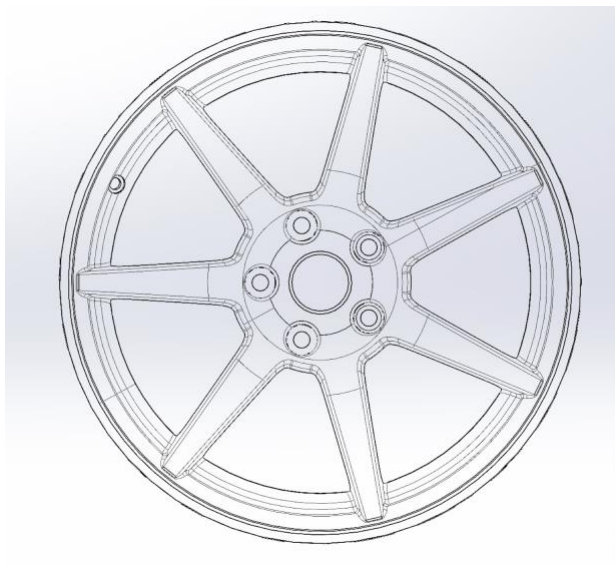




C-INERTIA Launches First Carbon Fiber Wheels for Automotive Sector at SEMA Global Tire Expo 2024



Las Vegas, November 5-8, 2024

C-INERTIA, recognized for its advancements in carbon fiber technology, is debuting its first automotive-specific carbon fiber wheels at the ongoing SEMA Global Tire Expo, located at Booth 10979. This new product introduction represents a significant achievement in automotive materials innovation, combining high performance, scalability, and affordability in carbon fiber wheels for the car market.

Following over years of research and development, C-INERTIA's patented manufacturing process now allows for the production of lightweight, high-performance wheels at an accessible price point, starting at \$950 for OEMs, setting a new standard in accessible carbon fiber technology for cars.

C-INERTIA's carbon fiber wheels are engineered to be up to 50% lighter than traditional aluminum alternatives, delivering enhanced acceleration, braking, and handling for all types of cars, specifically benefiting both premium vehicles and electric vehicles (EVs). This weight reduction not only improves overall performance but is particularly advantageous for EVs, where the lighter wheels help extend battery range and boost energy efficiency. These advancements align with the global transition toward sustainable, high-efficiency mobility solutions.

C-INERTIA's patented process is engineered for industrial-scale production, enabling high-volume output without compromising quality. This capacity allows the company to provide wheels that combine the advantages of carbon fiber technology with cost efficiency, meeting the needs of mid-to-high-end automotive manufacturers with options from 18 to 23 inches.

"C-INERTIA is redefining automotive engineering with technology that not only pushes performance boundaries but also enables large-scale manufacturing, reaching several hundred thousand units within five years," said Loïc Bernard, CEO of C-INERTIA. "Our patented process



allows us to deliver disruptive technology that is both innovative and widely accessible, making high-performance carbon fiber wheels available to a broader market without compromising on

quality. Currently, we are presenting our first automotive carbon fiber wheels at the SEMA Show in Las Vegas while also participating at EICMA in Milan, where we have exhibited our motorcycle wheels for four years. This dual presence underscores our commitment to expanding our offerings within the broader transportation sector. Our primary goal is to address the mid-to-high-end car segment ”

Beyond performance enhancements, C-INERTIA's lightweight wheels also contribute to lower fuel consumption and improved energy efficiency, critical factors for the next generation of sustainable vehicles. By reducing overall vehicle weight, these wheels support industry-wide efforts to minimize emissions and foster cleaner transportation solutions.

Attendees at the SEMA Global Tire Expo can explore the advantages of C-INERTIA's carbon fiber wheels at Booth 10979. Product demonstrations and discussions with the C-INERTIA team will offer insights into how these wheels are poised to redefine standards in both high-performance and sustainable automotive applications.

About C-INERTIA

Headquartered in the South of France, C-INERTIA specializes in advanced carbon fiber solutions, initially serving the motorcycle industry and now extending its expertise to automotive applications. With a proprietary manufacturing process, the company provides high-quality carbon fiber wheels crafted in France that meet rigorous standards in performance, durability, and sustainability, reinforcing its commitment to shaping the future of mobility.

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