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Luxury Add-ons Provide Personal Styling to Eight Different Vehicle Models

(Gurnee, IL) — When RealWheels Corporation acquired their new Cadillac Escalade, they felt that something was missing. “We admired the styling, however we felt that the door handle area could really use an upgrade,” stated Jan Polka, President of RealWheels. “Many owners of these vehicles choose the optional chrome wheels, or add custom chrome wheels. When adding the big, bright chrome wheels, the vehicle desperately needs the visual balance that the chrome door handle accessories provide.”

Within two weeks they had a winning design and production was underway. Although the first thought was for the Escalade, RealWheels quickly realized that their Luxury Door Handle Surround also fits the Avalanche, Denali, Sierra, Silverado, Suburban, Tahoe and Yukon.

To give their Escalade an added dimension, RealWheels also designed and produced a Luxury License Plate Ultra-Frame. “The rear license plate cavity was screaming for some chrome!” exclaimed Jhan Dolphin, Vice President of Sales and Marketing at RealWheels. “This is not your typical license plate frame, this product actually changes the look of the vehicle.” Again an added benefit is that the Luxury License Plate Ultra-Frame also fits the Denali, Suburban, Tahoe and Yukon.

Both Luxury Accessories are made from high impact, chrome plated ABS. They install easily with no disassembly or drilling required. “For the vehicle owner, these products help to enhance their experience and personalize their ride,” added Dolphin. “For our dealers and distributors, they are able to bring in a product that fits eight different vehicles. That is a major plus when dealing with inventory and shelf space.”

“Initial response has been fantastic,” commented Polka. “We are car guys—we live, eat and breathe this stuff. Our design team is a well-rounded group of car and truck enthusiasts with a variety of automotive interests. They attack new products with a genuine enthusiasm that can be seen in the products they create.”

For more information about RealWheels Luxury Door Handle Surrounds, Luxury License Plate Ultra-Frame and the complete line of RealWheels accessories visit www.realwheels.com.

About RealWheels Corporation

RealWheels is located near Chicago and has been designing accessories for a wide variety of vehicles since 1980. They manufacture a complete line of innovative billet aluminum, stainless steel and ABS accessories to visually enhance vehicles of all styles and shapes. They are the exclusive American manufacturer of stainless steel wheel covers, wheel simulators, high hats and baby moon covers for commercial vehicles. RealWheels is also internationally recognized for their award-winning project vehicles.

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