



## Press Release

### A.R.T. presents forged wheel to the premium rim market

**Nuremberg-based customizing specialist adds first forged rim, the new aluminum light-alloy rim forgeART1, to its extensive range of PREMIUM WHEELS**

**Nuremberg 11.06.2014** – The **forgeART1** rim by A.R.T. tuning GmbH, Nuremberg, was revealed to the public at the Frankfurt Motor Show (IAA) in September 2013. It has been on the market since January 2014. The **monoblock aluminum wheel** manufactured using forged technology is available in size **11Jx23** inch, making it extremely suitable for fitting on large SUVs. The strength report issued by the German licensing authority TÜV specifies a tested wheel load of 1025kg.

This is the first forged rim that A.R.T. has introduced to the market. The special advantage of a forged wheel is that its weight can be reduced while its stability is increased. This makes for more unusual designs incorporating, for example, delicate spoke designs. Moreover, the space saving can be used to install high-performance brake systems that demand freedom of motion. The reduction in material and weight of the wheel is made possible by the high-pressure compaction of the aluminum alloy during manufacture. This complex manufacturing method means that the wheel is of a much higher quality, placing it in the upper price segment. CEO Imre Arva is pleased "... with the giant leap that I have achieved by expanding the range of rims available. The new forged PREMIUM WHEEL is an excellent alternative for discerning clients who are looking for special rims that stand out from the crowd".

The wheel is available in various surface coatings: In the GUNPOWDER ANTHRACITE SATIN FINISHED variant, the entire wheel is given an anthracite metallic coating. With GUNPOWDER ANTHRACITE POLISHED, the fronts are also polished. In CERAMIC POLISHED, the entire wheel is given a high-gloss aluminum finish. But coatings are also available in any RAL or vehicle color, with polished or high-gloss fronts CERAMIC POLISHED.

**A.R.T. tuning gmbh was founded in 1986 in Nuremberg, since when it has been managed by CEO Imre Arve. The company leads the market for vehicle customizing of premium vehicles, in particular SUVs. Besides the relevant vehicle ranges of the Mercedes-Benz brand, the Porsche Cayenne and the New Range Rover can also be equipped with full conversion packages for the interior, exterior, exhaust systems, special conversions, lighting systems, business equipment, and light-alloy rims. A program for the BMW X5 will shortly be released. Products are marketed throughout the world, including Japan, China, Russia, U.S.A., UAE, and, of course, Germany. For more information: [www.art-tuning.de](http://www.art-tuning.de), A.R.T. tuning GmbH, Am Keuper 3, 90475 Nürnberg, Germany, Phone: +49(0)9128-92500; E-Mail: [info\[at\]art-tuning.de](mailto:info[at]art-tuning.de)**

#### **Your press contact:**

A.R.T. tuning GmbH

Ina Gafka

[gafka\[at\]art-tuning.de](mailto:gafka[at]art-tuning.de)

Phone: +49(0)9128-925025

Am Keuper 3

90475 Nürnberg

Germany