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ALCOA® DURA-BLACK™ WHEELS UNVEILED

Bold New Style Easily Transforms Rig Appearance with Menacing Matte Black Option

Cleveland, Ohio, Feb. 19, 2019 – Alcoa® Dura-Black™ Wheels hit the heavy duty truck and trailer market today in Menacing Matte Black. The new wheel line is the latest in wheel innovation from the market leader and inventor of the forged aluminum wheel.

Alcoa Dura-Black™ Wheels offer the same advantages as all lightweight Alcoa forged aluminum wheels, making them lighter and stronger than steel wheels to improve payload and fuel efficiency while increasing resale value over the life of the vehicle. Now with an alternative styling option.

“Alcoa wheels have always been manufactured with the latest in wheel innovation that benefit our customers’ business needs,” said Merrick Murphy, President, Arconic Wheel and Transportation Products. “The launch of Alcoa Dura-Black™ Wheels adds to our portfolio with a new and distinctive appearance, giving fleets and owner-operators a customized option that makes a personal statement, with all of the same benefits they’ve come to expect from all of our wheels.”

Manufactured using proprietary technology and production processes specifically required for appearance and durability, Alcoa Dura-Black™ Wheels feature premium detailing in all aspects of the wheel design and production. Beyond the Menacing Matte Black surface, each wheel rim flange and mounting surface appears bright, and in contrast to the matte black face of the wheel. The bright rim flange provides increased protection during tire mounting and while in use out on the road. The bright disc face mounting surface provides protection when mounting and while in use on the rig.

Each Alcoa Dura-Black™ Wheel is treated on both sides for flexibility of mounting in steer or drive position making ordering and install both easy. Wheels are also supplied with high-quality, color-matched components including a black valve stem, and a precision, laser-etched logo.

Color-matched Alcoa One-Piece Hub Cover Systems, specifically designed for Alcoa Dura-Black™ Wheels in steer and drive positions, complete the look.

