

## FOR IMMEDIATE RELEASE

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## ALCOA<sup>®</sup> DURA-BLACK<sup>™</sup> WHEELS UNVEILED

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

**Cleveland, Ohio, Feb. 19, 2019 –** Alcoa<sup>®</sup> Dura-Black<sup>™</sup> 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<sup>™</sup> 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<sup>™</sup> 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<sup>™</sup> 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<sup>™</sup> Wheels in steer and drive positions, complete the look. "We listened to the market and assembled a team to design, develop and test this new wheel in the lab and out in the field with fleet customers to ensure they'd stand strong," continued Murphy. "Alcoa Dura-Black™ Wheels meet or exceed rigorous OEM testing that's been expanded to match both the durability and appearance requirements of this unique wheel."

Alcoa Dura-Black<sup>™</sup> Wheels are available in popular sizes for heavy-duty tractor and trailer applications. Each already the lightest wheel in the industry:

- 22.5" x 8.25" ULTRABLK 40 lbs. and utilizing Ultra ONE<sup>®</sup> technology with MagnaForce<sup>®</sup> alloy for the lightest wheel option in its class.
- 22.5" x 9.00" 89U64BLK 48 lbs. and utilizing Ultra ONE<sup>®</sup> technology with MagnaForce<sup>®</sup> alloy for the lightest wheel option in its class.
- 24.5" x 8.25" 98U63BLK 51 lbs. and utilizing Ultra ONE<sup>®</sup> technology with MagnaForce<sup>®</sup> alloy for the lightest wheel option in its class.
- 22.5" x 12.25" 82462BLK 66 lbs. The lightest wheel in its fitment class.

In addition, the company offers Alcoa Dura-Black<sup>™</sup> on select stylized wheels exclusively through key OEM tractor manufacturers. See dealers for details.

Launch of Alcoa Dura-Black<sup>™</sup> Wheels further reinforces the company's progression of surface treated innovations dating back to patented Dura-Bright<sup>®</sup> Wheels, which first debuted in 2001, through subsequent generation improvements of Dura-Bright<sup>®</sup> and Dura-Flange<sup>®</sup> wheels. Today, Alcoa Dura-Black<sup>™</sup> Wheels join the Alcoa "*Dura-*" portfolio to create the most advanced surface treatment collection in the industry.

Alcoa Dura-Black<sup>™</sup> Wheels are available for immediate order through OEM tractor and trailer dealers on new trucks and through an extensive network of aftermarket distributors for retrofit options on existing tractors and trailers. Each is backed by a three-year surface treatment warranty. Standard lead times apply. To learn more about Alcoa Dura-Black<sup>™</sup> Wheels, visit alcoawheels.com/durablack and alcoawheels.com/SPECFinder for OEM data codes.

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## About Arconic Wheel and Transportation Products

Arconic Wheel and Transportation Products, a business unit of Arconic, serves the commercial vehicle market with products used in a range of applications including forged aluminum wheels, premium products such as Ultra ONE<sup>®</sup> Wheels with MagnaForce<sup>®</sup> alloy, Dura-Black<sup>™</sup>, Dura-Bright<sup>®</sup>, Dura-Flange<sup>®</sup>, LvL ONE<sup>®</sup> and M-Series<sup>®</sup> medium truck wheels, as well as a variety of other aluminum components for these markets. For more information, visit <u>alcoawheels.com</u> and follow @AlcoaWheels on <u>Twitter</u>.

## About Arconic

Arconic (NYSE: ARNC) creates breakthrough products that shape industries. Working in close partnership with our customers, we solve complex engineering challenges to transform the way we fly, drive, build and power. Through the ingenuity of our people and cutting-edge advanced manufacturing techniques, we deliver these products at a quality and efficiency that ensure customer success and shareholder value. For more information: <u>arconic.com</u> Follow Arconic: <u>Twitter</u>, <u>Instagram</u>, <u>Facebook</u>, <u>LinkedIn</u> and <u>YouTube</u>.