





Mercedes 300 SL

GOODWOOL
PASSION NEEDS PROTECTION

GOODWOOL

Goodwool is the ultimate car shell 4.0,
with a tailored cut.

Each Goodwool shell is unique as it
replicates every detail of the car, thanks to its
exclusive 3D digital layers program.





WOOL

Goodwool is the first car shell made of pure **Merino Wool**.

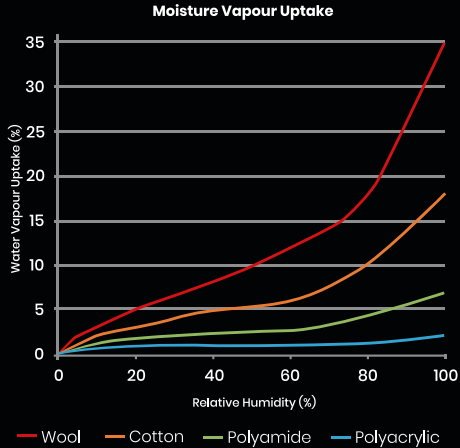
A fiber that has evolved over thousands of years to insulate and protect; wool is the most complex and versatile of all natural fibers. Merino wool is lightweight, super soft and breathable.

Indeed, Merino wool is the most hygroscopic natural fiber in the world; it can absorb and release humidity up to 35% of its weight, still feeling dry. Antibacterial, Wool is a water repellent fiber by its nature.

The presence of keratin protects wool and makes it very stable in both dry or humid climate conditions.

Wool has memory: it recovers the original shape while drying... less wrinkles!

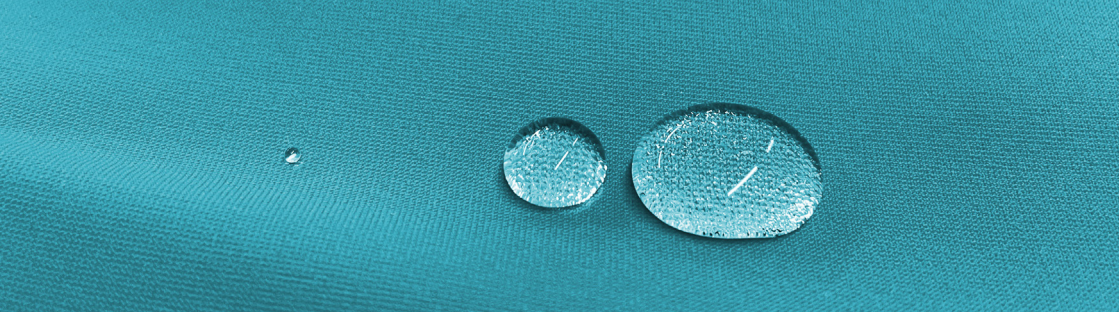
Wool controls both actual and relative **humidity**. It keeps the humidity values between 40% 60% inside the car, regardless of the outside temperature.





TECHNICAL FABRICS

A blend of super fine polyurethane and elastane, the exclusive outer layer fabric combines resistance to elasticity to perfectly adapt to the shapes of each car. Water repellency treatment makes it furthermore water, dust and stain free.



W-TECH®/WPRINT®

The ultimate bonded fabric, it combines the wool unique characteristics to the most advanced technical fabrics performance.



INDOOR

GWSKIN®

The performance of the technical fabric is doubled, adding a soft microfiber hand for a lighter, performing, exclusive fabric.



INDOOR

GWAQUA®

The addition of a specific membrane between outer and inner layer, guarantees the ultimate resistance to water and more extreme outdoor conditions.



OUTDOOR

PERFORMANCE

Goodwool carshell is the only product in the market, made of high quality Merino wool and technical fabrics which and is completely tailor made and fully customizable.



HUMIDITY
CONTROL

Wool creates a constant microclimate inside the car, thanks to its hygroscopicity

W-TECH



BREATHABLE

Goodwool carshell breathable natural characteristics promote the air exchange, preserving the car in air balanced environment.

W-TECH, GWSKIN, GWAQUA



THERMAL
CONTROL

Wool thermo regulates, insulates the car and protects it from temperature exposure.

W-TECH



WATER
REPELLENT

Fabric is treated with water repellency, for a superior indoor and outdoor performance.

W-TECH, GWSKIN, GWAQUA



NO
SCRATCH

With its soft inner layer, wool and microfiber are scratch free.

W-TECH, GWSKIN, GWAQUA



STAIN
RESISTANT

The outer layer is treated for a no-stain performance.

W-TECH, GWSKIN, GWAQUA



ANTI-STATIC

It prevents electrostatic energy accumulation.

W-TECH, GWSKIN, GWAQUA



BATTERY
FRIENDLY

Fine Merino wool is the ultimate thermo-regulator, balancing temperature excursion and protecting battery life.

W-TECH



UV PROTECTION

Goodwool carshell protects from UV radiations of the sun.

AQUA



SUSTAINABLE

Wool is a natural insulator, therefore no heating required in the car storage area, ultimately saving energy and CO2.

W-TECH



NO-DUST
NO-SAND

The exclusive outer layer technical fabric, originally developed for the swimwear industry, is a perfect protection from dust and sand.

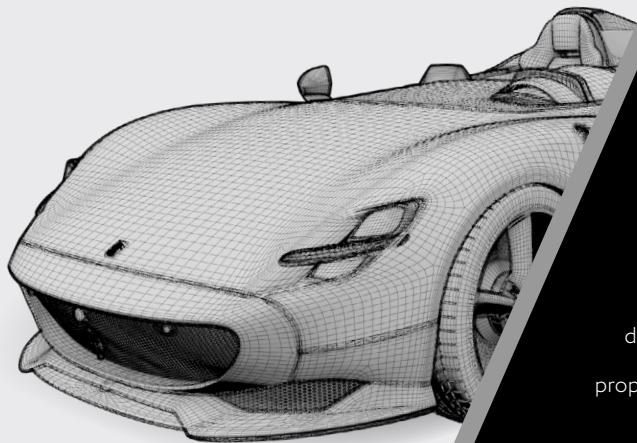
W-TECH, GWSKIN, GWAQUA



MADE IN ITALY

It is 100% "Made in Italy" from A to Z, from concept to designing, from material to its manufacturing.

W-TECH, GWSKIN, GWAQUA



PROCESS

Full digital flow process, from concept to development, applied to luxury handcrafted products. 3D models allow to reproduce the cars' design, enhancing the uniqueness of their lines, with pinpoint accuracy, thanks to proprietary software derived from Aerospace industry.

Thanks to the very high end material and to the finest digital print technique, it is possible to accurately replicate the graphics and colours of the original livery with ultimate accuracy.

No limits to customization.



GOODWOOL OFFER







ATELIER

DIGITAL PRINT

SKIN+

AQUA

Use				
Goodwool Fabric	WTECH®	WPRINT®	GWSKIN®	GWAQUA®
Inner Layer	Merino Wool	Merino Wool	-	Merino Wool
Membrane	No	No	No	Yes
Outer Layer	Technical fabric	Technical fabric	Technical fabric	Technical fabric
Heat taping	No	No	No	Yes
Colours	Full customization	Full customization	Selected Colours	Selected Colours
Shell Customization	Full customization	Full customization	Selected Customization	Selected Customizations
Car body	Full customization	Full customization	Solid Colour	Solid Colour
Win./ligh./grill/wheels	Full customization	Full customization	Selected Customization	Black
Order minimums	1	1	1	1/5+

ATELIER



DIGITAL PRINT



SKIN+

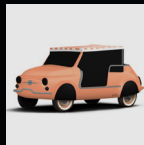


AQUA





Photos



Digital renders



Lamborghini Miura SV