



## **Press release**

### **Mount and Get on the Road**

## **RIAL presents itself as an ECE specialist**

Bad Dürkheim, September 15th, 2020

**RIAL, a brand of Superior Industries, is placing its bets almost entirely on ECE certification in its core program this fall, with a total of five wheels produced by the Bad Dürkheim-based manufacturer exhibiting the test mark of the Economic Commission of Europe.**

Putting an end to the jungle of bureaucracy, RIAL is producing almost exclusively ECE-certified wheels this fall. Simone Maier-Paselk, Vice President for Aftermarket Sales at Superior Industries, explains this step as follows: “We want to provide our customers and end customers with the best possible support at all times. With our ECE-certified wheels, we can ensure that a large number of applications are covered and that the wheel can simply be installed on the vehicle, using series tires, with no need for any additional steps – be they of technical or legal nature.”

### **Straightforward and legally secure**

The wheel rims with the ECE test mark are indicated by a large “E” in a circle and an approval number. In issuing the ECE operating permit, the ECE (Economic Commission for Europe) confirms that the component has already successfully gone through all the required inspections and approval procedures. In contrast to a part certificate, there is then also no need to make an entry in the vehicle documents if the vehicle is listed in the corresponding ECE operating permit for the wheel.

This regulation is valid in all countries participating in the ECE process, which includes Germany, Austria, and Switzerland.





## **ASTORGA at a glance:**

Paint: diamond-black<sup>1</sup>, polar-silver<sup>1</sup>  
Size: 16–18 inches

## **KODIAK at a glance:**

Paint: polar-silver<sup>1</sup>, graphite<sup>1</sup>  
Size: 5,0 x 14 inch, 15–18 inches

## **M10 at a glance:**

Paint: polar-silver<sup>1</sup>, metal-grey<sup>1</sup>, racing-black<sup>1</sup>  
Size: 16–18 inches

## **M12 at a glance:**

Paint: diamond-black<sup>1</sup>, diamond-black front polished,  
polar-silver<sup>1</sup>  
Size: 17–19 inches

## **X10 at a glance:**

Paint: polar-silver<sup>1</sup>, metal-grey<sup>1</sup>, racing-black<sup>1</sup>  
Size: 16–19 inches

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<sup>1</sup>Five-year warranty in accordance with the general terms and conditions of Superior Industries Leichtmetallräder Germany GmbH, available at [www.supind.com/gtc](http://www.supind.com/gtc).



## 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 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](http://www.supind.com).

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