



MAK VELOCE

the last brand-new 2008 wheel: MAK constant evolution of style proposals

In order to satisfy the needs coming from a constantly changing market and people's different tastes **MAK** launches its 2008 range, which is very rich thanks to many different and original new designs. **MAK** has always been very fast and "ready" offering new designs to the customer corresponding market expectations. New wheels constantly updating their design: this has always been **MAK** point of strength that let **MAK** catalogue be a prompt answer to customer's style and fitting needs. In the catalogue you can find many, many designs and an endless sizes list: an effective answer to any need.

MAK Veloce is an example (also through its name) of this continuous and fast style evolution that shows itself in the always changing wheels offer. This designs up-dating is in fact necessary to meet end-users and market requests. **MAK** has chosen this style trend since the beginning of its business and **MAK Veloce** is the latest perfect example of this never-ending style change. It re-examines in fact the traditional 10 coupled-spoke design, giving birth to a new concept look: the result is a really nice wheel, destined to gain success on the market.

After Design (www.afterdesign.it) designers, that have been developing **MAK** style since the beginning, designed **MAK Veloce** too, creating a sober and classical design which has been revalued in a very modern way. The spokes are soft and graceful and are characterized by a mild bending, the joint to the external rim is harmonious and well-balanced, the "satin" finishing is elegant and refined: all these elements transform **MAK Veloce** into a stylish and smart wheel, successful among the young. It is addressed to medium and high-powered elegant cars and that is why it has been developed in order to underline the elegant, "weighty" and unique aesthetical lines of this kind of cars. As a consequence, we could say that **MAK Veloce** is a "exclusive" wheel.

Apart from its graceful look, **MAK Veloce** structure is then light and open, able to make slender the lateral look of a car, enriching it: this fashion and aesthetical element is very important while a customer is looking at one car and **MAK** bets on this asset while positioning its products on the markets. Since car style and wheel designs are pure emotional and aesthetical factors, **MAK** wheels aim to satisfy customers "look" taste, trying to influence his purchasing choices.

MAK Veloce is available in the following sizes: 5,5J14", 6,5J15", 6,5J16", 7J17", 8J17".