



RIMFINITY™

ENDLESS PROTECTION AND STYLE



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Rimfinity™ is a game-changing 'continuous band' wheel protection technology which sets a new industry standard for performance and safety.

ZERO JOIN.

Unlike traditional universal 'tyre-trap' protectors, Rimfinity instead utilises a rim-specific 'continuous band' - with no unsightly join.

ZERO COMPROMISE.

This guarantees both a perfect fit, and total integrity of the protector, with no chance of joint failure and the resultant detachment damage.

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ONE MAN'S CONTINUOUS COMMITMENT TO A BETTER SOLUTION.

The Rimfinity™ story began when enthusiast Darren Bowden purchased an expensive set of 'tyre-trap' protectors, and was left feeling very disappointed with the product.

Darren had fitted the protectors to prevent damage after upgrading the wheels on his VW. However, shortly after fitting he began to read lots in the forums about universal protectors suddenly detaching at the join and causing severe damage to vehicles.

Having decided to remove the protectors, worse was to come. Darren discovered abrasion damage to the visible area underneath the protector, and also to the inside of the rim where the hard nylon teeth had dug into the soft alloy.

The problem was that road dirt, salt and grit had collected at the back of the protector, and as the product had moved slightly between tyre and alloy, had effectively 'sanded down' the surface, leaving an unsightly stripe of damage.

With a background in materials technology and product design, Darren identified a clear gap in the market for a product which delivered better protection and style, whilst avoiding all the issues associated with universal fit and the need for a join.

Extensive R&D and prototyping determined that a continuous band design would enable both a perfect rim-specific fit and at the same time allow the rub-surface to effectively sit proud of the alloy preventing debris build up between protector and alloy.

Fast forward over 2 years of trials and tribulations including development and production setbacks, and constant patent challenges from the traditional universal protector manufacturers; and today Rimfinity™ is finally here...

Darren Bowden
Founder Rimfinity™



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ALL ROUND BETTER PROTECTION.

Bridging the gap between the ultimate 'tyre-trap' technology and optimum value for money.

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- + **CONTINUOUS BAND technology.** Zero join means 100% integrity of the protector - no chance of dislodging, no chance of detachment damage.
- + **Does not foul the rim face** (sits proud of rim) - meaning Rimfinity does not trap abrasive road salt, grit and brake dust between the wheel rim protector and the face of the wheel.
- + **A wheel size specific product** (NOT universal) ensures you get a perfect fit and function for your exact wheel size.
- + **100% natural rubber** absorbs and deflects a range of impacts from flying stones and track debris, to brushes with roadside verges and even full on kerbing.
- + **The most robust rubbing area** of any product in existence. Protects both alloy wheel AND tyre sidewall due to unique profile design.
- + **Professional 'fast-fit' in just 3 minutes** per wheel - no cutting tools or adhesives required.
- + **Ribbed 100% natural rubber** tail section (where protector 'traps' between tyre and wheel) - no hard nylon, no 'teeth' to damage the wheel or tyre.
- + **Manufactured to ISO 9001:2015** quality standards. Designed from the outset to meet or exceed stringent OE (Original Equipment) standards.
- + **Design and manufactured in the UK** by Rimfinity for total control of production and quality standards.

Traditional Tyre-Trap protectors

- **Jointed technology** means an inherent weak spot which could potentially cause air leakage and sudden deflation. This could result in safety issues and detachment damage as the loose end rotates at high velocity against bodywork.
- **Covers the face of the rim**, allowing road salt, grit and brake dust to become trapped and effectively 'sand down' the soft alloy surface as the protector moves under acceleration and braking.
- **Universal 'one size fits all'**, means that the product must be cut to size, and the join hidden with a separate glued on plastic 'join cover'.
- **Hard nylon (plastic)** is less likely to absorb impact without deforming leaving this type of protector looking very worn and tatty after impacts.
- **Little or no tyre protection** is offered by most traditional tyre-trap protectors.
- **Depending on product**, traditional tyre-trap protectors can take three times longer to fit due to the additional steps required in cutting and jointing.
- **Traditional nylon** tyre-trap protectors typically utilise hard plastic 'teeth' which are designed to dig into the soft inner surface of your alloy wheel on reinflation of the tyre.
- **Varying quality standards** on the market depending on brand and manufacturer.
- **Manufacturing varies** by brand and manufacturer, often production is outsourced meaning little control nor guarantee of consistent quality.

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Rimfinity has been developed to suit fast road and off road applications. The technology works with both modern and classic alloy wheels, and steel wheels (as found on Pick Up trucks and utility SUV's for example). Rimfinity has also been approved for use on radial, cross ply and run flat tyres.

Because Rimfinity is wheel size specific (and NOT universal), expensive individual tooling is required for each and every application. At launch Rimfinity will be available in 15", 16", 17" and 18" rim sizes; with larger 19", 20" and 22" being developed in 2021.

VOID BLACK EDITION

STORM RED EDITION

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ALL ROUND BETTER PROTECTION FOR THE ASPHALT WARRIOR

Class-leading protection and style for those running alloy wheels. Typically lighter and more elaborate in design than steel wheels, alloys are also very expensive to replace or repair; and due to the soft nature of aluminium can quickly and easily become damaged. Rimfinity can cover existing damage, prevent new damage; and thanks to 'Continuous Band Technology' will not reveal unsightly rubbing marks on removal.

Unique 'Continuous Band' technology protects against:

- + 'Kerb Rash' (common light contact)
- + Medium kerbing impacts
- + Heavy duty kerbing impacts
- + Road debris
- + Flying stones and gravel
- + Tyre sidewall damage



- + Rapid professional fitting
- + Style upgrade - available in Void Black or Storm Red editions

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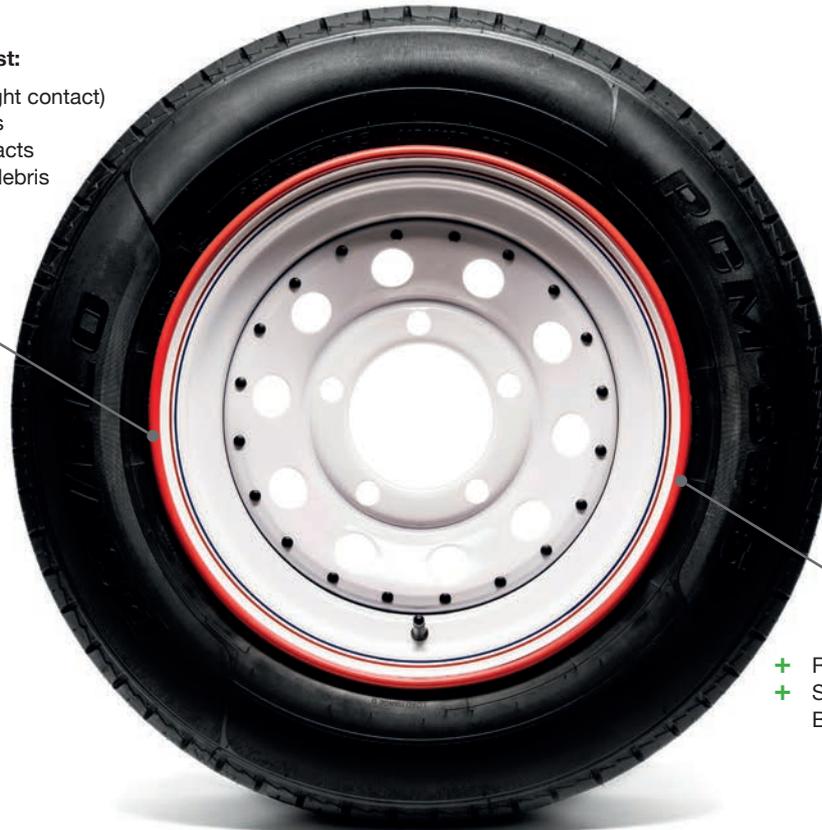


ALL ROUND BETTER PROTECTION FOR THE 'GO ANYWHERE' ADVENTURER

Due to its suitability for steel wheel protection, Rimfinity is the perfect upgrade for drivers of Pick Up, SUV and Utility vehicles. With premium 'go anywhere' vehicles like the new Defender being specified with steel wheels as standard, protection has never been so important. Upgrade to Rimfinity and protect your precious rims against flying stone and gravel chips, and brushes with all kinds of gnarly terrain.

Unique 'Continuous Band' technology protects against:

- + 'Kerb Rash' (common light contact)
- + Medium kerbing impacts
- + Heavy duty kerbing impacts
- + Off-road track and trail debris
- + Flying stones and gravel
- + Tyre sidewall damage



- + Rapid professional fitting
- + Style upgrade - available in Void Black or Storm Red editions

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DEALER BENEFITS.

With Rimfinity™ you are able to offer your customer a patented 'next generation' wheel protector which out-performs every traditional tyre-trap product on the market.

Additionally as a Rimfinity dealer you can enjoy:

- + Extensive consumer marketing communications to drive awareness and demand for Rimfinity amongst your customers.
- + Industry leading trading terms and great profit margins.
- + Launch incentives for new dealers signing up during the SEMA360 show.
- + Dependability - Rimfinity is part of a wider automotive accessories group with many years experience and a proven track record within the wheel protection market.
- + Lower aftersale support requirements - Rimfinity is a 'fit and forget' upgrade which due to its continuous band design is less likely to degrade or require attention or re-fitting.

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