



Press release

New Alloy Wheel from ATS

PASSION Conquers the Road

Bad Dürkheim, May 31, 2022

ATS, a Superior Industries brand, is launching the new alloy wheel PASSION, which combines appealing design with the latest technology.

Clear lines stand in contrast to an angular design. The PASSION alloy wheel sports an unconventional look but demonstrates the precision you've come to expect.

ATS's years of expertise in performance wheels are reflected in the new light-weight performance casting technology used to craft this wheel.

Performance through innovation

PASSION is a fitting addition to the performance brand's product range. Thanks to modern light-weight performance casting technology and the additional undercut, this alloy wheel weighs significantly less than conventional cast wheels. At the same time, it offers the maximum level of performance and safety. The PASSION alloy wheel will be launched in two colors: dark-grey and diamond-black front polished.

Diverse applications

PASSION is debuting in selected 20-inch sizes for selected premium vehicle models from brands including Porsche, BMW, Mercedes-Benz, and Audi. Further applications are already planned.





PASSION at a glance:

Paint:	dark-grey, diamond-black front polished
Sizes:	9.0 x 20 inches, 10.5 x 20 inches, 11.0 x 20 inches
ECE certified:	no
ABE certified:	yes

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.

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