



## **ALCAR Finland Oy 10 years – at the top of its field, serving its customers**

The story of ALCAR Finland began in the fall of 2015 with a small but determined team. Now, the company has established itself as one of the leading players in its field.

### **From Örum to ALCAR**

ALCAR Finland was founded when the ALCAR Group acquired the wheel industry from Örum Oy Ab. The acquisition included the AEZ, DOTZ, DEZENT and MAK brands.

The acquisition also included a skilled and motivated workforce. This team formed the core of ALCAR Finland, which has grown over the years to eight permanent employees. The team has bonded seamlessly and created a strong foundation for the company's growth.

### **New products and TPMS strengthened the product portfolio**

Even in the early stages, it was clear that both the growth target and ambition were high. The first step was to add steel wheels for passenger cars to the range alongside aluminium wheels, followed by the introduction of ALCAR steel and hybrid wheels. The portfolio was then expanded to include steel wheels for trucks, paving the way for MAXION steel wheels.

A fresh wind swept through the entire tire industry when a new EU regulation came into force, requiring all new passenger cars to be equipped with a tire pressure monitoring system (TPMS). The impact was gradual, but ALCAR had prepared well in advance for TPMS devices and sensors.

The results of this foresight are still evident today: ALCAR Finland remains one of the leading experts in the TPMS field, with up-to-date knowledge of vehicles, sensors, and their possible modifications.

TPMS sensors for heavy vehicles were added to the product range three years ago, establishing a new product group and expanding ALCAR's expertise beyond passenger cars.

## **ALCAR FINLAND OY**

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## **Modern solutions for growing demands**

Like the story of any long-established company, ALCAR Finland's history has included its share of challenges. One of the biggest has been the continuously expanding range of wheel sizes and the specific requirements of different car models. These challenges have been met by offering tailored solutions for small and mid-sized vehicles, SUVs, electric and hybrid models, vans, and motorhomes requiring high load capacities. The product range is quickly adapted to both user preferences and new vehicle models.

## **Strong growth has continued – and continues**

Shortly before its 10th anniversary, ALCAR Finland expanded its portfolio to include aluminium wheels for heavy vehicles, including forged aluminium wheels from the renowned Alcoa Wheels brand.

It's encouraging to see that ALCAR Finland's sales have grown steadily year after year.

## **Greetings from CEO Veli-Matti Heikkinen;**

"I would like to express my special thanks to our customers, partners, and our outstanding staff for these years. The industry has changed with the advent of electrification during this period and has experienced many exceptional situations in recent years. Nevertheless, I believe that practical cooperation and development fundamentals have remained unchanged.

Expert staff, high-quality products, availability, and logistics must all be in order. I am proud to say that this is the case for us. Our parent company, the ALCAR Group, provides excellent support, and the continuous product development of rims, TPMS devices, and electronic services is impressive. It is a great place to continue our successful journey with all of you!"

## **Greetings from Richard Lundqvist, Chairman of the Board;**

"ALCAR Finland is a success story! ALCAR had Örum as a great partner and team for many years in Finland. For many years, the Finnish market was small but very well-developed for us. When the chance was given to ALCAR to enter the market

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with our own entity, we decided to do it. We planned the work and worked the plan, and here we are today.

We have had ten excellent years as ALCAR Finland, and our development has been better than ever expected. We are proud of our presence, our team is fantastic, and our achievements have been better and quicker than expected because of our amazing customers who have supported us. I look forward to future development and further steps with ALCAR Finland!”

### **ALCAR Group in brief**

ALCAR Finland Oy is part of the ALCAR Group, which comprises 29 companies across 16 European countries. Around 800 employees work successfully under seven different brands. The ALCAR Group remains committed to maintaining and expanding its market leadership in the European aftermarket for passenger car wheels through continuous innovation, responsiveness to market needs, and a strong customer focus.



And the journey continues! In the picture has ALCAR Finland staff, from right to left: Veli-Matti Heikkinen, Miika Honkanen, Antti Tiittanen, Thomas Kullström, Mikko Väänänen, Mari-Liis Heidmets, Tomi Rajaniemi, and Essi Heikkinen.

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