



Technik aus dem Motorsport

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PRESS RELEASE

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Tradition meets Technology: BBS at the Essen Motor Show

- BBS makes its German motor show debut as part of the KW brand
- Updated homepage with revised model range names
- Voting on Colours, an exciting Competition and the PS-Festival

New Stand, new Hall, new Website, new Names, and everything in one place! A lot is happening at BBS, the world's premium alloy wheel manufacturer. The Essen Motor Show (November 27th - December 5th / Preview Day: November 26th), will mark the German show debut of BBS as part of the KW automotive Group. The BBS stand (Hall 3, Stand 3A31) will be integrated into the KW marque world in Hall 3. Meanwhile the revised Website: www.bbs.com will also be launched in time for the PS-Festival, a popular event for car enthusiasts in the Ruhr region.

Synonymous with innovation for over 50 years, BBS remains one of the world's most innovative alloy wheel brands. Thus, it is no surprise that both Formula 1 and NASCAR will exclusively use BBS Motorsport alloy wheels when they transition to the new generation of 18-inch tyres for the coming 2022 season.

Quality and reliability are valued in motorsport and by car enthusiasts. These traditional pillars of the BBS brand are rooted in advanced design and manufacturing processes like forging and flow-forming, as proven countless times in the crucible of international motorsport. Now you can experience the passion with which BBS wheels are designed and manufactured, both first-hand on their stand at the Essen Motor Show, and virtually on the brand-new BBS Homepage.

Performance, Motorsport, Utility and Classic Design

BBS fans all over the world will now find their favourite wheels in four distinct lines. Because optimum performance in both motorsport and road wheels comes from low weight and high strength, BBS bundles its five Y-spoke wheel designs (CI-R, FI-R and SR) under the "Performance Design" label. The BBS CH-R, CH-R II and XR wheels are heirs to the legendary Challenge wheel (BBS CH) that maintains motorsport genes to this day. This is made clear from the lettering on each wheel in the new "Motorsport Design" range.

For normal cars, SUVs or heavy trucks: Typical BBS designs for a wide range of applications and corresponding payloads can be found under the "Utility Design" label, which encompasses the CC-R, TL-A and SX wheels. The timeless BBS LM and Super RS models have influenced trends in the alloy wheel industry for decades, and represent the "Classic Design" category in the new BBS nomenclature.

BBS automotive GmbH – Ein Unternehmen der KW automotive Gruppe

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BBS shows its Colours and asks the Community

Closer to its customers, yet more diverse than ever, BBS is expanding its repertoire in the aftermarket alloy wheel business.

At the Essen Motor Show, BBS enthusiasts will be able to choose their favourite hues from a spectrum of new colours. The new colours are displayed by the ever-popular milled miniature BBS wheels. With luck, you can even win a unique memento at the Show; the star prize is one of the coveted miniature BBS wheels finished in the colour of your choice. Other prizes are one of the limited-edition BBS Snapbacks, with a BBS Fan-Package consisting of two BBS T-Shirts and a BBS Cap as the third and fourth prizes.

About BBS:

BBS is the world's most celebrated light alloy wheel brand, a fact confirmed by awards from leading German and international automotive magazines. Founded in 1970 by Heinrich Baumgartner and Klaus Brand in the Black Forest town of Schiltach, BBS is synonymous with many innovations and designs that helped shape the alloy wheel industry over the years. Created through forging, low-pressure casting and Flow-Forming, followed by special heat treatment for an optimal surface finish, BBS wheels undergo relentless quality control to ensure perfection before they are dispatched to dealers all over the world. BBS automotive GmbH is part of the KW automotive Group, the parent company for suspension manufacturer KW automotive GmbH, incorporating KW suspensions, ST suspensions, ap Sportfahrwerke, AL-KO Damping Technology, Belltech and Reiger Suspension, as well as the SimRacing brands TrackTime and Ascher Racing. With its extensive product portfolio, KW automotive has been operating successfully worldwide for over 25 years.

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