



Press release

Improved Functionality and Design

New RIAL Website: Increased User-Friendliness, Mobile Capability, and Social Media Connectivity

Bad Dürkheim, August 11, 2020

The website of RIAL, a brand of Superior Industries, has now gone live with a fresh design and improved functions. After being updated to the latest technological standard, it is now more dynamic and ideally configured for use on mobile devices by RIAL fans on the go.

The team responsible for relaunching RIAL's web presence worked from the ground up to establish an updated framework. Users benefit from the resulting increase in functionality and a better connection to social media content such as the RIAL Blog. The overall compatibility for mobile devices has additionally been optimized, thus placing an emphasis on positive customer experience.

A Quicker Path to the Right Dealer

Another upgraded area is the dealer search. It is now easier than ever for customers to find their nearest RIAL partner and immediately get in touch using their smartphone. Directions to the dealer are directly displayed via Google Maps.

A Modern Interface Underpinned by Expertise

The new design goes the extra mile to present the products to website visitors with larger photos and greater use of moving images. This is RIAL's answer to the trend of visual storytelling. As Paloma Beutler, Marketing Manager at Superior Industries, explains, "The importance of videos and a recognizable visual language is increasing across all digital channels. Thanks to the friendlier user interfaces, we were able to take a big step forward and improve the user experience of our brand RIAL across the board."

A real highlight of the website is the RIAL Blog, which offers deeper insights into the technology and manufacturing processes behind our wheel rims and delivers further information on the individual RIAL models. The regularly updated series of articles is rounded out by service topics and tips regarding alloy wheels.





Sharing Is Caring: New Social Media Functions

The modernized visual presentation of content is predestined for sharing on social media. RIAL gives visitors to the website plenty of new options for this, making it easier for users to share and recommend content across various social media channels. "In addition to a meaningful user experience, we consider user-generated content to be the second key to successful digital communication with our partners and customers. We see this as another important factor for the successful creation of a constructive dialog," explains Beutler.

About Superior Industries

Superior is one of the world's leading manufacturers of aluminum wheels for light vehicles. Superior supplies aluminum wheels to well-known automotive manufacturers and is the market-leading manufacturer of aluminum wheels for the accessories market (aftermarket) in Europe.

Superior maintains the leading European aftermarket brands ATS®, RIAL®, ALUTEC®, and ANZIO®. Superior has eight production plants, which are located in the U.S., Mexico, Germany and Poland. Superior currently employs about 7,600 people worldwide.

Headquartered in Southfield, Michigan, Superior is listed on the New York Stock Exchange. For more information, please visit www.supind.com.

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