



Press release

Limited Edition of MONSTR

ALUTEC Launches Social Media Anniversary Campaign

Bad Dürkheim, January 28, 2021

The ALUTEC alloy wheel brand from Superior Industries is celebrating its 25th anniversary this year. To mark this event, the company from the Palatinate town of Bad Dürkheim will be reinterpreting four of its most popular wheel rim models and launching a limited number of these new designs on the market. One of these models is MONSTR, for which a special social media campaign will allow fans of the brand to vote on the final design of the wheel rim via Instagram.

To mark ALUTEC's 25th anniversary, the brand will be offering four special designs during the first half of 2021 – but only as long as supplies last. One novelty here is that the fans themselves will be able to decide online on the final appearance of the MONSTR model.

Which color will be the winner?

Be it metallic-pink, metallic-blue, metallic-orange, or perhaps a striking metallic-green, the result of fans' votes alone will determine which limited edition of the alloy wheel will be produced especially for the brand's anniversary. For this purpose, ALUTEC will be conducting a survey via Instagram ([instagram.com/alutec_wheels/](https://www.instagram.com/alutec_wheels/)) from January 31 to February 10, 2021.

In fitting with the brand anniversary, Superior Industries will then produce exactly 25 sets of wheels in the winning color. The sales launch for MONSTR will be on May 1, 2021. Interested parties can find information about the sales launch and the other limited editions on the alutec.de website, on Facebook, and on Instagram.





About Superior Industries

Superior is one of the world's leading manufacturers of aluminum wheels for light vehicles. Superior supplies aluminum wheels to well-known automotive manufacturers and is the market-leading manufacturer of aluminum wheels for the accessories market (aftermarket) in Europe.

Superior maintains the leading European aftermarket brands ATS®, RIAL®, ALUTEC®, and ANZIO®. Superior has nine production plants, which are located in the U.S., Mexico, Germany and Poland. Superior currently employs more than 8,000 people worldwide.

Headquartered in Southfield, Michigan, Superior is listed on the New York Stock Exchange. For more information, please visit www.supind.com.

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