

New for 2014, Black Rhino Wheels Introduces the Everest, The Pinnacle of Lifted Truck and SUV Wheels Design

At up to 24-inch diameter, new five-spoke hard alloy wheel stands above the rest.

Huntington Beach, CA ([PRWEB](#)) December 31, 2013 -- Black Rhino Wheels is expanding its lineup of ruggedized [truck wheels](#) styled for offroad and lifted truck enthusiasts with the launch of the stylish new, and incredibly big, Everest alloy wheel. Everest [custom truck wheels](#) are available in 9x20-inch, 9.5x22-inch and 10x24-inch sizes, each in four different bolt patterns and offsets, to fit an expansive range of popular trucks and SUVs. The Everest is a classic, clean five-spoke design, offered in Silver with a mirror-cut face or in badboy Matte Black.

Like all Black Rhino [aftermarket truck rims](#), Everest truck and SUV rims are engineered to carry the heavy loads and high demands the offroad crowd places on their vehicles. Additionally, they are designed specifically for truckers with an “urban warfare” mindset, employing positive offsets from 15mm to 35mm. All wheels are either hub-centric, or supplied with centering rings to ensure a smooth, vibration-free ride.

“Tricked-out trucks and SUVs are more than just customized vehicles. To their owners, they represent an exhilarating lifestyle,” observed Black Rhino president Terence Scheckter. “With the Everest, and other Black Rhino aftermarket truck wheels, we’ve attempted to capture the spirit of that culture while also delivering products well engineered for their intended environments,” Scheckter added.

Black Rhino Wheels designs, engineers and manufactures [off road wheels](#) exclusively for the customized truck and SUV market, including both wheels for off road trucks and lifted trucks and street-ready truck and SUVs, eighteen models in all. Black Rhino segments its product lineup as wheels designed to complement the rugged off-road attitude of lifted trucks and SUVs and equally tough looking [custom truck rims](#) for more street friendly applications. The first group features a negative offset of 12 mm while the second classification is defined by a positive offset of 12 mm.

Black Rhino Wheels is part of the TSW family of aftermarket wheel companies. TSW wheels are born of a rich racing heritage. Founded by a former Formula One racing driver, TSW has been involved in motor racing around the globe for over 30 years. That mindset shapes the company’s fixation on precision and quality.

Prospective customizers can get started with a visit to the Black Rhino website at blackrhinowheels.com/. The “Wheel Fitment” tab at enables offroaders to search for wheels based on year, make and model truck or SUV. The “Configurator” tab goes a step further, enabling viewers to preview any Black Rhino wheel on the make, model and color of their ride. Complete size and other technical details for the entire Black Rhino Wheels family rims can be found at on the website. In the U.S. or Canada, 888-766-7775 provides dealer locator services. Or the Black Rhino website enables prospective customers to search by zip code. Black Rhino Wheels dealers are located throughout North America and worldwide, including Discount Tire Direct on the web at discounttiredirect.com/.



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