Beat: Automobiles

A purple drivers dream

Finland

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USPA NEWS - Stuttgart / Helsinki. Good drivers are hard to find ““ and even harder to keep hold of. Finnish haulier Miks Auvinen has his own successful model for staff retention: his 460 kW Actros 2663 "Lowrider" show truck.

He has converted his Actros 2663 semitrailer with two silo trailers into a unique driver´s dream in conjunction with his professional driver Arto Simola, who has been driving for the family-run company Kuljetus Auvinen for three years. The company is based in Helsinki and specialises in silo transportation. Over 6000 hours of work have gone into creating the "Lowrider". The cockpit is dominated by purple velvet and smooth white leather.

Managing director Mika Auvinen is known throughout Finland and beyond for his passion for show trucks. The Actros "Lowrider" has received no fewer than seven awards in Finland and Sweden to date.

From the initial concept of the "Lowrider" to the first test drive took almost a year. The cost of the materials required to create the purple driving dream came in at around 450,000 euros. But for Arto Simola, the real value lies in the privilege of having probably one of the most unusual workplaces in the world.

Worthy successor to the Highway Hero.
Mika´s new dream machine was designed by Perttu Papunen, who let his love of American lowrider cars flow into the design. The noticeably bling-bling look immediately won over Mika and his employees. All images and colours were carefully integrated into the overall concept. Thus, Mika's “Lowrider“ isn't just a breath-taking homage to the legendary low-sprung American cars, but is now also a truly iconic vehicle in its own right.

"Lowrider" is proof that Mika is in no way a "one-hit wonder", as he devotes himself to spectacular truck designs. After the amazingly well-received "Highway Hero", Mika admits that it's just a matter of course. "I just saw something special in this tractor unit, so why not have another go at it. And then there's no turning back, "Mika says, explaining his reasons for creating another truck show with Perttu Papunen.

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