



## Press release

### ALUTEC is Turning 25 To celebrate its birthday, the brand is presenting limited editions of popular wheel rim designs

Bad Dürkheim, January 26, 2021

**This year ALUTEC is celebrating its 25th anniversary. The wheel rim brand by Superior Industries is taking its birthday as an occasion to offer four popular rim models in an exclusive special design. Each model has a limited availability of 25 sets. The first model will be available for purchase as of March 1, 2021. The other three will follow over the course of the first half of the year.**

ALUTEC made its debut on the German market from the Palatinate town of Bad Dürkheim in 1996 and is now among the most successful alloy wheel manufacturers in Germany and internationally. Its success is the result of extraordinary designs, a broad product portfolio, and attractive prices.

Simone Maier-Paselk, Vice President Aftermarket at Superior Industries, is pleased with the ongoing success: “Despite the increasing competition and challenges such as the current coronavirus pandemic, ALUTEC has recorded stable growth over the past few decades. The team at Superior Industries is working intensely to ensure that the brand continues to develop successfully over the coming 25 years as well.”

#### **25 Years – 25 Wheel Sets**

To celebrate its anniversary, ALUTEC is releasing four special designs over the course of the first half of the year – but only as long as stocks last. “Our designs have always been extraordinary and appeal to sporty drivers who are looking for that special something.





To appeal to the target group's desire for exclusivity, we have limited the wheel sets to 25 pieces per model – a fitting quantity for the anniversary of the ALUTEC brand," Simone Maier-Paselk explains.

## **ADX.01 Kicks Things Off**

Superior Industries Superior Industries is ramping up the excitement and not yet revealing which models will receive a special design. We only know one thing: ADX.01 will be the first. Although the wheel was only released in 2020, it is already one of the most sought-after wheels in the brand portfolio. Two highlights of this rim are an undercut that optimizes the weight and the laser engraving that perfects the appearance of every wheel. The limited edition model goes even further, adding a colored clear varnish to give the five sporty double spokes that extra-special finishing touch. This twist lends the wheel an even more dynamic appearance, making it particularly interesting for drivers who want their vehicle to catch everyone's eyes.

## **All Information Available Online**

Customers can discover more about the wheel rim at [www.alutec.de/alutecwheels/limited-edition-1-adx01/](http://www.alutec.de/alutecwheels/limited-edition-1-adx01/). The limited edition ADX.01 will be available for purchase as of March 1, 2021. The first 25 prospective buyers who place an order with a dealer could soon have a set of the alloy wheels to call their own. Use the online search to find a dealer near you. The other limited edition sets will be available from April 1, May 1, and June 1 and will each have their own landing page containing all the important information. Prospective customers can also find information about the market launches on the website (<http://www.alutec.de/en/>) as well as on Facebook and 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 eight production plants, which are located in Mexico, Germany and Poland. Superior currently employs about 7,600 people worldwide.

Headquartered in Southfield, Michigan, Superior is listed on the New York Stock Exchange. For more information, please visit [www.supind.com](http://www.supind.com).

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