



## **Press release**

### **Reliable Partner**

## **RIAL M12 wheel approval for Audi e-tron**

Bad Dürkheim, September 14, 2020

**Right in time for the fall season, the model M12 from RIAL, a brand of Superior Industries, has received the wheel approval for Audi's electric SUV. The 19 and 20-inch versions are perfect for the e-tron. They complement the premium mobility experience, making the driving experience even more fun while also providing high stability and safety.**

Get in and feel good is the motto of the e-tron by Audi. With a great deal of head and legroom and an exclusive material, the aim is for the SUV to feel like the driver's second home. The safety aspect is directly linked to this feeling, and M12 fulfills precisely this demand coupled with an elegant appearance.

Customers can choose between diamond-black, diamond-black front polished and polar-silver. One thing is clear: the alloy wheel highlights the excellence of the e-tron and adds a hint of sportiness.

### **E-mobility expertise**

As a full-range supplier, RIAL is stepping up its focus on perfectly fitted wheel rims for electric vehicles. "For more than four decades, RIAL has concentrated its efforts on both timeless, elegant design and on quality and safety," emphasizes Simone Maier-Paselk, Vice President Sales Aftermarket at Superior Industries. "Thanks to our advanced production processes, we believe we will continue to be a reliable partner in the future when it comes to alloy wheels for electric vehicles."





## M12 at a glance:

Paint:	diamond-black <sup>1</sup> , diamond-black front polished, polar-silver <sup>1</sup>
Size:	7.0 x 17 inches <sup>2</sup> , 7.5 x 17 inches <sup>2</sup> , 7.5 x 18 inches, 8.0 x 18 inches, 8.0 x 19 inches, 9.0 x 19 inches, 9.0 x 20 inches; 5-hole connection
ECE certified:	Yes; all sizes except the 20-inch version
ABE certified:	Yes
Applications:	For Mercedes-Benz vehicles; 19 and 20-inch versions suitable for SUVs like the Audi e-tron; with the 19-inch version, different rim widths on the front and rear axle are possible for selected vehicles
Recommended retail price:	Starting at €98,00 (incl. VAT)

---

<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).

<sup>2</sup>sizes only available in diamond-black and polar-silver.



## 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).

## For more information, please contact:

### Paloma Beutler

E-mail: [pbeutler@supind.com](mailto:pbeutler@supind.com)  
Superior Industries Europe AG  
Gustav-Kirchhoff-Strasse 10  
67098 Bad Dürkheim  
Germany

