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Press Release

STRUT Debuts New Icon Wheel™ Designs

San Clemente, CA—April 9, 2008—**STRUT** (www.strutwear.com) global manufacturer of bespoke jewelry collections for cars, proudly introduces two new designs to popular Icon Wheels collection created to complement the company's fleet of grille collections now available for luxury automobiles.

The new **Icon 10** and **Icon D** wheels are available in 2 or 3 piece designs made from forged aluminum for strength and durability. The distinctive STRUT shield is prominently featured on the center cap and at intersecting points between spokes or at the top of each forward moving directional spoke on the Icon D.



STRUT Icon 10



STRUT Icon D

Finish options for the Icon 10 and D models are chrome, satin, or black. Wheels can also be custom color matched to the vehicle at additional cost.

Available sizes are 20-, 22-, and 24-inches. Retail Prices range from USD \$10,000 to \$12,000 for a set of four depending on size.

According to Tommy Gaut, V.P. & General Manager of STRUT, “With the introduction of the Icon Wheel 5 and 7 models two years ago, we offered STRUT owners an opportunity to coordinate their grille collections with matching custom wheels. The introduction of Icon 10 and Icon D now takes personalization to the next level and gives our customers more style and design options for self expression.”

About STRUT

Located in San Clemente, California, STRUT has achieved benchmark status throughout the world for their trendsetting and distinctive jewelry collections, wheels, and accessories designed for connoisseurs of luxury automobiles. Created like fine jewelry, each handcrafted collection is personally signed by the artisan, further reflecting the passion and pride they take in their work. The 2002–2008 STRUT Collections can be viewed at www.strutwear.com.

For additional information or digital images, please contact our global PR agency, Nicoll Public Relations at 781-762-9300 or lucette@nicollpr.com.