



WHEEL  *PROS*



WELCOME TO WHEELPROS

Wheel Pros is one of the largest suppliers of branded custom wheels, performance tires and related accessories for cars, SUVs and light trucks.

Our extensive portfolio of proprietary wheel brands and acquisition of industry-leading brands, allows us the privilege to say we're the best in the business.



COMPANY STRENGTHS

Wheel Pros is synonymous with superior customer service and product availability. Differentiated product expertise, a comprehensive product portfolio, inventory availability and trusted delivery, and national distribution capabilities support strong customer satisfaction.



DISTRIBUTION

Value-added distribution capabilities, coupled with best-in-class supply chain management allows dealers to serve consumer demand and offer multiple SKUs from multiple brands, designs and fitments.



INVENTORY

Wheel Pros maintains extensive inventory at each of its Distribution Centers, allowing dealers to offer a wide selection of wheels. In addition, our large purchasing volume provides significant leverage regarding supplier selection and terms, such as price, payment, returns and assistance with inventory management.

Wheel Pros ships International orders directly from our manufacturing facilities to our dealers – an industry advantage we consider critical to our overseas dealer support.



GROWTH

Wheel Pros continues to grow and service our dealers with industry leading quality, innovative designs, superior customer service and exemplary dealer support. Dealers are serviced through our dedicated Sales Team; direct shipping from manufacturing facility to the dealer shortens total delivery times.



SALES AND CUSTOMER SERVICE

Wheel Pros stands out in a crowd. We pride ourselves in our ability to deliver superior dealer support and have a satisfaction rating that tops the industry. It is our commitment to our dealers that enables Wheel Pros to continue our rich heritage in the automotive aftermarket both domestically and internationally.

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AMERICAN RACING PERFORM

Since 1956, American Racing Equipment has been a driving force in the aftermarket wheel industry. Today's American Racing still prides itself on the mission that began when drag racing innovator Romeo Palamides teamed up with J.O. Ellison, a San Francisco machine shop owner, to design and craft high strength-to-weight ratio racing wheels for his dragster.

Palamides and Ellison, along with engineering innovator Tom Griffith formed the pioneering company in aftermarket wheels. From the golden age of hot rodding to today's street enthusiast, American Racing is reinventing the way wheels are viewed from classics to new trend-setting styles.

