

R70-BLUE

THE WORLD'S FIRST CARBON NEUTRAL RECYCLED PASSENGER CAR WHEEL.

Renewable energy

- Manufactured using green electricity
- Carbon neutral, certified gas

Aluminum alloy

- Aluminum made using renewable energy
- Recycled aluminum from
 - pre-consumer material (before use)
 - post-consumer material (after use)

Production and development innovation

- Maximum energy efficiency
- Undercut technology – reduction of wheel weight by 400 g



CO₂ compensation

Internationally recognized and independent certifications

Use and reuse

- Cradle to Cradle approach
- 100% aluminum recycling possible – a new wheel is made from an old one

Logistics and packaging

- Short transportation routes: Local production > logistics center > customer
- Accessories pre-assembled in workshops for people with disabilities
- Cardboard packaging made from 100% recycled material