

Flying Colors

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01/09/2015 With sports cars, colors are more than just makeup—they underscore the character of the car. The Targa is an especially good example of this principle, as it has been for five decades.

Green wave: Getting the green light: Green is used to indicate actions that are functioning or permitted. Green means go.

Pure white: From a physics standpoint, white is the sum of all colors. It's also regarded, without any negative connotations, as the purest of them all. A symbol for light, the ideal, the good.

Black is beautiful: It's no coincidence that black is the favorite color of the designers. It blends into the background, letting the form and functionof the sports car command the spotlight.

On a Silver Platter: Silver is the ideal color for sports cars: It embodies lightness, freedom, speed, and clarity, but can also appear cool and restrained.

The Red Thread: Red, in a positive sense, is a signal color—a symbol of love. Red stands for playing with fire; in cars as in life, the color of blood embodies vitality.

Virtuoso Blues: Blue is the color of the distant sky and the ocean, and represents the positive side of the imagination. It is the embodiment of harmony, trust, and reliability.

Ray of Sunshine: There can be no other color for the sun and light,and therefore alsoenlightenment. So yellow also stands for optimism, joie de vivre, and sensibility.

Link Collection

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