, which we also produced in the trendy UN/HIDE camouflage design, to ARTHELPS and their aid projects".

The UN/HIDE camouflage designs were born in March 2016 when a team from ARTHELPS first visited the young refugees in their home. They crafted and painted with them in a number of workshops. The children were able to express themselves freely, and show the outside world what was close to their hearts, using colour and shape. From these drawings and shapes arose the heart of the idea for the project: the UN/HIDE camouflage design. A colourful pattern at first glance - then a closer look reveals the dreams and desires.

From these designs arise products which are sold to generate money for the project, and so create space within the camps where the young people can express themselves in a free, creative way. Somewhere peaceful for them, where they can process what's happening and regain their strength, play areas where they can discover new talents and act them out.

The Sportservice Lorinser Cabrio UN/HIDE Edition is a "product" - and as a dynamically eye-catching car, it's not just proverbially *mobile* in a good cause. Lorinser bodywork components underneath the striking camouflage wrapping underline the sporty appearance: Front spoiler attachment, side skirts and rear bumper attachment were re-designed and made considerably more dynamic by Sportservice Lorinser designers, while taking the typical Smart styling into

consideration. The highlight here is the rear spoiler attachment. This makes room for the now centrally-positioned stainless steel tailpipes of the sports exhaust system, which produces sounds normally confined to the racetrack.

The Sportservice Lorinser Smart Cabrio UN/HIDE Edition meets all expectations when it comes to design, safety and quality, giving any future owner and the young people helped by the ARTHELPS aid activity that extra pleasure in life.

**About ARTHELPS:**

Project page: <http://arthelps.de/unhide/>

Video "UN/HIDE your passion": <https://vimeo.com/188692446>

Video "UN/HIDE poetry": <https://vimeo.com/195799021>

Video "UN/HIDE your style": <https://vimeo.com/195359004>

ARTHELPS has been, and still is, active in various locations (Afghanistan, Brazil, Ecuador, Germany, Iraq, India, Romania, South Africa, Switzerland) and has volunteers in a number of cities.

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