



ALCOA
WHEELS

DURA-BRIGHT® WHEELS



“Not only do these wheels look good at a show, but going over the road the quality, brightness and shine are all still there.”

“At truck stops I’m often asked who does my polishing. People assume I have a sponsor that polishes my wheels, because they’re always so shiny. They’re amazed when I tell them it’s just soap and water. Alcoa Dura-Bright® wheels are definitely an eye-catcher.”

Harvey Zander

Veteran Truck Beauty Contest Winner for Icy Blu 2

ALCOA ALUMINUM WHEELS. SMART.



DURA-BRIGHT® WHEELS



“Customers come back when you make their lives easier. And nothing’s easier for a truck owner-operator than Alcoa Dura-Bright® wheels.”

“These wheels sell themselves. My lot sits near the highway, and lots of road salt settles on my trucks. We need to clean them regularly, and when I explain to customers we use only a soapy wash mitt to clean the Dura-Bright® wheels, that’s all it takes. There’s very little convincing involved.”

*Craig Lucas, Sales Manager,
Murray’s Freightliner*

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“When appearance matters, Alcoa Dura-Bright® wheels help trucks look their best – without hours of polishing.”

“Coal, dust, dirt and mud really stick to aluminum and make it difficult to keep the wheels bright,” Bianco says. “Every week I’d spend several hours with expensive cleaners removing the dirt, then additional time each month polishing and shining. I was happy to get some relief with the Alcoa Dura-Bright® wheels.”

*Chris Bianco, Owner-operator,
Bianco Transport, Inc.*

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