

PRESS RELEASE

Innovative surface finishing: RONAL GROUP and LEONHARD KURZ further develop process for aluminum wheels

Härkingen/Switzerland, October 28, 2025 – In recent years, the RONAL GROUP and LEONHARD KURZ, a leading specialist in thin-film technology, have presented the hot stamping process for finishing wheel inserts. At IAA Mobility 2025, the two companies now presented the next stage of development in their joint cooperation project.

Until now, the PERFORMANCE+ hot stamping decoration process has been used for plastic wheel inserts. Together with LEONHARD KURZ, the RONAL GROUP has refined this process and developed solutions to make aluminum wheels look even better. Hot stamping can now be used to apply metallized and colored decorations directly to the surfaces of aluminum wheels. Innovative microembossing structures create holographic depth effects, color gradients, or light reflections; individual designs can also be implemented. This efficient technology offers a sustainable finishing option for aluminum wheels and opens up new dimensions for designers.

"For IAA Mobility, the RONAL GROUP and LEONHARD KURZ combined their expertise to demonstrate the potential of hot stamping on aluminum wheels using two 22-inch forged wheels. The wheels were manufactured exclusively by us and decorated with different color combinations and effects using hot stamping. Together with LEONHARD KURZ, we have illustrated our vision for this new technology with the specially developed prototype wheels," explains José Luis Perez, Managing Director of RONAL TECHNOLOGIE GmbH.

"We are delighted that our cooperation with KURZ is making steady progress and that we are able to present even more possible applications for hot stamping on aluminum wheels as part of this innovative project," says Mirco Herrmann, EVP Group Sales at the RONAL GROUP. "Our OE customers are showing strong interest in this technology and the associated design options for customizing wheels."

For more information:

www.ronalgroup.com

<https://www.kurz-automotive.com/en/solutions/exterior/rim-design>

About RONAL Wheels

The RONAL Wheels division is one of the leading manufacturers of light alloy wheels for passenger cars and commercial vehicles and supplies almost all well-known automobile manufacturers as an original equipment manufacturer. Under the RONAL brand, RONAL Wheels produces a comprehensive range of OE-quality aluminum wheels for the aftermarket.

The RONAL Wheels division is part of the RONAL GROUP, headquartered in Härkingen, Switzerland. The company has production facilities on three continents and employs over 7,000 people worldwide.