



MAK ARENA

the new SUV e 4x4 young wheel by MAK

MAK launches the brand-new wheel **MAK Arena**, a multi-spoke design addressed to “last generation” SUV e 4x4 cars.

This wheel is very young in its style and its identity and it turns the traditional multi-spoke concept into a modern design, which is also very tidy, regular and really nice. 20 fine and squared spokes, which show a quite smooth surface, build up **MAK Arena** design, showing a peculiar game of full-and-empty spaces. So thin and smooth spokes remind to a classical design, that new elegant and smart details transforms into a younger and more dynamic one: they are the crews that are positioned between the spokes and the particular diamond finishing of the external rim.

In the thick rays game of the 20 spokes there are in fact as many screws: this stylistic device has been thought by **After Design** (www.afterdesign.it) designers: the purpose of this choice comes from the will to give **MAK Arena** a more sporty and definite style.

The diamond finishing of the rim gives birth then to a nice lights game, because it clashes with the **Hyper Silver** basis of the wheel and the spokes. The diamond colour makes the wheel look lighter and slighter, making it sporty and perfect to encounter youth tastes.

MAK Arena is part of **MAK “SportLine”** range, a particular group of wheels that the company has thought in order to dedicate its designs to the younger target: this range displays a lively and dynamic “style”, right to satisfy tuning needs of young and modern customers. The young in fact prefer and buy powerful SUVs and 4x4 vehicles as well, and such cars have a great character, are sporty and show a precise style. Since this cars are synonymous of style, it has to be personal, unique and very distinctive. Car components have this aim: to enrich and adorn a car in a way that must be as much important and peculiar as these cars are. This act allows the owner to communicate its identity and personal taste in a very efficient and original way. **MAK Arena** is birth and is launched, as the entire **MAK** range does, on the market with this “original personalization” purpose, and that is why it represents a concrete answer to a common need.

MAK Arena is available in the following applications: 8,5J20”, 9,5J20”, 10J21”, 9,5J22”.