



The future of TPMS is ALCAR

Since the end of 2014, it has been mandatory to equip all new passenger cars with tyre pressure monitoring systems, so that's nothing new. Brand new is the fact, that from July 1st, 2020 onwards, ALCAR will be offering a new and significantly improved product generation in the TPMS segment for the passenger car aftermarket. As the European market leader for passenger car steel and alloy wheels in the aftermarket, ALCAR provides state-of-the-art sensors in line with top OE quality. A newly developed high-performance workshop tool, new accessory kits, wide-ranging services, and the well-established TPMS configurator complement the comprehensive ALCAR TPMS portfolio.

Hirtenberg/Siegburg, 1 July 2020. The **ALCAR** Group was quick to keep an eye on the topic of **TPMS**, taking into account the spatial conditions for fitting the most common, direct measuring sensors in the development of new wheel designs as early as 2012. 2014 saw the market launch of the **TPMS** business area that increasingly gained momentum as an important strategic product segment, establishing itself as a core competence area within the ALCAR Group.

The future of TPMS

As of July 2020, the ALCAR Group will expand its position in this key area. On that point, **Sven Müller, Director Sales TPMS** says: *"The goal and benchmark to reorient ALCAR is to strengthen our market position in the European aftermarket and the expansion into new product and client segments. We have improved our products, always keeping in mind our clients and market requirements. This way, we will certainly be able to meet increasing market demands and to set new standards. Our repositioning strategy also entails raising popularity and brand awareness for the **ALCAR** brand."*

The new sensor developments consist of the following improvements:

- Increased vehicle coverage for Plug&Drive and Universal sensors
- Currently the fastest over-the-air sensor programming on the market
- Highly improved compatibility with independent TPMS workshop tools
- Higher maximum speed approvals of up to 300 kp/h



ALCAR sensor.

Against the backdrop of a shift in economic conditions in the major European markets and high competition intensity, **ALCAR** has taken important measures early on. By expanding the TPMS product range to include the **ALCAR sensor** brand, the aftermarket wheel specialist offers state-of-the-art technology to all partners at attractive prices as well as fast and customer-oriented services.

The “3 new ones” from ALCAR – TÜV-certified!

Plug&Drive. The new “**ALCAR Plug&Drive sensor**” is pre-programmed and therefore ready for immediate use. This saves car and tyre workshops from carrying out additional programming. With just six article numbers, the sensor type known by its abbreviation P&D offers 96% car coverage* in the European market and requires no programming or configuration. The **Plug&Drive sensor**’s motto is: fit in and drive off. However, the **ALCAR P&D** sensor stays always fully programmable, and together with the **ALCAR Universal sensor**, it is currently one of the fastest programmable sensors on the market.

Universal. The new “**ALCAR Universal sensor**” offers maximum flexibility through highest vehicle coverage close to 99 percent*. With roughly 3 to 4 seconds, the Universal sensor is currently the fastest programmable sensor on the market. It has the additional advantage that programming can be conducted using many independent **TPMS** workshop tools. The Universal sensor is available in four different types of valves: **clamp-in silver, clamp-in black, clamp-in grey as well as snap-in black.** Universal in every aspect!

Single. The new “**ALCAR Single sensor**” is a pre-programmed OE-Replacement sensor. Absolutely identical to OE sensors, 100 percent reliable and ready for immediate use. Available for the most frequent vehicles in Europe, the Single sensor is a cost-efficient alternative for everybody. Wheel fitting and volume business are intended to be the main area of application.

All new **ALCAR** sensors feature improved battery life by means of smart battery management and maximum speed approvals (Vmax) for clamp-in models of up to 300 kp/h. The new **ALCAR SENSOR** generation guarantees OE quality. Tested and certified by the TÜV SÜD under very high requirements and tough conditions.

Complex challenges – simple solutions

ALCAR offers a customised industry solution: In addition to the new sensors, at the same time, **ALCAR** developed a new high-performance tool in cooperation with **BARTEC**, the global market leader of **TPMS** Diagnostic tools. With the **ALCAR TECH600**, workshop specialists will now have at their disposal a comprehensive diagnosis and programming tool featuring many extras. The new **ALCAR TECH600**, amongst other things, consists of a colour display, WIFI, Bluetooth OBDII, wireless charging, and a robust ergonomic housing. Due to improved navigation, a wide range of menu languages, live updates via WIFI as well as comprehensive OBD analysis options, the new tool makes daily workshop routines easier. Add to this automatic sensor recognition, multi-



programming, ERP integration, and a vast database for re-learn procedures as well as a three-year license period. A one-time **ALCAR** upgrade special offers all workshops full coverage of major sensor manufacturers worldwide.

Michael Lenikus, Managing Director ALCAR Wheels: „*The market and the requirements are constantly evolving. We have developed a completely new product family based on state-of-the-art OE technology in an effort to support our clients in their day-to-day business as best as we can. Together with **BARTEC**, we are now able to offer not only an attractive but, above all, a technically sustainable industry solution.*”

ALCAR TPMS configurator

Even if not visible to the outside, **TPMS** sensors are safety-relevant car components and highly complex instruments that are reliable and function properly only if tyres, wheels and sensors work together in a 100-percent technically solid combination. As a wheel and **TPMS** specialist, **ALCAR** offers all its partners, without exception, only 100-percent technically verified and easy-to-understand sensor information in the [ALCAR TPMS configurator](#) where all kinds of sensor numbers can be retrieved 24/7. Add to this car-specific re-learn procedures, service kits and spare parts.

ALCAR as a reliable partner

Keeping in line with the company slogan – **YOUR WHEEL PARTNER** – with this comprehensive **TPMS** all-in-one solution, as the only wheel manufacturer **ALCAR** stands for strong client and market orientation as well as service-oriented and speedy logistics in the European passenger car aftermarket. Tested and certified by the TÜV.

**Relates to all cars model year starting with 2018*

About ALCAR:

ALCAR is an internationally active industrial and commercial group which places its strategic focus on steel and alloy wheels. The **ALCAR** Group is the market leader in the European aftermarket for passenger car wheels. The group's main business activities focus on wholesaling on national and international level, manufacturing steel and light alloy wheels as well as distributing tyre pressure monitoring systems, tyres and fitted units. The international presence of the Austrian group of companies amounts to 28 companies in 16 European countries in which roughly 790 employees from development, manufacture and distribution conduct successful business activities with six proprietary brands.

www.alcar-wheels.com





Press contact:

ALCAR Corporate Communications

Mr. Hieronymus Tupay

Phone: +43 664 88 66 44 67

E-mail: h.tupay@alcar-wheels.com

ALCAR WHEELS GmbH

Mr. Sven Müller, Director Sales TPMS

Phone: +49 1515 994 5885

E-mail: s.mueller@alcar-wheels.com