



**ALCAR** is an internationally active industrial and commercial group with strategic focus on ALLOY and STEEL WHEELS for passenger cars.

- The ALCAR Group is the market leader in the European automotive aftermarket sector for steel and alloy wheels.
- The core business of ALCAR comprises the production and the international and domestic wholesale of steel and alloy wheels.
- The ALCAR Group companies are known for their distinct customer and market focus, innovative design, high-quality production and service-oriented logistics.
- Automotive products:
  - TPMS sensors
  - Fitted units
  - Tyres
  - Lubricants





**Headquarters:**  
Hirtenberg, near Vienna/AT

**Global network:**  
30 companies in  
16 countries



**Main customers:**  
tyre/car accessory retailers,  
car importers and  
dealerships

**Employees:**  
approx. 800



## KEY DATA 2016/17

- Turnover: € 295 mio.
- Sales: 4.84 mio. wheels
  - 2.89 mio. steel wheels
  - 1.95 mio. alloy wheels
- 0.45 mio. sensors
- 0.68 mio. tyres
- Production plants:
  - steel wheels (CH): 2.0 mio. wheels
  - alloy wheels (DE): 1.2 mio. wheels
- European distribution network with wholesale subsidiaries in 15 countries



## BUSINESS UNIT 2 | ALLOY WHEELS



**AEZ**  
LEICHTMETALLRÄDER

**DOTZ**  
TUNING WHEELS

**DEZENT**  
LEICHTMETALLRÄDER



**ALCAR**  
YOUR WHEEL PARTNER

### ALCAR ALLOY WHEELS

- Market leader in the European aftermarket for alloy wheels
- Wheel dimensions from 14 to 22 inch
- Certified under strict quality standards by KBA and TÜV. Quality made in Germany.

### ALCAR sales

- 1.95 mio. alloy wheels

### ALCAR production

- ALCAR Leichtmetallräder Produktion GmbH, DE
  - Plant Neuenrade
  - Plant Werdohl

Production capacity: 1.2 mio. wheels

### ALCAR brands

AEZ – DOTZ – DEZENT – ENZO – DOTZ 4x4

DBV

**AEZ**  
LEICHTMETALLRÄDER

**DOTZ**  
TUNING WHEELS

**DEZENT**  
LEICHTMETALLRÄDER

**ENZO**

**SURVIVAL  
DOTZ**  
4x4 OFFROAD WHEELS  
WWW.DOTZ4X4.COM

**DBV**





