

TSW Introduces the Ascent Wheel, a Distinctive New 5-spoke Aluminum Alloy Design from TSW Wheels

New Ascent style is engineered for Mercedes, Lexus, BMW, Jaguar and other high-end automobiles.

Brea, CA ([PRWEB](#)) November 30, 2015 -- TSW [Alloy Wheels](#), ever the innovator in wheel upgrades for imported and domestic cars and trucks, has introduced a new style of wheels, named Ascent. The new wheels are noteworthy for, among other things, the new finish technology the company has pioneered, facilitating dramatic dual finishes. Available finishes are as eye-catching and differentiated as they are durable, including titanium matte silver and matte gunmetal with a gloss black face.

Ascent wheels feature a muscular channeled 5-spoke design, cast in a single piece from TSW's proprietary, rock-hard aluminum alloy, a classic look right at home on each of the luxury/performance vehicles the new wheels are engineered to fit. More details can be found at http://www.tsw.com/alloy_wheels_ascent.php

“A continuous pursuit of excellence, and design breakthroughs such as our new dual finish technology, have been important in keeping TSW Alloy Wheels at the forefront of our industry,” explained Terence Scheckter, TSW president. “The more demanding the customer is, the more likely they are to opt for TSW wheels,” Scheckter added.

While Ascent is a unified design across the many vehicle platforms it serves, it is in actuality many different [wheels](#), each engineered to provide a precise, factory-equivalent fit. For example, the Ascent is engineered to fit a variety of applications including Mercedes, Lexus and BMW vehicles, and is offered in various diameters and widths, in a range of requisite offsets and with different center bores and bolt patterns. This approach is referred to as a “hub-centric” fitment and ensures a smooth, vibration free ride. Additionally, Ascent wheels are fully compatible with the vehicle manufacturer's logo center caps, lugs and tire pressure-monitoring systems.

Wheels are available in 17, 18, 19 and 20-inch diameters, with the three larger sizes available in two widths to facilitate a staggered fitment. A staggered fitment involves mounting wider tires and wheels on the rear axle, for improved traction and the more athletic stance often preferred by owners of high performance vehicles.

A key component of the TSW value proposition is the strength and expertise of the company's dealer network. Useful dealer locator tools are available on TSW's recently re-imagined website ([tsw.com](http://www.tsw.com)), enabling shoppers to search by zip code, by country outside the United States or by calling 1-888-766-7775. The dealer section on the website enables TSW dealers to access the company's Brea, California warehouse inventory to determine availability and to place orders. Orders received by 4pm ET are shipped the same business day.

The website also makes it easy for those looking for Mercedes rims, Lexus rims or BMW rims and other vehicles to see what Ascent wheels, or any of the dozens of other TSW designs, will look like on their year, make, model and color vehicle. This is made possible by the ingenious “Wheel Configurator” tool found at <http://www.tsw.com/alloy-wheels-configurator/>. Additionally, the new website enables users to sort through the TSW product line by vehicle, wheel size, construction methodology, style, design or finish. The Fitment Guide enables owners to identify each model and size that is a precisely compatible match for their year and model. Wheel descriptions provide a full technical summary on each wheel.



In the “Explore TSW” section, the Technology and Company pages permit prospective customers to learn more about the factors that make TSW an industry leader in the production of aftermarket wheels for a wide range of cars and trucks, domestic and imported.



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