



FOR IMMEDIATE RELEASE

Perfect Equipment Zinc Wheel Weights. A Natural Solution.

November 1, 2011 (Murfreesboro, TN)... As non-lead wheel balance weight legislation continues to evolve in North America, Perfect Equipment, the longest tenured wheel weight manufacturer in North America, has geared up to provide the industry with the best non-lead alternatives available. Utilized world-wide by many of today's most luxurious manufacturers, like Porsche, Audi, Mercedes-Benz, Aston Martin, Bentley, and others, zinc wheel balance weights are recognized throughout the world as the premium non-lead choice.

"The non-lead alternative decision has gotten a lot more complex over the last several years," states Mike Pursley, Vice President of Sales & Marketing for Perfect Equipment. "Many businesses are being steered in a specific material direction based on their current suppliers limited options. It's important for those businesses to fully understand all the materials that are available to them and then make a decision that is right for their business and customer base."

As one of the most common elements on the earth's crust, Zinc is an essential mineral for a healthy planet. It is in water, air and most fruits and vegetables. In fact, Zinc is vital for good health in humans, animals, and plants, and no other substance can replace it or fulfill its tasks. Simply put, Zinc is a requirement for life to thrive. Zinc is even an important addition to modern day automotive manufacturing. Nearly every modern vehicle on the road today already contains roughly 22 pounds of zinc spread over hundreds of parts; including tires, radiator grills, anti-corrosion coatings on most steel parts, and everywhere in between. Anywhere that mechanical stability, longevity and strength are desired, zinc is likely there.

Zinc wheel balance weights originated in Europe over a decade ago as an alternative to lead based wheel weights. The original inventors of the technology knew that they needed a material that would be strong and durable, yet also provide the same fit and installation ease that lead had previously given them. Naturally, they were drawn to zinc. It is the perfect solution. As a result, currently 100% of OE manufacturers in Europe install zinc wheel weights on their new vehicles. It is the only material of choice. As North America has begun to move away from lead-based wheel weights, many distributors and installers are looking for the exact same benefits of strength, durability and ease of use in their non-lead replacement. Zinc is the natural answer and the perfect solution.

"We encourage businesses to educate themselves on the facts about zinc and then make an informed decision," said Pursley. "We feel as though once those businesses understand the options, zinc we become their premium choice, just as many others in the world have come to realize."

ABOUT US

Perfect Equipment, as a part of WEGMANN Automotive, is the world's largest manufacturer of wheel balance weights. Since 1939, Perfect Equipment has been a leader in innovation and quality

Perfect Equipment Inc.

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bringing valuable insight and solutions to the automotive industry by offering a comprehensive range of wheel balance weights including traditional, non-lead, and adhesive options. Perfect Equipment Inc., is part of a global wheel weight platform that supplies both OEM and aftermarket customers on five continents.

With a state of the art manufacturing facility based in Murfreesboro, Tennessee, and three distribution centers across the US and Canada, Perfect Equipment can respond to every customer's needs. The company is recognized for the broadest product offerings and the highest quality standings in the industry and has become a reputable name synonymous with quality, performance and fit.

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