



# AURORA

**Flash Feature of the Week!**

## **Aluminum Wheels**

More Than Just Visually Appealing.

# Aluminum Wheels vs. Steel Wheels

## Aluminum Wheels

### ✓ Lighter Weight

- Better Fuel Economy
- Better Braking
- Lengthens Tire Life

### ✓ Better Heat Dissipation

- Controls Tire Pressure
- Improves Fuel Economy
- Lengthens Tire Life
- Prevents Over Inflation
- Prevents Handling Issues
- Improves Ride quality

### ✓ Rust Free

- Aluminum contains no iron therefore it will not rust.
- Aluminum can oxidize, however this creates a layer that prevents further corrosion.

### ✓ Lengthens Tire Life

- Less Weight on the Tires
- Allows for better traction
- Heat Dissipation prevents tire from getting too hot



**Vs.**



## Steel Wheels

### X Heavier

- More demand on the tires
- More demand on the brakes
- More demand on the suspension
- Decreases fuel economy
- Creates handling issues

### X Rust/Painted

- Steel wheels are painted to protect against rust.
- This must be kept up or wheels will rust over quickly
- Paint easily chips and cracks, especially on the road leading to rusting
- Rust can make wheels and bolts “stick”
- Rust makes the wheel look dated and bad

Aluminum Wheels Look Better Too!

Which would you prefer if YOU were a retail customer?