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BORRANI AMERICAS

BORRANI AMERICAS PARTNERS with 500 MADNESS

500 MADNESS Will Now Offer Borrani S-Ray Series Wire Wheels for the Fiat 500.

Neenah, Wis. (Nov. 10, 2010) – The initial introduction of the S-Ray series rims was done through the Specialty Equipment Market Association (SEMA) Show Nov. 2-5, 2010 at the Las Vegas Convention Center in Las Vegas, Nevada.

Borrani and Fiat have a history together that spans nearly 90 years. Borrani rims quickly became famous in the 1920s because of their strong but light alloy wire wheels. These wheels contributed to countless Ferrari and Maserati victories in races such as the Mille Miglia and Le Mans. Over the years Borrani has worked closely with Fiat to develop rims specific to their unique car models.

“With the introduction of the Fiat 500 and Ruote Borrani Milano wire wheels to the American market this year – this was a partnership meant to be. We are excited to be the first to partner with Borrani Americas to resell these one-of-a-kind wheels. I know that once Fiat owners and enthusiasts see the uniqueness of these rims they will be as excited as I am.” said Boris Tilim, Principal at 500 MADNESS.

The design of the S-Ray wheel is unique because of its individual mounting pattern, the number of spokes, dimpling and special center pieces. All Borrani rims are hand assembled by specially trained Italian artisans and available only in limited quantities in accordance to Borrani tradition.

As an introduction to the American market Borrani will be offering the Fiat 500 rims in silver and black. These rims can also be customized by adding an accent line with the car’s body color. They will be available in 2 sizes 16” x 6.5” and 17” x 7”.

“We’re looking forward to a long and prosperous relationship with 500 MADNESS. said Jim Wallner, Operations Manager at Borrani Americas “Their reputation for quality products and superior service is aligned with the mission and philosophy of our own organization.”

To learn more about Borrani wire wheels or to place an order please contact Boris Tilim at (562) 981-6800 or info@500MADNESS.com.

BORRANI AMERICAS is the only authorized importer and restorer of Borrani rims in North, Central and South America. Hand-made by Italian craftsman, Borrani rims have become known as the “gold standard” of wire wheels world-wide. The Borrani lines include classic, technical and bimetallic rims. Learn more at www.borraniamericas.com.

500 MADNESS is the largest supplier of aftermarket parts and accessories for the Fiat 500, North America. Since the launch of the Fiat 500 in North America, 500 MADNESS has consistently grown it's portfolio to carry only the highest of quality aftermarket products and services for the Fiat 500 driver and

owner. The company holds its full service location and showroom in Signal Hill, California. For more information please visit www.500MADNESS.com.

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