



*WHEEL* ★ *PROS*



## WELCOME TO WHEELPROS

Wheel Pros is one of the largest suppliers of branded custom wheels, performance tires and related accessories for cars, SUVs and light trucks.

Our extensive portfolio of proprietary wheel brands and acquisition of industry-leading brands, allows us the privilege to say we're the best in the business.



## COMPANY HISTORY

Starting with a single Distribution Center in Denver, CO, Wheel Pros has grown to encompass numerous locations around the world. A commitment to our dealers and producing the highest quality automotive wheels continues to drive our growth.

In May 2008, Platinum Equity, a Beverly Hills, California-based private equity group, purchased Wheel Pros and announced the integration of American Racing and Wheel Pros. The new company, known simply as Wheel Pros, delivers world-class products and services with more than two dozen brands and programs to 25,000 dealers in over 30 countries. Wheel Pros is led by top industry veterans with more than 150 years of combined experience.

**WHEEL PROS**

**AMERICAN RACING**

**KMC WHEELS**

**American Racing Custom Wheels**

**XD-SERIES**

**GT2**

**LORENZO**

**MOTEGI RACING**

**atx series ALL-TERRAIN WHEELS**

**HELO**

**MOTO METAL**



## COMPANY STRENGTHS

Wheel Pros is synonymous with superior customer service and product availability. Differentiated product expertise, a comprehensive product portfolio, inventory availability and trusted delivery, and national distribution capabilities support strong customer satisfaction.



## DISTRIBUTION

Value-added distribution capabilities, coupled with best-in-class supply chain management allows dealers to serve consumer demand and offer multiple SKUs from multiple brands, designs and fitments.



## INVENTORY

Wheel Pros maintains extensive inventory at each of its Distribution Centers, allowing dealers to offer a wide selection of wheels. In addition, our large purchasing volume provides significant leverage regarding supplier selection and terms, such as price, payment, returns and assistance with inventory management.

Wheel Pros ships International orders directly from our manufacturing facilities to our dealers – an industry advantage we consider critical to our overseas dealer support.



## GROWTH

Wheel Pros continues to grow and service our dealers with industry leading quality, innovative designs, superior customer service and exemplary dealer support. Dealers are serviced through our dedicated Sales Team; direct shipping from manufacturing facility to the dealer shortens total delivery times.



## SALES AND CUSTOMER SERVICE

Wheel Pros stands out in a crowd. We pride ourselves in our ability to deliver superior dealer support and have a satisfaction rating that tops the industry. It is our commitment to our dealers that enables Wheel Pros to continue our rich heritage in the automotive aftermarket both domestically and internationally.

**WHEEL  PROS**









## COLLATERAL ASSETS

Wheel Pros supports dealers with a tremendous amount of assets to sell wheels and increase consumer demand. From standard items such as brochures, flyers, store banners, sales pieces and counter mats, to unique pieces like mobiles, ad layouts, annual Wheel Pros Buzz books and calendars, and brand-specific photo assets to use as you see fit.

DI 8 KARAT



DI 8 KARAT	
<b>SIZE</b>	<b>OFFSET</b>
18 x 9	-10
20 x 9	-10
<b>LUG 8</b>	
<b>FINISH</b> BLACK MACHINED	

DI 30 KARAT



DI 30 KARAT	
<b>SIZE</b>	<b>OFFSET</b>
20 x 8.5	+38
20 x 10	+35
22 x 9.5	+35
<b>LUG 5/6</b>	
<b>FINISH</b> CHROME	

\*PATENT PENDING

DI 17 KARAT



DI 17 KARAT	
<b>SIZE</b>	<b>OFFSET</b>
17 x 10	-12
18 x 10	-12
20 x 10	-12
<b>LUG 5/6/8</b>	
<b>FINISH</b> GLOSS BLACK MACHINED	

DI37 KARAT



DI37 KARAT	
<b>SIZE</b>	<b>OFFSET</b>
17 x 7.5	+42
18 x 8	+42
20 x 8.5	+42
<b>LUG 5</b>	
<b>FINISH</b> GLOSS BLACK MACHINED	

DI 30 KARAT



DI 30 KARAT	
<b>SIZE</b>	<b>OFFSET</b>
20 x 8.5	+38
20 x 10	+35
22 x 9.5	+35
<b>LUG 5/6</b>	
<b>FINISH</b> BLACK MACHINED	

\*PATENT PENDING

DI38 KARAT



DI38 KARAT	
<b>SIZE</b>	<b>OFFSET</b>
18 x 8	+21, +40
20 x 8.5	+21, +38
<b>LUG 4/5/6</b>	
<b>FINISH</b> BRIGHT PVD	

\*3 YEAR FINISH WARRANTY

*Diamo*

DI39 KARAT

DI39 KARAT	
<b>SIZE</b>	<b>OFFSET</b>
18 x 8	+38
20 x 8.5	+38
22 x 9.5	+38
<b>LUG 5/6</b>	
<b>FINISH BRIGHT PVD</b>	

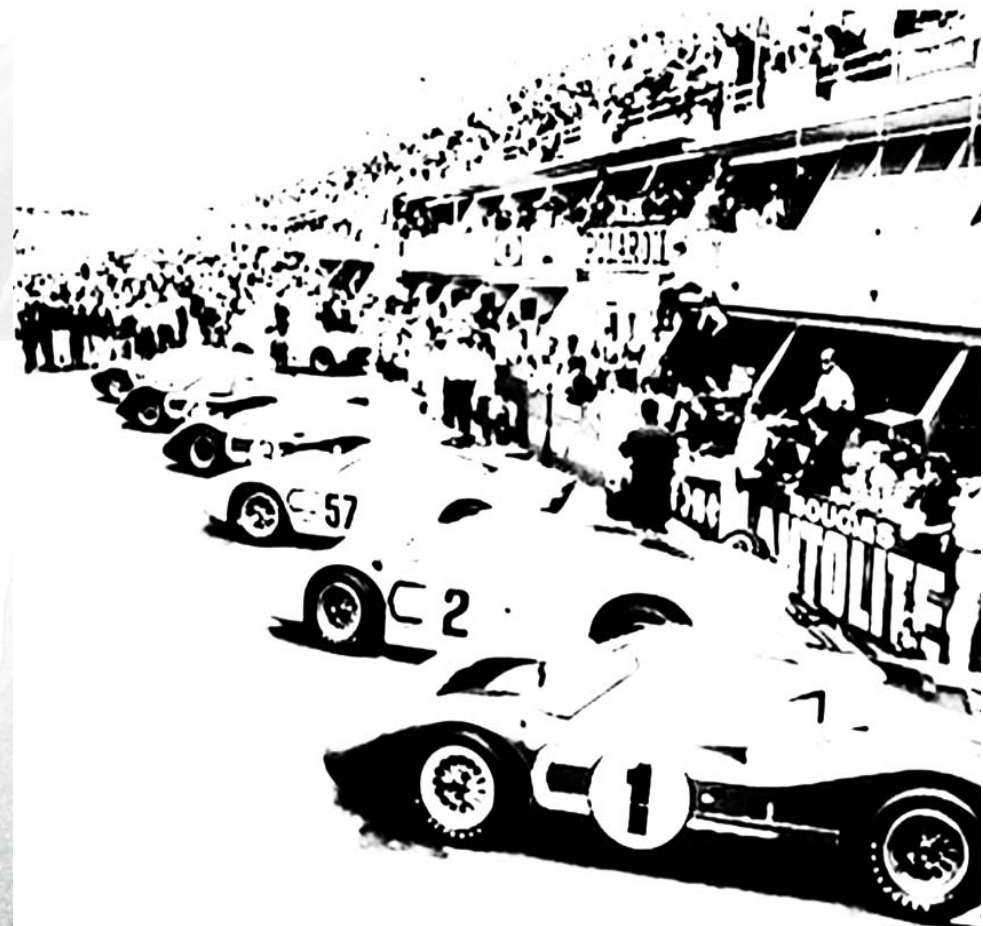
\*3 YEAR FINISH WARRANTY



DI39 KARAT

DI39 KARAT	
<b>SIZE</b>	<b>OFFSET</b>
18 x 8	+38
20 x 8.5	+38
22 x 9.5	+38
<b>LUG 5/6</b>	
<b>FINISH BLACK PVD</b>	

\*3 YEAR FINISH WARRANTY



*Diamo*

DIAMO RIMS

CUSTOM WHEELS