



C-INERTIA joins the French Delegation to present game-changing carbon fiber technology at CES Automotive 2025



Las Vegas, NV – January 7, 2025

As part of the French delegation of the French Pavilion at CES Automotive, organized by Business France, C-INERTIA, leading French company in carbon fiber innovation, is presenting its groundbreaking technologies at CES 2025 in Las Vegas. Representing the forefront of advanced automotive solutions, C-INERTIA highlights its patented carbon fiber wheels as a pivotal solution for the future of mobility.

The automotive industry is undergoing a transformative shift, driven by electrification, sustainability, and the need for advanced materials. Lightweight solutions are at the heart of this evolution, and C-INERTIA's carbon fiber wheels deliver a 50% weight reduction compared to aluminum alternatives. This breakthrough not only enhances acceleration, braking, and handling but also extends battery range and improves energy efficiency in electric vehicles (EVs).

Weight reduction plays a critical role in achieving sustainability goals and optimizing vehicle performance, particularly in electric and high-performance cars. Carbon fiber is rapidly becoming the material of choice for these applications, and C-INERTIA is leading the way in making this technology accessible to a broader market, addressing key challenges in modern automotive design.

C-INERTIA's proprietary manufacturing process enables the scalable production of high-performance carbon fiber wheels at a competitive price point, starting at \$950 for Original Equipment Manufacturers (OEMs). The company's patented technology combines precision



engineering with advanced automation, meeting the demands of mass-market applications while maintaining the highest quality standards.

This weight-optimized solution is pivotal for the vehicles of tomorrow, supporting industry-wide efforts to achieve sustainability, efficiency, and accessibility. By integrating these solutions, automotive manufacturers can respond to evolving consumer and regulatory demands, delivering lighter, smarter, and more efficient vehicles.

“Our patented carbon fiber wheel technology represents a turning point in the automotive industry,” said Loïc Bernard, CEO of C-INERTIA. “This game-changing solution combines lightweight design, durability, with unprecedented affordability to meet the demands of OEM mass market. We are proud to be part of CES 2025, showcasing innovations that align with the future of mobility. As a member of the French delegation, we thank Business France for the opportunity to represent the excellence of French engineering in the automotive sector. Together, we are shaping the vehicles of tomorrow with performance and sustainability at the core.”

About C-INERTIA

Headquartered in Aix-en-Provence, France, C-INERTIA specializes in the design and manufacturing of advanced carbon fiber wheels for the automotive and transportation industries. Leveraging expertise developed in the motorcycle sector, the company has expanded its focus to address the needs of electric, luxury, and high-performance vehicles. Through innovation, scalability, and sustainability, C-INERTIA is committed to driving the future of mobility.

Visit C-INERTIA at CES 2025 :

Location: French Pavilion, LVCC West Hall, Booth 3816

Dates: January 7–10, 2025

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