



# MAK MONACO

## The new 5-spoke wheel by MAK – addressed to the young

**MAK** presents **MAK Monaco**, a new 5 spoke design with a very sporty, attractive and young look.

**MAK Monaco** design, consisting of 5 spokes, reminds the most traditional and classical 5-hole wheels structure, but **MAK**, thanks to the technical research and the stylistic project of **After Design** ([www.afterdesign.it](http://www.afterdesign.it)), was able to give this kind of design a bolder and more distinctive personality. The spoke structure has been in fact revised and newly designed using little stylistic details that can “move” its style by making it different.

For example, the spokes are no more smooth and even, but they are engraved on both their sides. The grooves let the wheel seem deeper and more dynamic. The spokes are then enriched by two colours: the basis is very dark and it clashes with the bright central part of the spoke surface – the **Mirror** finishing.

On **MAK Monaco** **MAK** shows again a style detail that was showed on its more sporty designs (for example **MAK X-treme**, **MAK Fever5R** and **MAK XLR**): the engraved inscription on one of the wheel. Thanks to this element users can immediately recognize the wheels which communicate an identity and **MAK** brand in a very straight way. The inscription becomes a distinctive mark and it allows the identification between users choosing the wheel and the values its embodies. The same happens with fashion clothes brands: customers wearing a brand and showing its logos communicate their own value identification and they share it with that brand. For **MAK** the decision of putting an inscription on the wheel aims just to transform wheels into a style symbol, in “car fashion” accessorizes for end-users own car, in which they can identify themselves.

**MAK Monaco** is addressed to the passenger car market and its 5 hole connection let it be fitted on a great variety of cars. Particularly, **MAK Monaco** can be mounted on those medium-powered sporty cars driven by a young target.

**MAK Monaco** is now available in the following sizes: 7J16”, 7J17”, 8J17”, 8J18”, 9,5J18”.

Info: [www.makwheels.it/defaultEng.asp](http://www.makwheels.it/defaultEng.asp)

**PRESS RELEASE**



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