

steel wheels

Design and Styling Solutions



In today's ever-evolving automotive industry, car manufacturers (OEMs) and Tier One suppliers depend on the most advanced technology, design and engineering to provide safe, profitable and reliable products that grow market share and build consumer confidence.

ArvinMeritor's steel wheel business – manufacturing a range of products for the light- and medium-duty vehicles under the Fumagalli™ brand name – applies unrivalled know-how, product development skills and manufacturing expertise to products that many may take for granted but are critically important to the salability

and safety of a vehicle. This focused approach reaps significant benefits for ArvinMeritor's OEM customers and the end user.

Industry Leader

ArvinMeritor, an industry leader in product volume and variety, is one of only a few steel wheel manufacturers capable of producing a complete line-up of 13 to 24.5 inch wheels – including integrated wheels, chrome cladding, plastic cladding, dual wheels and conventional drop center wheels – for cars, light and medium-duty trucks and SUVs.

More importantly, it's a leader in innovative design and styling, engineering, customer support and in time-to-market capability. ArvinMeritor is often the first company that customers approach when initializing new product platforms and, more frequently, in situations where engineering and time constraints or challenges arise that need the highest quality result in the least amount of development time. That is not our mission statement – it's what our customers say about us.



Fumagalli

ArvinMeritor™



Integrated Cladded Wheel



Styled Drop Center Wheel



Integrated Wheel

Unsurpassed styling, strength and durability

Simulation & Analysis

“Time to market capability” is a competitive advantage of ArvinMeritor. When dealing with steel wheels – a product many in the industry considers a simple commodity – it is what ArvinMeritor does before production that sets Fumagalli™ wheels apart from the competition.

ArvinMeritor keeps up-front investment minimized with advanced dynamic computer simulation, in-house tooling design and development and product design which passes test the first time – all resulting in a steel wheel that is the industry benchmark for quality and uniformity.

In case after case, where a vehicle platform project may be behind schedule in freezing the design of one or multiple components, ArvinMeritor has fully qualified production parts in a time frame typically half that of other suppliers. ArvinMeritor prides itself on this strong track record of proven design and development, which directly leads to successfully launching up to 40 new wheel products per year.

ArvinMeritor has a proven track record of using the most advanced analytical methods available. Some of our latest

testing designs have been developed to integrate the component natural frequency with that of the vehicle chassis system – avoiding undesirable interactions which can adversely impact a driver’s perception of vehicle ride, handling and noise performance.

Style, Strength and Function

Fumagalli™ steel wheels come in a variety of sizes and attractive styles – highly-styled, base or mini spare – for light- and medium-duty vehicle applications.

Studies have shown that up to 40 percent of a vehicle’s curb appeal comes from its wheels. Furthermore, this research shows that a wheel’s visual style is the most significant determining factor in consumers’ minds, not the raw material. Because ArvinMeritor gives high priority to design and styling cues, its highly-styled steel wheels provide a very attractive and lower cost alternative to aluminum alloy wheels. Integrated chrome-cladded steel wheels perform well in the marketplace and continue to grow in popularity due to their robust strength, attractive finish and seamless look.

But good looks are not everything – brute strength is mandatory. Steel provides the needed durability, while offering OEMs significant cost savings and greater profit

margin when emulating alloy wheel styles.

The Steel Advantage

Market research and independent case studies show that highly-styled steel wheels are considered by customers to be:

- Safer, stronger and more durable
- More resistant to corrosion in the bead-seat area
- More able to stand up to potholes and the roughest roads
- An attractive alternative to aluminum
- Less costly

ArvinMeritor Advantages

- Value. Lower costs for complete design, tooling development and qualification testing.
- Service. Unquestioned best customer service in the steel wheel industry, including best-in-class time to market.
- Honesty. Despite our passion for delivering leading edge wheel designs in steel, we’ll point out limitations with them up front to reach an acceptable balance between design intent and manufacturability.
- Quality. We’ve earned dozens of awards from customers worldwide for quality and outstanding supplier performance.
- Capacity. Up to 23 million steel wheels per year.