

Perfecting Perfection

Gentleman Driver Siamak Siassi's Quest for the Best

There are very detail-oriented people, and there are true perfectionists—and then, in a category all his own, there is Siamak Siassi. Winner of the 2015 Monza Historic and dozens of other competitions in Europe, the car enthusiast and long-time Gstaad guest has recently opened Agerra Detailing in Gsteig, which focuses exclusively on helping the world's most expensive cars attain perfection.

BY ALEXIS MUNIER

With his impressive stature and muscular build, it comes as a surprise Siassi is a champion racer rather than an Olympic wrestler. But when the topic of cars is approached, his warm brown eyes light up with an intense passion that gives away his secret.

Finding Flaws

An investment banker by trade and gentleman driver by heart, Siassi has spent the past few years investigating “micro-scratches”, the scratches, smears, and marks that are often only visible at night, in bright sunlight, and with special lights.

When a car is sold with a purchase price of half a million to several million francs, you'd expect it to arrive in flawless condition. Yet a car that appears to be perfectly clean becomes frightfully less so under certain conditions. For avid collectors like



Agerra Detailing is champion Siamak Siassi's attempt to bring flawless beauty to vehicles in the Saanenland and beyond

Siassi, this is unavoidable, but simply not acceptable.

“The factory finish and delivery process makes it impossible for even the highest quality car not to suffer micro-scratches,” says Siassi,

Mastering Micro-Scratches

To remedy this problem, Siassi has travelled the globe to research micro-scratches and their relevant solutions. Because every brand of car uses a different type of paint and finish, there is no singular coating that can both erase micro-scratches and prevent new ones from forming.

“Each car requires a specialised technique to remove micro-scratches,” explains Siassi, “as well as a bespoke product to protect the vehicle from further damage.”

He goes on to specify that while the western world prefers to fill in micro-scratches with waxes and similar products, this is nothing but a Band-Aid, or plaster. Looking for a true cure, Siassi travelled to Japan, home of the most sophisticated polymer developers in the world. There, he found that only five men in the nation possessed the knowledge and skills to work at such a high level with luxury cars, literally erasing micro-scratches and rendering a car impeccable. Now,

one of them – master detailer Marumoto – is here in the Saanenland working on the region's many valuable collector cars at the workshop Siassi has opened, Agerra Detailing in Gsteig.

Agerra Academy

As one of a handful of experts, it's no surprise that master detailer Marumoto works in total solitude with black curtains drawn, protecting his trademark techniques from prying eyes. Yet, Siassi is determined to bring these particular skills to a greater audience, passing on the Marumoto's knowledge to qualified detailers who are ready, willing, and able. In this vein, he has begun plans for an Agerra Academy here in the Saanenland, where detailers can study the fine art of perfecting the world's finest cars.

Jetting between his busy Geneva-based business and his homes in Monaco and Gsteig, Siassi is committed to sharing his discoveries with the world. While researching polymers and nanotechnology in Japan, he had the idea to create an Agerra line of products – the very same that are used at his detailing facilities.

“The goal is to expand as an Agerra franchise,” says Siassi, while insisting the company's home base will always be Gstaad, “where our products will be used to service passionate collectors in other locations.”