

News Release



THE CARLSTAR GROUP

The Carlstar Group launches new website for Black Rock® Styled Wheels Automotive wheel brand popular with off-road car enthusiasts

Franklin, TN – March 2, 2017 - The Carlstar Group announced today the launch of a new website showcasing its Black Rock brand of automotive styled wheels.

The enhanced Black Rock website, www.BlackRockWheels.com, features the existing product portfolio of [Aluminum](#) and [Steel](#) wheels with easy to navigate product specifications and details so consumers can ensure they're getting the right fit for their vehicle. The site also boasts a Vehicle Visualizer tool so consumers can actually see how their wheels will look on their make and model of car or truck. And when it comes time to make a purchase, the site assists with finding local and online retailers that currently carry the Black Rock brand.

BLACK ROCK®

“We are extremely excited to launch our fourth branded website for our consumers,” stated John Salvatore, Chief Executive Officer at The Carlstar Group. “A large part of our strategy is engaging with our consumers and ensuring they find our products quickly and efficiently. Investing in, and upgrading our presence in the online and digital space was critical for us to ensure we are meeting and exceeding customer expectations.”

The Black Rock Wheel Collection is a function-forward line of purpose-inspired aluminum and steel wheels and Toy Hauler sport trailer wheels. Offering steel and aluminum styles for the aftermarket truck, SUV, and Jeep enthusiast market, Black Rock features rugged designs in matte black powder coat finish. Black Rock is a leading choice for outdoor aftermarket enthusiasts.

The Black Rock site is the fourth website recently launched by The Carlstar Group and joins the [CragarWheel.com](#), [CarlisleBrandTires.com](#) and [CarlstarGroup.com](#) sites launched earlier this year.

About The Carlstar Group

The Carlstar Group is headquartered in Franklin, Tennessee and is a global manufacturer of original equipment and aftermarket specialty tires and wheels for the agriculture, construction, outdoor power equipment, powersports, high speed trailer and flat free/manual markets. The diverse portfolio of solutions are offered under several leading brands including Carlisle® tires and wheels, ITP® tires and wheels, as well as Cragar®, Black Rock® and Unique® wheels and Marastar® flat free and manual tires. The Carlstar Group employs over 3000 associates in 15 facilities located in four countries. The Carlstar Group has created a legacy of excellence in product innovation, quality, and customer service. For more about The Carlstar Group, visit www.carlstargroup.com.

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