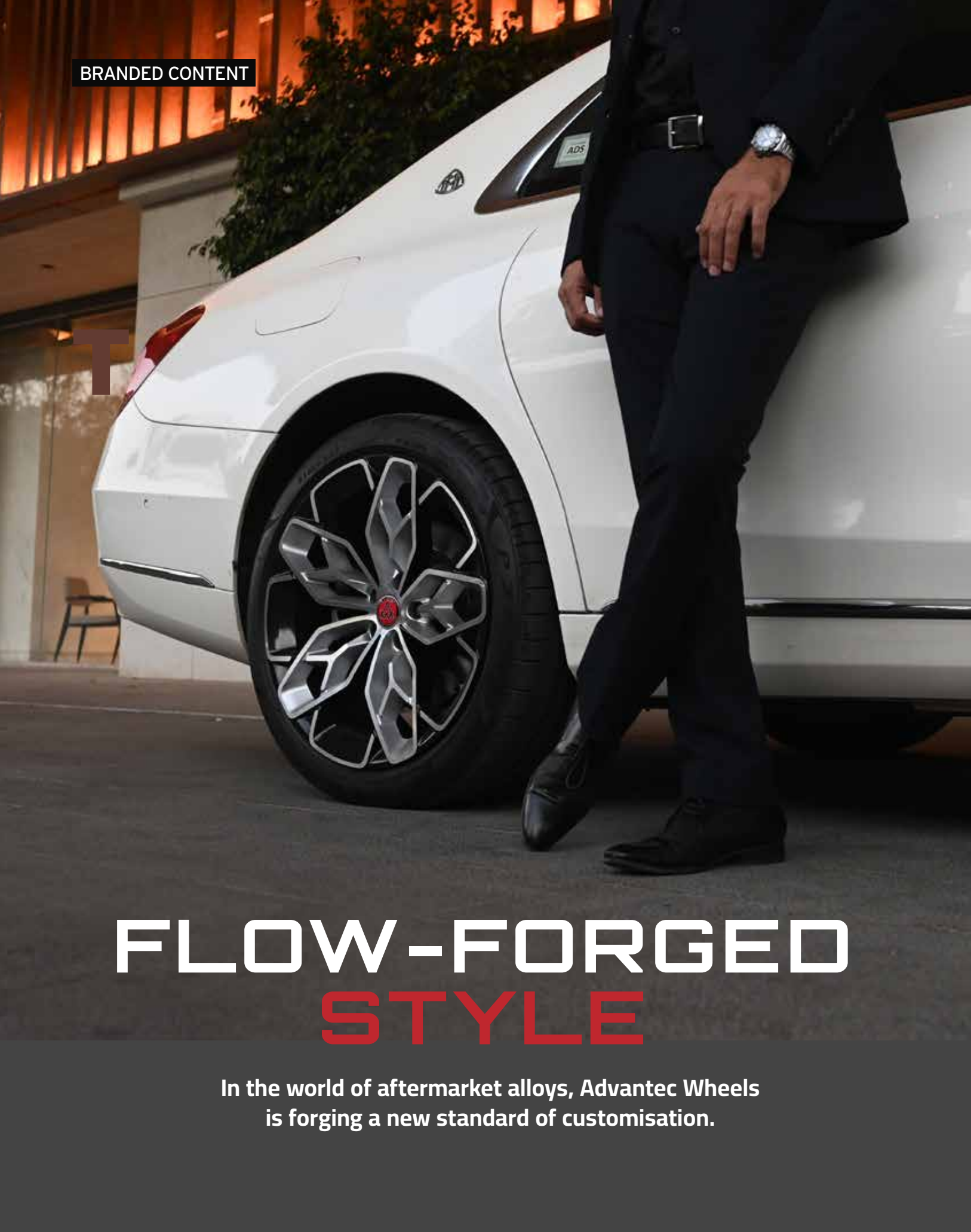


BRANDED CONTENT



# FLOW-FORGED STYLE

In the world of aftermarket alloys, Advantec Wheels is forging a new standard of customisation.

There's an unspoken language in the way we present ourselves. Every choice we make - what we wear, how we style our hair, even the accessories we pick - tells the world something about us. Whether it's a carefully curated outfit or a timepiece that speaks of precision, every detail matters.

But when it comes to our cars, the same level of personalisation often stops at the paint shade and maybe a custom number plate. Why should that be the case? That's the question Advantec Wheels is here to answer.

## MORE THAN JUST A SET OF WHEELS

For decades, alloy wheels in India have been an afterthought - a functional upgrade, not an expression of individuality. But Advantec is flipping the script, bringing a new era of customisation to car enthusiasts who refuse to settle.

With over 20 unique finishes, a spectrum of colours, and designs that cater to every style - from subtle elegance to aggressive sportiness - Advantec is India's first alloy manufacturer to truly embrace personalisation. And if that wasn't enough, they've gone a step further, offering floating wheel caps - a luxury previously seen only on the world's most prestigious cars. These caps stay upright even when the wheels are in motion, adding a touch of exclusivity and sophistication to every drive. The wheels are available in seven sizes, ranging from 16-22 inches, making them ideal for almost any car on the market. The designers at Advantec have taken inspiration from some of the



finest natural and man-made marvels on Earth, decoding their distinct design elements. And with a deft hand, translating them into their first series of designs -

Kohinoor, Persian for 'Mountain of Light'; and Black Widow, inspired by one of the deadliest spiders in the world. But it isn't just about aesthetics. Performance lies at the heart of every Advantec wheel.

## THE SCIENCE BEHIND: FLOW-FORGED V/S STANDARD ALLOYS

Most factory-fitted alloy wheels are cast - a method where molten metal is poured into a mould. It's cost-effective, but the resulting wheels are often heavier and weaker, making them more susceptible to cracks and bends over time, especially in Indian conditions. Advantec takes a different approach with flow forging - a process that bridges the gap between casting and full forging. It starts with a cast wheel, but then applies extreme



**Above:** The floating wheel caps look as cool as they are premium. **Below:** There's no shortage of designs, colours, and finishes in Advantec's range.

pressure and heat to stretch and compress the material, refining its grain structure. The result? Stronger, yet lighter wheels - reducing unsprung weight for better acceleration, braking, and handling.

## STYLE MEETS CONVENIENCE

Of course, no great product is complete without an equally seamless experience. And Advantec has made sure you don't need to step into a store or visit a dealer to get the wheels you want. Their DIY online ordering system lets you browse, customise, and buy your dream set from the comfort of your home. The wheels arrive at your doorstep, ready to be fitted at any tyre centre. No complicated processes, no waiting for weeks. Just a straightforward way to upgrade your ride.

## THE FINAL TOUCH

With every other aspect of life tailored to our tastes - our clothes, our watches, even our playlists - why should we settle for stock wheels? Advantec Wheels isn't just selling alloys; they're giving car enthusiasts the power to make their vehicles an extension of themselves. And in a world where every detail speaks volumes, that's a statement worth making. So, the only question is: why settle for anything less?

