



VOLVO GENUINE RIMS AND WHEELS

Volvo Genuine rims are not only designed to improve the appearance of your car, they are uniquely developed to help improve safety and performance, while providing high levels of durability.

DESIGN

The aerodynamic design of each rim has been developed to suit the needs and specifications of individual Volvo models. This means that as well as enhancing a car's appearance, each Volvo Genuine rim and wheel is also able to help provide optimal braking and fuel efficiency, as well as reducing unwanted excess noise.

Volvo also offers a wide selection of Complete wheels that have been specifically designed to integrate with Volvo's range of exterior styling products. Volvo Complete wheels include the tyre, rim, hubcap and valve.

Volvo also has a range of larger wheels and rims, which allow Volvo customers to enjoy a more extreme and unique design – without having to worry about compromising safety or performance.

SAFETY AND TESTING

Each individual wheel and rim is designed to have excellent ventilation and good heat conducting properties. This ensures that important on-board safety functions will not be compromised and that the braking system does not overheat.

During the development process, all Volvo rims are subjected to the same rigorous testing as the cars themselves. Testing is carried out at Volvo's state-of-the-art test centre and is designed to meet global standards regarding safety, performance and durability – not just those of individual countries.

Further testing includes extreme weather simulations to monitor corrosion and ensure maximum durability, as well as testing to improve handling and eliminate excess noise and unwanted vibrations. The result of this strict testing regime is Volvo Genuine wheels and rims that are safe, reliable and durable.

PERFORMANCE

It is important that the rims do not interfere with the car's performance, so testing is carried out for roundness, weight distribution – which can affect fuel efficiency and balance – and how the car interacts with the road beneath it. The aerodynamic design also helps provide optimal braking and fuel efficiency, as well as reducing any unwanted, excess noise.

All Volvo Genuine wheels and rims have been specially designed to avoid friction occurring between the wheels and the wheel well – regardless of driving conditions and the steering angle involved. Volvo has also developed a solution for avoiding friction if the car's wheel dimensions are larger than normal or if the wheels are fitted with snow chains. The solution is special steering limiters that are fitted inside the wheel well. These steering limiters have been designed together with the wheel to limit the angle of steering; this means that the wheel and wheel well do not rub against each other, causing damage to one another.

Volvo Genuine wheels and rims are mounted and centred with high precision, which results in superior wheel balance. Wheel rims from competitors are often designed to suit several car brands and, therefore, cannot offer this level of precision or performance.





DURABILITY

Volvo Genuine rims are developed to last as long as the car itself. The material used in Volvo Genuine rims consists of a mixture of specially selected metals. The properties provided by this mixture ensure that the rim will not be easily damaged or crack if it comes in contact with the kerb.

Each rim is pre-treated and painted using a 3-coat painting process, which provides increased corrosion protection and keeps them looking attractive far longer than non-Volvo products are capable of.

SELLING POINTS FOR VOLVO GENUINE WHEELS AND RIMS

1. VOLVO GENUINE WHEELS AND RIMS ARE DESIGNED SPECIFICALLY TO SUIT INDIVIDUAL VOLVO MODELS

By designing wheels and rims to specifically suit individual Volvo models, Volvo Genuine wheels and rims offer:

- A perfectly integrated and premium overall look
- A high-precision fit that provides superior wheel balance
- Rims that work in harmony with the on-board software and safety systems
- An unbeatable attention to detail

2. VOLVO GENUINE WHEELS AND RIMS ARE EXTENSIVELY TESTED TO GLOBAL SAFETY STANDARDS

All Volvo Genuine wheels and rims are tested at Volvo's state-of-the-art test centre to meet global safety standards, not just the safety standards of individual countries. Tests are carried out regarding:

- Safety
- Performance
- Durability
- Corrosion

3. VOLVO GENUINE WHEELS AND RIMS ARE BUILT TO LAST AND DESIGNED TO STAY LOOKING GOOD

Volvo Genuine wheels and rims are developed, designed and tested to last as long as the car itself – and to stay looking good for years to come. This is something that non-Volvo products cannot guarantee. Volvo achieves this by:

- Using a 3-coat paint process with a clear surface layer
- Pre-treating each rim as a foundation for increased corrosion protection