

Maxion Wheels @ Solutrans 2025

Press Kit: Executive Interview with Maxion Wheels CEO, Mark Gerardts

1. Maxion Wheels is one of the world's leading wheel manufacturers. What is the strategic significance of the introduction of aluminum wheels for trucks for your company as a whole?

Mark Gerardts: As one of the world's leading manufacturers of commercial vehicle steel wheels and light vehicle steel and aluminum wheels, expanding into forged aluminum truck wheels is a natural progression for Maxion Wheels. This move allows us to extend our reach into commercial vehicle applications where aluminum is the preferred solution, while reinforcing our position as a full-service partner to the industry. By complementing our market-leading steel portfolio with forged aluminum options, we offer customers a compelling, one-stop alternative in a market previously limited in choice. It's about delivering flexibility, performance, and innovation—so our customers can choose the right wheel for every application.

2. What has motivated you to enter the market for aluminum wheels in the commercial vehicle segment at this particular time?

Mark Gerardts: With the commercial vehicle market strong and global growth ahead, now is the right time to invest in meeting the diverse needs of our customers. Adding forged aluminum wheels isn't just about completing our portfolio as a leader in commercial and light vehicle wheels – it's about setting a new benchmark for choice and performance across trucks, trailers, buses, and tankers. Our relentless focus on lighter, stronger wheels delivers immediate value today and positions Maxion to lead as the industry moves toward electrification and sustainability. We are ready for the future, and we are making it happen today.

3. Where do you see the main areas of application for the new aluminum wheels in terms of vehicle segments and markets? (e.g., electric trucks, liquid and bulk transport, buses & coaches / Germany, UK, France, Spain, Italy, Turkey – why these countries)

Mark Gerardts: Our forged aluminum truck wheels are purpose-built for weight-sensitive applications across key commercial vehicle segments. We see strong demand in liquid and bulk transport, buses and coaches, trailers, electric trucks and the aftermarket – where lightweight components directly improve efficiency, payload, and sustainability.

While Europe is our initial focus, our strategy is global. We will serve all European markets and are ready to expand to other regions as demand grows. As a trusted worldwide supplier, our 'local-for-local' approach ensures speed, flexibility, and supply chain resilience. This positions Maxion to deliver exceptional quality, agility, and unmatched choice for OEMs and fleets everywhere.

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4. Do you see a time when market share shifts from steel to aluminum wheels in the commercial vehicle sector?

Mark Gerardts: For the foreseeable future, we don't anticipate a major shift in market share from steel to aluminum wheels in the commercial vehicle sector. Steel remains a cornerstone of our offering, with more than 10 million units of installed capacity worldwide.

Our strategy is not about replacing steel – it's about expanding into areas where aluminum delivers unique value. Forged aluminum wheels serve weight-sensitive applications where steel has limitations, such as electrified transport and bulk logistics. These segments demand lighter components to improve efficiency, payload, and sustainability.

So rather than a market-wide conversion, we see aluminum as a complementary solution that strengthens our portfolio and gives customers more choice for specialized needs today and in the future.

5. What specific advantages do the new wheels offer customers—for example, in terms of weight, fuel consumption, durability, or maintenance?

Mark Gerardts: Our forged aluminum wheels offer a smart upgrade for fleets looking to improve efficiency and reduce costs. They are significantly lighter than steel, which helps increase payload capacity and fuel economy – directly impacting profitability.

The one-piece forged design ensures smoother rides with less vibration, reducing wear on tires and suspension. Aluminum's superior heat dissipation extends brake life and enhances safety under demanding conditions. Made from high-grade 6061-T6 alloy, these wheels resist corrosion and require minimal maintenance, lowering lifecycle costs.

And beyond performance, they bring a sleek, polished look that elevates any commercial vehicle. Backed by more than 100 years of wheel-making expertise, Maxion delivers the industry's highest standards of quality and reliability. Our customers benefit from the full breadth of our commercial vehicle wheel knowledge – steel and aluminum – ensuring every wheel meets the uncompromising safety and performance expectations that define our brand.

6. How are your customers—truck manufacturers and fleet operators—responding to the new aluminum wheel offering?

Mark Gerardts: The response from our customers has been overwhelmingly positive. For years, the market offered limited choice in commercial vehicle aluminum wheels.

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With our new forged aluminum truck wheels, we are bringing trusted quality and proven safety to a segment that's been waiting for more.

As a long-standing leader in steel wheels, customers already rely on us for durability, performance, and consistency. Now, with a complete portfolio that includes both steel and aluminum options, we are offering customers the best wheel for their specific application. Whether the priority is weight savings, fuel efficiency, sustainability, or long-term durability, our solutions deliver. Ultimately, it's about giving fleets the confidence to perform, backed by a brand they trust.

7. You recently started production of aluminum truck wheels in Türkiye. Why did you choose Türkiye as the location and not one of your other existing production sites?

Mark Gerardts: We chose Türkiye for the production of our forged aluminum truck wheels because it offers a unique strategic advantage. The new plant in Manisa is located just a short distance from our existing commercial and light vehicle wheel facilities, allowing us to leverage decades of manufacturing expertise and operational efficiency. It is a landmark not only for Maxion itself, but for Türkiye as well – being the country's very first forged aluminum wheel plant for commercial vehicles.

This investment builds on more than 50 years of successful collaboration with our joint venture partner, Inci Holding. Together, we've created a strong foundation of trust, local knowledge, and operational excellence that makes Türkiye the ideal location for this next chapter in our growth.

The facility spans approximately 24,500 square meters on a 45,000-square-meter plot and was designed with sustainability and resilience in mind, benefiting from our ongoing investments in automation and advanced manufacturing. With a highly skilled workforce and strong local partnerships, this location ensures we can deliver speed, flexibility, and supply chain resilience for our customers across Europe and beyond.

8. Aluminum is an energy-intensive material – how do you ensure that production remains sustainable?

Mark Gerardts: Sustainability is central to Maxion's strategy, and our forged aluminum wheels are part of that commitment. Through our Roadmap Zero initiative, we are on track to achieve net-zero emissions by 2040. Beginning in 2026, the Manisa facility will operate on 100% renewable energy, significantly reducing the carbon footprint of our aluminum wheels.

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We also prioritize sourcing low-carbon aluminum wherever possible and are working closely with partners to expand availability. The plant incorporates green building principles to optimize energy efficiency and minimize operational emissions.

Every step we take – from responsible sourcing to clean energy use – ensures that our forged aluminum wheels deliver high performance for fleets while supporting long-term environmental goals.

9. You announced a new surface treatment technology for the new aluminum wheels for mid-2026. Can you tell us more about the properties of the new surface treatment and what the benefits are for customers?

Mark Gerardts: We will introduce a new high-performance surface treatment for our forged aluminum wheels in mid-2026, designed to deliver exceptional durability and long-term value for commercial fleets. This innovation will help keep wheels looking cleaner for longer, reduce maintenance needs, and enhance protection against harsh road and weather conditions. By combining advanced protection with premium aesthetics, it sets a new benchmark for performance and reliability – giving fleets a solution they can trust for efficiency, cost savings, and brand image on the road.

10. What other innovations or product developments can we expect from Maxion Wheels in the coming years?

Mark Gerardts: Our current priority is to deliver a forged aluminum wheel that meets the same uncompromising standards of safety, quality, and reliability that have defined our Maxion Wheels for more than a century. Backed by decades of wheel expertise, and a spirit to continuously innovate, we are confident in our ability to push boundaries.

This deep know-how positions us to introduce breakthrough innovations in forged aluminum wheel design and performance, bringing even greater value to our customers and setting new benchmarks for the industry in the years ahead.

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ABOUT MAXION WHEELS

Maxion Wheels, a leading steel and aluminum wheels supplier, works with global vehicle manufacturers on wheels for personal mobility, transportation, agriculture, defense, and off-highway applications. Our 10,000 employees operate out of 31 locations in 14 countries on five continents, including state-of-the-art technical centers in the Americas, Europe, and Asia. Together we produce 50 million wheels a year, making us one of the world's largest producers of wheels. To learn more, please visit Maxion Wheels' website at www.maxionwheels.com.

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