

ZENETTI

2014 COLLECTION PREVIEW

ZENETTI



Zen-etti Philosophy

From our inception Zenetti has been committed to balanced and pure design. Clean lines and a timeless aesthetic are built into all Zenetti products. Our luxury automotive wheels complement the styling of today's luxury and sports vehicles – taking these vehicles to the next level. We are passionate and driven by design.

Design . Driven

Our History

Founded in 1999 by Gordon Berman, Philip Berman and Saul Berman, Zenetti was created to design and manufacture fashion forward automotive products – jewelry for your car.

The family business enjoyed immediate market success sparked by fashion forward products and a global demand for our unique upscale automotive goods.

Commitment to the highest quality and service has built a loyal following of consumers and distribution through selected wheel and tire stores nationwide and internationally – Australia/ Japan/Europe/Middle East. Products are backed by design and marketing innovations with wheels featured in throughout the media - magazines, movies and tv.

We remain committed to harnessing new technologies to making products that exceed the expectations of the most discerning drivers. Our new line collection of products that are lighter, offer more color options and perfect fitments.

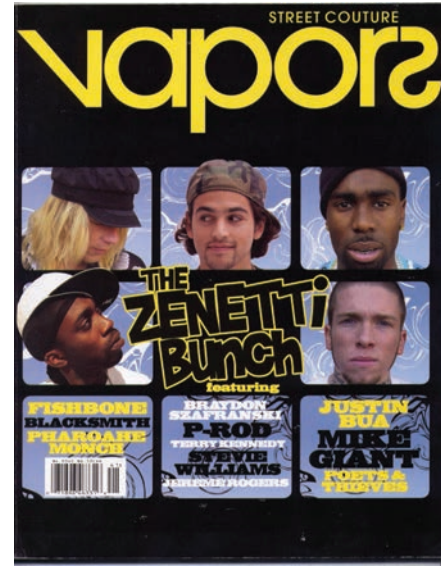
Paul Rodriguez aka P-Rod,
iconic professional skateboarder
winner of six X Games medals –
four of them gold most recently
first place victory Los Angeles
2012.

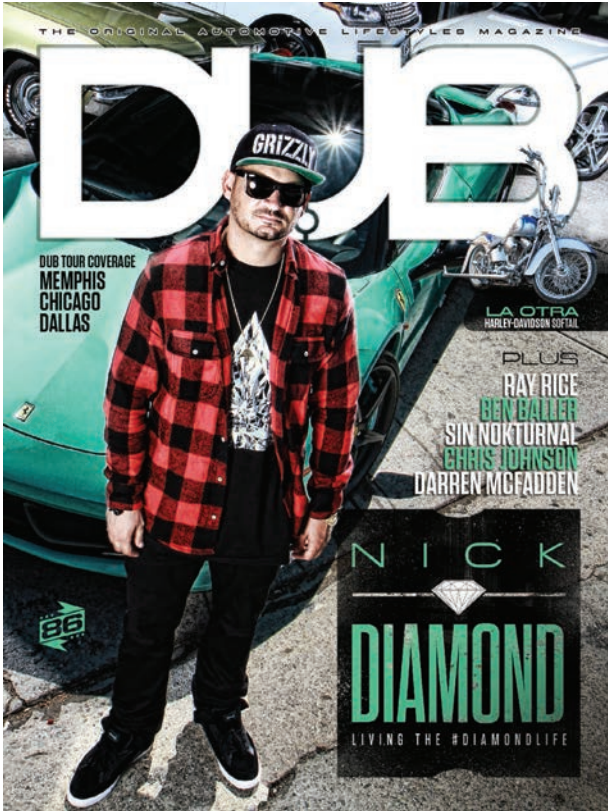


*Esteran
Coriol*



ZENETTI





Editorial

Zenetti is well represented in the press - showcased in such magazines as Dub, Rides, Vapors and many others.

Dub Magazines Summer 2013 cover features Zenetti Wheels on Nick Diamond's Mercedes S Class and Range Rover - both on 22" wheels.

The cover of Vapor's magazine titled the Zenetti Bunch - celebrated the world's most high profile skateboarders and their passion for cars. This cover story helped expose the automotive aftermarket to an entirely new audience and start a trend for other wheel companies to follow.

TV/Movies/Music Videos

Check out our wheels on the big screen in Crash, Fast and Furious, Rush Hour 3 and many more. Zenetti is also a favorite on music videos appearing with Kanye West "Drive Slow", "Top Back" (TI ft. Young Dru) and Tommy Lee (TV show vehicle profile) amongst other giants in the music industry.

Car Shows and Events

We participate at car shows because we are car enthusiasts at heart and like to meet like minded people with passion for cars and wheels. It is also a great opportunity to get feedback from the community regarding new trends and ways to improve our product. Attached are some images from Bimmer Fest and other shows.

ZENETTI

SCENE TWO: THE DEAL

Luxury Lifestyle.

Zenetti Presents our 2008 Collection - for those who appreciate the finer things in life like the finer. Every Zenetti design is an original - with special attention spent on detail and proper vehicle fitment.

For the full experience we welcome you to visit us at zenetti.com. For more information on Zenetti Wheels call 888-438-0241.

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ZENETTI
WHEELS

PAUL WALL
GRILLS AND WHEELS

"ICED OUT" GRILLS BY PAUL WALL

LIMITED EDITION • PAUL WALL SIGNED CERTIFICATE OF AUTHENTICITY
HAND MADE • HIGHEST QUALITY BILLET ALUMINUM • HAND SET G2 STONES

ZENETTI
Stay Fly. Keep Grounded.

Advertising Campaigns

Zenetti has a long history of ground breaking marketing campaigns to promote our newest collections. Annual lifestyle campaigns such as All In, Fly High/Stay Grounded, Paul Wall Grills, Zenetti Skateteam and Virtual Garage to name a few have been powerful tools in building global brand and product awareness.

In 2014 we will be unveiling our newest campaign to introduce color matched wheels- stay tuned.



Digital Marketing / Video

2014 lookout for website enhancements with improved features, new content and social integration.







Continental

ZENETTI

CONSTRUCTION: 2 PIECE FUSED

Cast centers fused with forged hoops



CONSTRUCTION

- **Friction Stir Welding** - New technology used to weld cast center to forged hoop seamlessly
- **Forged Hoops** - Forged hoops are flow formed with one flat piece of forged aluminum rolled and sealed together - resulting in wheels that are stronger

BENEFITS

- **Lighter** - Lighter weight than traditional 1 piece cast wheels
- **Stronger** - Wheels are stronger than cast wheels due to the forged hoops
- **TPMS Compliant** - All designs feature dual valve hole to ensure TPMS compliance



CONSTRUCTION: STRAIGHT BARREL

Cast centers fused at the top of forged hoops



CONSTRUCTION

- **Friction welded near the top of the hoop** - Cast centers fused at the top of forged hoops using friction welding
- **Straight Barrel Hoops**- Forged straight barrel hoops fused with cast centers

BENEFITS

- **Lightest** - Wheels are substantially lighter than traditional cast wheels
- **Large Brake Clearance** - Wheels clear large brakes - including concave designs
- **TPMS Compliant** - All designs feature dual valve hole to ensure TPMS compliance



CONSTRUCTION: 2 PIECE ASSEMBLED

2 Piece wheels assembled with screws



CONSTRUCTION

- **2 Piece Assembled with Screws** - Cast or forged centers attached to forged hoops with screws
- **New Hoop Technology** - Utilizing new technology developed to produce improved hoops for 2 piece wheels

BENEFITS

- **Fitment** - Wheels assembled for best vehicle fitment and offset
- **Interchangeable Lip** - Varied wheel widths and lip depths available
- **Color Combinations** - Multiple finish options available for lip and center color combinations
- **TPMS Compliant** - All designs feature dual valve hole to ensure TPMS compliance





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Bimmerfest 2013



ZENETTI

ZENETTI WHEELS

CUSTOM WHEELS