

## **TSW Alloy Wheels, an Industry Leader in the Development of Innovative and Striking Wheels Introduces the Geneva Rotary Forged Wheel**

*TSW Alloy Wheels, an industry leader in the development of innovative and striking wheels introduces the Geneva Rotary Forged Wheel.*

Brea, CA ([PRWEB](#)) May 05, 2016 -- TSW Alloy Wheels, [www.tsw.com](http://www.tsw.com) an industry leader in development of innovative and striking wheels introduces the Geneva Rotary Forged Wheel.

Aesthetics is the branch of philosophy that deals with the nature and appreciation of beauty and artistic taste. While many believe it is subjective many philosophers derive that there are objects that are universally beautiful to everyone. This philosophy of beauty is what drove designers at [TSW Alloy Wheels](#) to develop their latest wheel named Geneva.

Geneva, Switzerland, its name is reminiscent of famous motor shows, parades of exotic cars, and excitement in new automotive concept developments. A name that suitably carries its way into TSW's wheel recognized for its elegant modern styling. [Geneva Rotary Forged® Wheel](#) takes a new approach to a classic five spoke pattern that brings it to the modern world. It features a face forward concave profile with five split spokes that wrap around the lug pattern that is then tailored together with webbed surfacing and raised edges. Its sleek striking lines effortlessly blends into any automotive manufacture styling whether it's American, European, or an Import. The modern classic will not be affected by the passage of time or changes in fashion as it is timelessly designed around the philosophy of true beauty. Available finishes are in a tasteful Matte Titanium Silver or Matte Gunmetal.

When it comes to engineering and manufacturing [wheels](#) the challenge has always been how to lighten the wheel without weakening its structural integrity. Born on the track of Formula 1, TSW [Aftermarket Wheels](#) understands that form follows function in manufacturing process. The Geneva's solution to lightweight strength is founded in a process called Rotary Forging® where the wheel is manufactured utilizing spinning centrifugal forces of physics to change the molecular structure of the wheel. The result is that the wheel is significantly lightened in areas that pertain to decreasing rotational mass and maintains strength on the wheel face where strength matters on and off the race track. The result is a strong lightweight wheel that helps to improve handling, acceleration, and gas efficiency.

When it comes to [custom wheels](#), TSW's extensive research team understands that it has to fit vehicles just right. With a collective database from decades of hands on research rest assured that TSW has the "just right" fit for any vehicle. At TSW they understand the "just right" fitment is subjective to the owner and offers a large range of sizes. To accommodate the Geneva is available in 17x8, 17x9, 18x8, 18x8.5, 18x9, 18x10.5, 19x8, 19x8.5, 19.9, 19x9.5, 19x10.5, 20x8.5, 20x9, 20x9.5, 20x10, 20x10.5, and 20x11. PCD sizes 5x112, 114.3, 115, and 120 offered in a large range of offsets.

For a TSW Alloy Wheels dealer, call 1 888-766-7775 or search by zip code on the TSW.com website at <http://www.tsw.com/locator.php>. TSW Alloy Wheels dealers are located throughout North America and worldwide, including Discount Tire Direct on the web at [discounttiredirect.com](http://discounttiredirect.com).



**Contact Information**

**Josh O'Meara**

Black Rhino Wheels

<http://www.tsw.com>

+1 1-888-766-7775

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).