

Heil Trailer International

Information Updates and Communications

Date: 07-27-2009

Subject: **New Alcoa LvL One aluminum wheels**

Distribution: All RSM and Dealers

Alcoa LvL ONE wheel

Alcoa is discontinuing their mill finish 8.25"x22.5" and 8.25"x24.5" aluminum wheels and replacing them with the LvL ONE wheel.

Alcoa has announced that its Commercial Vehicle Wheels business has launched an innovative new line of forged wheels using a new proprietary process that results in the industry's lightest forged aluminum wheel but with even greater strength, and a superior finish on both sides that is six times brighter than any wheel in its class. The new line builds on Alcoa's 60-year heritage of delivering value through innovation by increasing fuel economy and payload for trucking customers battling the constraints of the economic downturn.

Alcoa's new line of truck wheels for fleets, owner/operators and original equipment manufacturers (OEMs) reduce individual trailer weight up to 17.6 pounds compared with current aluminum wheel options. As a result, the new forged wheel line – which will be called **Alcoa LvL ONE™** wheels – can directly reduce operating costs through lower fuel costs and increased payload. Because the wheels are finished on both sides, they can also reduce inventory costs for customers who would need to stock fewer types of wheels.

Features of the LvL ONE wheel

- Clean buff finish - greatly improved from its predecessor's machine or satin finish
- 2.2 # lighter than the old style 22.5" - will lighten your trailer by 17.6 # for eight wheels
- 0.5 # lighter than the old style 24.5" - will lighten your trailer by 4 # for eight wheels
 - Increased load rating on the 24.5" wheel accounts for the lesser weight reduction
- Same clean finish on both sides of the wheel - lowers the number of part numbers for your customer to have in inventory for replacements
- LIGHTER, BRIGHTER AND STRONGER!

*See attached Alcoa literature for more information.

All trailers currently being delivered that were originally ordered with Alcoa mill finish 8.25"x22.5" aluminum wheels will be equipped with the new LvL ONE wheel with the clean buff finish.

All trailers fit up during or after the week of 14-September that were originally ordered with Alcoa mill finish 8.25"x24.5" aluminum wheels will be equipped with the new LvL ONE wheel with the clean buff finish.

Alcoa is introducing this updated product line in stages and currently does not have any other wheel sizes available. Other wheel sizes will be included once they become available from Alcoa.

Polished (Mirror finish) Alcoa wheels are still available.

Dura-Bright® Wheels with XBR® Technology coating are still available in Polished (Mirror) finish.

The Dura-Bright coating is not available on LvL ONE wheels.

Contact your Heil Account Manager if you have any questions or need any further information.

ALCOA 24.5" LvL ONE™ IS ONE TOUGH WHEEL

Pound for pound, it's the best looking, strongest wheel you can buy.

A combo that's tough to beat

Now you can carry those heavy loads while you sport great-looking wheels on every axle of the truck and trailer. Introducing the new 24.5" x 8.25" heavy duty LvL ONE™ Wheel from Alcoa.

This wheel is super strong

If you're buying load range "H" tires for a higher load rating, this wheel is the perfect complement. With a rating of 7,850-lbs., there's nothing stronger in its class. In fact, at the 24.5" x 8.25" size, the steel alternative is rated at 7,400-lbs. and the aluminum competition is only rated 7,300-lbs.

This wheel is super light

Here's where the light-weighting technology of Alcoa really pays off: The 24.5" LvL ONE™ Wheel only weighs 56-lbs. compared to a typical 86-lb. steel wheel. Think about these savings: Each Alcoa 24.5" LvL ONE™ Wheel can support almost 500-lbs more while weighing 30-lbs. less. Multiply that over the lifetime mileage of a rig and you've got a super strong, super light wheel for super savings.

This wheel is super bright

There's nothing ugly about this workhorse. With its brilliant, clean buff finish, it's six times brighter than the next competitive forged aluminum wheel in its class. To make this wheel even more appealing, its brightly buffed finish on both sides brings a great look to any axle while reducing inventory requirements.

The new 24.5" LvL ONE™ Wheel

For one-piece forged strength; for a wheel that will require no painting and less maintenance; for cooler running to extend tire and brake life; for a five-year limited warranty; for over 60-years of forged aluminum wheel experience: this is the LvL ONE™ for you.

The new 24.5" LvL ONE™ Wheel – more proof why Alcoa is the leader in forged aluminum wheel innovation.

For more information, call 800.242.9898 option 4 or visit www.alcoawheels.com/levelone



SMART. STRONG.

www.alcoawheels.com

ALCOA LvL ONE™ WHEEL

The wheel that's lighter, brighter and stronger.

Lighter

With the LvL ONE™, Alcoa has removed an additional two pounds off our lightest 22.5" forged aluminum wheel. Put 18 LvL ONE™ wheels on a tractor trailer and you will be running 648-pounds lighter than you would on standard steel wheels. Over the life of your vehicle you will have a significant opportunity to increase payload and improve fuel efficiency.

Brighter

The LvL ONE™ is not just bright; it is six times brighter than competitive forged aluminum wheels in this class. Alcoa's advanced process technology results in a brilliant finish on both sides of the wheel. This exclusive two-side finish is the brightest finish available without buying Alcoa's traditional mirror polish. Mount the LvL ONE™ wheel on any axle of the truck or trailer and reduce the need to order single side inner diameter and outer diameter wheels. There's no need to inventory two; the LvL ONE™ wheel fits all.

Stronger

At risk of sounding like an oxymoron, the LvL ONE™ wheel is a lightweight heavyweight. Using a new advancement in process technology, Alcoa has created a new and stronger product. The LvL ONE™ is a 7,400-lb load rated wheel – but weighs in at only 45.5 pounds. Over the long haul, this extra strength means the LvL ONE™ is going to stand up to the rigors of the road with far less maintenance than steel wheels.

The new LvL ONE™

The LvL ONE™ is the latest in Alcoa's lengthy and remarkable innovations of the forged aluminum wheel that date back to Alcoa's invention of the forged aluminum wheel in 1948. The LvL ONE™ not only provides a brilliant shine but also helps to simplify part numbers and reduce inventory by providing a wheel that can be mounted on any position of a truck or trailer. Any way you flip it, the LvL ONE™ is #1 in weight savings, #1 in brightness and #1 in strength for any forged aluminum wheel.

The new LvL ONE™ – more proof why Alcoa is the leader in forged aluminum wheel innovation.

For more information, call 800.242.9898 option 4 or visit www.alcoawheels.com.

