

## **Black Rhino Truck Wheels Introduces the Distinctive Gloss Black Sierra Model, New for 2014**

*Jagged spoke design is inspired by the rugged California/Nevada mountain range.*

Huntington Beach, CA ([PRWEB](#)) January 15, 2014 -- Black Rhino Wheels, known for their exclusive focus on designing, manufacturing and distributing [wheels for trucks](#) and SUVs for both off-road enthusiasts and their street-warrior cousins, has added the aggressive, new 2014 Sierra model to its lineup.

The Sierra truck wheel is distinctive for its spoke design, inspired by the saw-tooth profile of the 400-mile long Sierra Nevada mountain range straddling the California/Nevada border. Each of the eight spokes is edged in a shiny, spiky hard-cut milled pattern that contrasts with the wheel's Gloss Black finish. The spokes radiate from a massive center hub with a serrated perimeter that supports OEM center caps as well as the Black Rhino logo cap, supplied. Sixteen hex-bolt fasteners draw attention to the spokes' termini at the outer barrel, which is notched at the perimeter to add visual dimension.

“The Sierra Nevada's Rubicon OHV Trail has been called the crown jewel of off-highway passages and in large part inspired the growth of the off-road movement,” pointed out Black Rhino president, Terence Scheckter. “Since that movement inspired our development of the Black Rhino brand, it is altogether fitting that our new wheel pays homage to the Sierras,” Scheckter added.

Sierra [truck wheels](#) are offered in 17-inch and 18-inch diameters by 9-inch wide, as well as 20-inch diameter by 9 and 10 inch wide. The 17 inch and 18 inch wheels have a 1.5” lip, while the 20- inch wheel has a massive 2.75 inch lip. The [truck rims](#) are offered in five different bolt patterns to be compatible with the widest range of trucks and SUVs. Neutral offsets are offered as well as the positive offsets favored by “urban jungle” lifted truck enthusiasts and negative offsets preferred by trail runners. All [off road wheels](#) are either hub-centric or supplied with centering rings to ensure a smooth vibration free ride. Full specifications on the Sierra wheel, as well as the other 17 models in the Black Rhino lineup, can be found at [www.blackrhinowheels.com](http://www.blackrhinowheels.com).

A popular feature on the website is a gallery of dozens of photos submitted by Black Rhino customers showing how they have customized their ride with Black Rhino truck and [SUV wheels](#). The “Wheel Fitment” tab on the website enables off-roaders 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 vehicle.

Black Rhino [Custom Truck 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 40 years. That mindset shapes the company's fixation on precision and quality.

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/](http://discounttiredirect.com/).



**Contact Information**

**Josh Omeara**

Black Rhino Truck Wheels

<http://www.blackrhinowheels.com>

+1 888-766-7775

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