

# Pimentel Innovations Uses Automotive Art Paints to Create 4-Wheel Masterpieces



by Autobody News Staff

There is no doubt car painters and vehicle restorers are artists just like **Picasso, Van Gogh** and **Andy Warhol**. Their creative passions are not displayed on canvas or in clay, but rather on old cars that are brought back to their glory days by creativity and passion.

**Ryan Pimentel**, 40, the owner of *Pimentel Innovations* in Hayward, CA, has been restoring many of the world's rarest and most exotic vehicles during his 20-plus years in the field of vehicle restoration.

Whether he's doing a customization, a fresh paint job, some repairs or touch ups or a full restoration, Pimentel is always looking for that next exciting product, while relying on the tried and true products he has used throughout his career.

To achieve breathtaking results and wow his customers each and every time, Pimentel has relied heavily on Automotive Art Paints for the past five years. As a global manufacturer and distributor of automotive refinish systems, Automotive Art Paints sells high-performance paint products in 70 countries all over the planet and meets all VOC regulations worldwide.

Several of Pimentel's award-winning vehicles were featured and awarded First In Class at the biggest of them all—Pebble Beach Concours d' Elegance, as well as Amelia Island Concours d' Elegance.

He's well-known for his work on vintage Ferraris and both pre- and post-war French automobiles, but loves restoring classic American vehicles as well.

Pimentel is also known for being a historian about many of the vehicles he restores, and isn't afraid to learn as much as he can about each car he touches.

"We're constantly researching and developing sources for information or parts because having the right contacts is important in this business. I make certain that all our projects are 100% historically accurate down to the smallest detail," Pimentel said. "We take the client's vision and use all of our experience, skills and resources to produce award-winning vehicles."

After attending classes offered by the Eden Valley ROP in Hayward during his junior and se-



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nior years, Pimentel landed a job at a high-end restoration company at age 17.

"They decided to give me a test by wet sanding a Rolls Royce Silver Cloud," he said. "It was a job audition and when I passed it, I was so happy, because I thought this is what I want to do."

After learning the trade firsthand and having the opportunity to work on high-end exotic cars for 19 years, Pimentel took a giant leap and established Pimentel Innovations.

Business is very good, to say the least.

"We have 18 jobs right now and 10 of them are complete restorations," he said. "I have three combo techs working for me and they're very talented, but I paint all the vehicles myself."

After spraying a product made by a major manufacturer for a short time, Pimentel was introduced to Automotive Art Paints and hasn't looked back.

"The coverage is very good and the product is ideal for the way I paint," Pimentel said. "Everyone has their own technique and, in some cases, you have to change to use a certain type of paint. Cars that I painted 20 years ago are still looking great and that's very satisfying."

Pimentel knows all too well that without solid customer support backed by accurate and timely technical assistance, the product is almost secondary. That's why he values his relationship with Automotive Art Paints and his distributor, Hayward Color.

"If I have a question and I need some information, they are

on it," he said. "We never run out of anything—basecoats, sealers, fillers, toners, clearcoats—which means we don't have to stop or slow down."

When it comes to color-matching, Pimentel often creates his own formulas from scratch using the system provided by Automotive Art Paints.

"In many cases, I will make a color and then slowly dial it in using their toners, or we can also use their camera to get in the ballpark to start with," he said.

As a responsible business member of the City of Hayward, Pimentel is psyched to be spraying a Low VOC product that is OK in California.

"That means a lot to me and something that was important when we began looking for a new paint company to work with," he said. "Sometimes a customer will request a specific type of paint. But, when we show them cars here at the shop painted with Automotive Art Paints, they often change their minds."

Pimentel is only 40 years old, so he has a lot of career left, but he does want to retire at some point.

"I love what I do, so I don't think I'll ever stop restoring cars. But I would like to step away at some point and do more traveling with my wife," he said.

Until retirement rolls around, Pimentel will be creating award-winning vehicles for the rich and wealthy. But, most of the traveling he'll be doing with his wife will be to top-tier car shows all over the world!

## Pimentel Innovations

Location: Hayward, CA  
(510) 295-7593

### Company At A Glance...

**Type:** Vehicle Restoration  
**Facility Employees:** Three  
**In Business Since:** 2015  
**Number of Locations:** One  
**Combined Production Space:** 12,000 square feet



**Ryan Pimentel** and his crew rely on Automotive Art Paints to create vehicles with that "wow" factor.



*Pimentel Innovations* uses all of the basecoats, sealers, fillers, toners and clearcoats featured by Automotive Art Paints for amazing finishes.

### Automotive Art Paints

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