Alcoa® Dura-Bright® EVO® Wheels

A Force EVOLved.
What happens on the road, stays on the road.

Our third generation Dura-Bright® EVO Wheels feature a new and improved surface treatment that stands stronger against tough conditions without the need to polish, and is better for the environment. And when it’s time to clean, a simple soap and water wash gets you back on the road.

Is Dura-Bright® EVO Right for You?

Dura-Bright® EVO Wheels are best suited for those who want a polished look with less commitment to daily cleaning maintenance. If you want to spend less time washing/polishing and more time driving, these wheels are a smart choice that offer a nice lift to your bottom line.

Count on your wheels looking great for the long run.

With a lower surface energy, less dirt and road grime stick to the wheel. And because patented Dura-Bright® EVO penetrates the aluminum, these wheels keep their shine and stay looking newer for longer, even after hundreds of washes* and thousands of miles.

- 10x more resistant to corrosion caused by road salts and weather elements
- 3x more resistant to harsh chemicals

Additional Benefits of all Alcoa Aluminum Wheels:
- One-piece forged aluminum that’s 5x stronger than steel
- True cool running extends tire and brake life
- Five-year limited warranty for additional peace-of-mind

Look for the sticker to identify Dura-Bright® Surface Treatment.

* Alcoa Dura-Bright® Wheels should be cleaned in accordance with the Cleaning Guide for Dura-Bright® Wheels.
Dura-Bright® Wheels Cleaning Guide

Dura-Bright® Wheels are best cleaned with mild soap and water, a standard neutral off-the-shelf car wash, a mild (near neutral) detergent or a cleaning solution that has been diluted to a pH between 3-11 for Dura-Bright® EVO or 5-9 for Dura-Bright® XBR and prior generations.

Step 1: Cool down
Before cleaning, allow the wheels to cool down to a temperature below 95° F (35° C).

Step 2: Pre-rinse
To prevent scratching and abrasion, rinse wheels thoroughly with a water hose or power washer to remove any loose and visible dirt/debris.

Step 3: Prepare cleaning solution
Add a mild detergent, like common liquid dish soap, to the water at the specified dilution ratio before applying to vehicle.

- The pH level should be 3-11 for Dura-Bright® EVO (5-9 for Dura-Bright® XBR) in diluted/ready-to-use state.
- If using multiple solutions, each solution must fall within the pH range of 3-11 for Dura-Bright® EVO (5-9 for Dura-Bright® XBR).
- Do not use Hydrofluoric Acid (HF), Hydrochloric Acid (HCl) or Sulfuric Acid (H₂SO₄) on Dura-Bright® Wheels.

Step 4: Clean the wheel
Apply soap or detergent generously on wheel surface with either a spray applicator, a clean, soft bristled brush or soft sponge.

- Abrasive tools and scouring pads (e.g. 3M Scotch-Brite®) should not be used.

Step 5: Rinse the wheel
Rinse the wheel thoroughly with clean water to remove all remaining soap and dirt. Dry your wheels with a soft cloth that is free of debris.

For full maintenance details, see our Wheel Service Manual: alcoawheels.com/WheelServiceManual

Protect Your Investment
It is your responsibility to take reasonable precautions regarding how you maintain your wheels to remain eligible for a potential warranty claim. Here are a few smart ways to keep your Dura-Bright® EVO Wheels running strong:

- To extend the life of your wheels and prevent build-up of dirt and debris, rinse wheels with water via hose or pressure washer regularly.
- For those who use third party facilities, remind staff to use cleaning products that meet the specifications outlined in this cleaning guide.
- Do not use Hydrofluoric Acid (HF), Hydrochloric Acid (HCl) or Sulfuric Acid (H₂SO₄) on Dura-Bright® Wheels.

Cleaning Guide
Dura-Bright® EV™ Wheels
Breakthrough technology

On ordinary wheels, a coating is typically applied as a layer that sits on top of the wheel surface. When scratched, water and salt can penetrate the coating, resulting in corrosion and further deterioration.

With Dura-Bright® EVO Wheels, the patented treatment actually penetrates the aluminum, forming a molecular bond that becomes an integral part of the wheel. It prevents cracking, peeling and filiform corrosion often seen on coated wheels.