**PRESS INFORMATION**

November 2022

**World Wheel Award 2023: The light-alloy wheel manufacturer BBS from Germany applies with the RT Unlimited (RT-U) wheel**

* At the Essen Motor Show, BBS presents the two-piece RT Unlimited for the first time. Here, the rim bed and rim star can be customized individually
* The RT Unlimited wheel is nominated for the World Wheel Award 2023 and becomes a part of the new BBS Unlimited design series
* BBS has already been chosen twice as the winner of the World Wheel Award

**The Essen Motor Show is approaching and therefore the winner of the 5th World Wheel Award will be selected soon. In 2022 the light-alloy wheel manufacturer BBS participates again. This time with the new, two-piece RT Unlimited wheel. Besides the version which will be presented at the Essen Motor Show 2022, there are a variety of other color combinations in which rim bed and rim star can be chosen individually and independently of each other.**

This year, the Essen Motor Show 2022 takes part from December 3 to December 11. Just like every other year, the fair visitors can vote for their favorite wheel of the World Wheel Award 2023. The wheel manufacturers with the most votes make it to the final round which is an online voting at [VAU-MAX.de](http://www.VAU-MAX.de). There, the most beautiful and elegant wheel becomes the winner of the World Wheel Award 2023.

The light-alloy wheel manufacturer BBS is nominated as well and takes part with its new BBS RT Unlimited (RT-U) light-alloy wheel in 10,5 x 20 inches (offset is at 28 millimeters). The wheel will soon become a part of the Classic design line at BBS. The letters “R”, “T”, and “U” stand for “Racing”, “Track”, and “Unlimited”. Wheel sizes of 18, 19, and 20 inches and rim widths of 8 to 12 inches are planned. For the World Wheel Award, the RT Unlimited wheel will be presented with a Glossy Black rim bed and a rim star in Satin Bronze directly at the Essen Motor Show 2022. Furthermore, the new wheel design can also be examined directly at the BBS fair stand (hall 3A, fair stand number 3A47). The color palette for individualizing the rim bed and rim star is currently in the making. In the future, BBS plans that new colors are possible at any time. Those who want to equip their car with the new BBS RT Unlimited wheel need to stay patient: BBS intensively works for the launch of the wheel. Therefore, automotive enthusiasts can look forward to the design launch within the year 2023.

**Publication for free / copy requested**

You can also find this press release at: [www.tuningpress.com](http://www.tuningpress.com)

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About BBS:

BBS is the world's best-known alloy wheel brand, a fact confirmed by continuous awards from leading German and international automotive trade journals. Founded in 1970 by Heinrich Baumgartner and Klaus Brand at the Schiltach site in the Black Forest, BBS stands for innovation, and has developed many industry-leading designs in its 50-plus-year history. Exacting controls ensure the high quality of BBS products, starting with low-pressure casting, flow-forming and special heat treatment, right through to the surface finish. Each wheel is checked several times by BBS employees throughout the manufacturing and finishing processes. Today, BBS automotive GmbH is part of the KW automotive group. In addition to the suspension manufacturer KW automotive with its brands KW suspensions, ST suspensions and ap Sportfahrwerke, these include the suspension manufacturers AL-KO Damping, Belltech and Reiger Suspension as well as the SimRacing brands TrackTime and Ascher Racing. With its immense product portfolio, KW automotive has been operating successfully worldwide for over 25 years.

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