

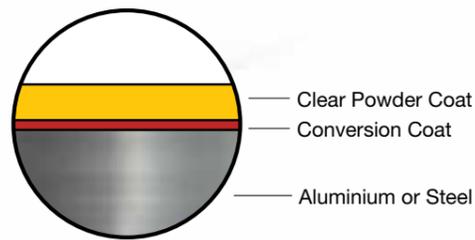
# BREAKTHROUGH TECHNOLOGY

On ordinary wheels, a coating is typically applied as a layer that sits on top of the wheel surface. When scratched, water and salt can penetrate the coating, resulting in corrosion and further deterioration.

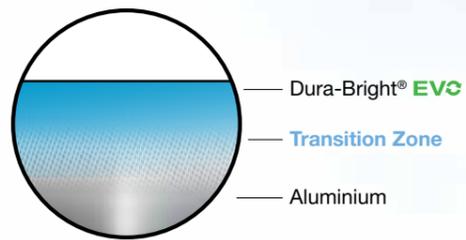
With Dura-Bright® **EV3** Wheels, the patented treatment actually penetrates the aluminium, forming a molecular bond that becomes an integral part of the wheel. It prevents cracking, peeling and filiform corrosion often seen on coated wheels.



## CONVENTIONAL COATING



## DURA-BRIGHT® EV3



Dura-Bright® **EV3** Wheels

# A FORCE **EV3**LVED.



DRIVING YOUR **BOTTOM LINE**™



DRIVING YOUR **BOTTOM LINE**™

# WHAT HAPPENS ON THE ROAD, **STAYS ON THE ROAD.**

The third generation Dura-Bright® **EV3** Wheels feature a new and improved surface treatment that stands stronger against tough conditions without the need to polish, and is better for the environment. And when it's time to clean, a simple soap and water wash **gets you back on the road.**



## Is Dura-Bright® **EV3** Right for You?

Dura-Bright® **EV3** Wheels are best suited for those who want a polished look with less commitment to daily cleaning maintenance. If you want to spend less time washing/polishing and more time driving, these wheels are a smart choice that offer a nice lift to your bottom line.

## LIFETIME OF EASY MAINTENANCE

## COUNT ON YOUR WHEELS LOOKING GREAT FOR THE LONG RUN.

With a lower surface energy, less dirt and road grime stick to the wheel. And because patented Dura-Bright® **EV3** penetrates the aluminium, these wheels keep their shine and stay looking newer for longer, even after hundreds of washes\* and thousands of miles.

- **10x more resistant to corrosion** caused by road salts and weather elements
- **3x more resistant to harsh chemicals**

### Additional Benefits of all Alcoa Aluminium Wheels:

- One-piece forged aluminium that's **5x stronger than steel**
- True cool running **extends tyre and brake life**
- **Five-year limited warranty** for additional peace-of-mind

Look for the sticker to identify Dura-Bright® Surface Treatment.



\* Dura-Bright® Wheels should be cleaned in accordance with the Dura-Bright® Cleaning Guide.