

# Introducing Splux Wheels: A New Benchmark for Custom Forged Engineering in the Luxury Segment

BRIGHTON, CO, UNITED STATES, April 16, 2026 /EINPresswire.com/ -- I. Introduction: The 300-Client Standard In the world of high-performance automotive engineering, true exclusivity is increasingly rare. Mass production, standardized sizing, and global supply chains have turned many aftermarket components into variations of the same template. Against this backdrop, Splux Wheels is redefining what luxury customization means by positioning itself as the antithesis of industrial standardization.

At the center of this philosophy lies a scarcity model. Rather than scaling production endlessly, Splux maintains a strict annual service capacity of approximately 300 clients worldwide. This approach ensures every project receives the same level of engineering attention typically reserved for motorsport programs or boutique supercar manufacturers.

A [Comprehensive Splux Wheels Review](#) [Quality and Features](#) reveals that the brand's defining idea—"BE NO ONE ELSE — YOUR RIDE YOUR CALL"—is not merely a design slogan. It represents a meticulous engineering mindset where every measurement, structural detail, and mounting parameter is carefully analyzed. From spoke geometry to bolt seat tolerances, each element is evaluated for performance impact, structural integrity, and visual harmony.



## Configure

Choose your next Splux Wheels



This philosophy has positioned Splux Luxury Wheels as a rare case in the aftermarket segment: a brand whose production scale is intentionally limited to preserve engineering depth. Rather than selling generic rims with cosmetic variation, Splux develops bespoke forged wheels that reflect both the vehicle's mechanical DNA and the owner's personal aesthetic.

## II. Brand Philosophy: The "Private Tailor" for Your Drive

Splux describes itself as a "Private Tailor for your drive." In practical terms, this concept goes far beyond visual customization. It represents what the company calls "singular manufacturing"—the creation of a wheel set that exists only once, built specifically for one vehicle configuration.

Unlike many aftermarket wheel suppliers that maintain large inventories, Splux operates under a strict No Stock policy. Every wheel is produced

only after the complete technical specifications of the vehicle and the client's design preferences are confirmed. This approach eliminates the compromises often associated with universal fitment solutions.

For performance car owners, the benefits are substantial:

- Precise fitment without generic offsets
- Weight optimization specific to the vehicle platform
- Structural strength balanced with aesthetic design
- A truly unique appearance

The engineering team studies the chassis load distribution and brake configurations of each vehicle platform before finalizing wheel geometry. Popular development targets include supercar brands such as Ferrari, Lamborghini, and Porsche, as well as high-performance electric vehicles like Tesla, Rivian, and Lucid. Each of these vehicles presents unique challenges—from massive brake calipers to high torque loads from electric drivetrains.

By tailoring wheels to these mechanical characteristics, Splux ensures that customization enhances performance rather than merely changing appearance.

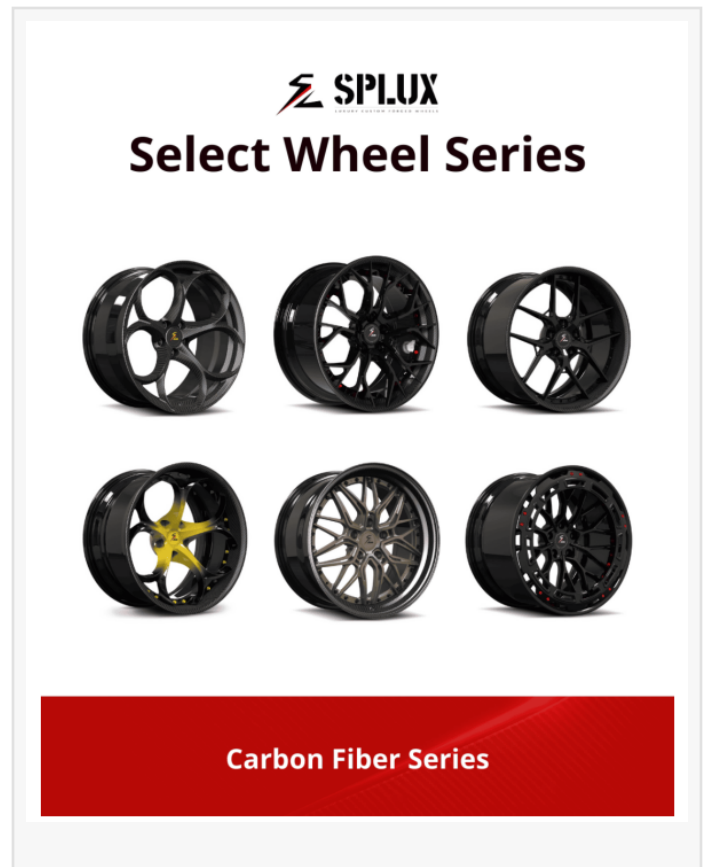
## III. Engineering & Bespoke Mastery: The "Infinite" Customization

### Digital Design Through the 3D Configurator

One of the most distinctive aspects of the Splux experience is its interactive 3D Configurator. This digital design tool allows vehicle owners to directly participate in the wheel creation process.

Through the configurator, clients can adjust:

- Wheel diameter and width
- Spoke design



- Barrel construction
- Finish colors and textures
- Offset specifications

The result is a fully design and quote before manufacturing begins.

#### Structural Architecture: Monoblock vs Multi-Piece

Splux offers several structural wheel architectures, each serving different engineering priorities.

##### Monoblock (1-Piece Wheels)

These wheels are machined from a single forged aluminum blank. The design emphasizes extreme lightweight performance and rigidity, making them ideal for track-oriented vehicles, while also accommodating large brake systems and achieving a more aggressive concave profile.

##### 2-Piece and 3-Piece Wheels

Multi-piece constructions introduce additional design flexibility and visual depth. By combining separate barrels and spokes, engineers can achieve dramatic deep lip or deep dish profiles. A critical element in these designs is the concave depth or lip depth. While deeper concavity enhances visual impact, it must also maintain sufficient internal clearance for brake cooling and caliper space. Splux engineers therefore calculate the optimal balance between structural strength, airflow, and appearance.

#### Forging Technology and Materials

At the core of every Splux wheel is a manufacturing process designed to maximize strength and durability.

##### 12,000-Ton Forging Process

High-pressure forging compresses aluminum under immense force, refining its internal grain structure and increasing molecular density. The result is a stronger and lighter wheel compared to conventional cast alternatives and those produced using 6,000-ton or 10,000-ton forging presses.

##### Aerospace-Grade 6061-T6 Aluminum

Splux uses forged blanks made from 6061-T6 aluminum alloy, a material widely used in aerospace and high-performance engineering due to its strength-to-weight ratio and fatigue resistance under extreme temperatures.

#### The Science of Perfect Stance

Achieving an aggressive stance without compromising handling requires precise engineering. Splux guarantees 100% fitment compatibility, achieved through exact calculations of wheel offset, center bore, and bolt pattern rather than relying on spacer adapters.

This approach preserves the vehicle's brake clearance and remains compatible with OEM lug nuts, whether maintaining OEM sizing for improved handling performance or upgrading to larger sizes for a more aggressive stance, enhanced appearance, and better traction.

#### IV. Service Ecosystem: Your Dedicated Support Suite

Engineering excellence at Splux is supported by a collaborative service system designed to guide clients through every stage of customization.

##### 1-on-1 Sales Engineer Program

Each client works directly with a dedicated Sales Engineer, who functions as both a technical consultant and project coordinator. Rather than simply facilitating a purchase, this specialist acts

as a bridge between the customer and the engineering team.

#### Collaborative Workflow

Every project moves through a multi-disciplinary process involving:

- Sales: Understanding client goals and preferences
- Engineering Team: Verifying mechanical compatibility and load safety
- Design Specialists: Developing aesthetic proposals and finishes
- Support: Coordinating communication and delivery logistics

Before manufacturing begins, engineers conduct mechanical simulations to validate structural integrity and brake clearance.

#### Photorealistic Renderings

One of the most valuable steps in the process is the creation of high-quality renderings. These visual simulations replicate real-world lighting and reflections, allowing customers to see exactly how the wheels will look once installed on their vehicles.

By previewing the final appearance before production, clients gain confidence in both the engineering and design decisions.

#### The Philosophy Behind “No Discounts”

Unlike many aftermarket brands, Splux follows a no-discount pricing policy. Instead of temporary promotions, the company periodically reviews pricing to ensure sustained investment in research, engineering tools, and manufacturing quality.

This strategy protects long-term brand value and ensures that each wheel set remains a premium product rather than a mass-market commodity.

#### V. Community & Longevity: The Splux Apex Circle

Beyond engineering and customization, Splux is cultivating a global community centered around high-end automotive culture.

##### The Splux Apex Circle

Owners of Splux wheels gain access to the Splux Apex Circle, an exclusive membership system designed to strengthen the connection between Splux and its customers, as well as among automotive enthusiasts. With membership limited to just 300 individuals per year, the Apex Circle offers a highly curated community where members share builds, experiences, and design ideas. Through social media groups and dedicated discussions, members exchange insights on performance upgrades, styling trends, and track experiences.

##### Lifetime Structural Confidence

Splux backs its engineering with a lifetime structural warranty, reflecting the brand’s confidence in the durability of its forged construction.

Additionally, the company’s fitment assurance system eliminates the risk of incompatible specifications—a common concern in custom wheel upgrades.

Together, these guarantees provide peace of mind for owners investing in high-performance customization.

#### VI. Conclusion: More Than a Wheel, A Statement

Splux Wheels represents more than a component upgrade—it is a declaration of individuality and engineering appreciation.

By limiting annual projects, prioritizing bespoke manufacturing, and applying aerospace-grade materials and forging technologies, Splux transforms the traditional wheel into a precision-

engineered statement piece.

For drivers who believe that performance and design should evolve together, Splux offers a rare opportunity: a wheel set engineered not only for the car, but for the owner's vision.

To explore the design possibilities and secure one of the limited 300 annual build slots, visit the official website at: <https://www.spluxwheels.com/>

Your next wheel set may not just upgrade your car—it may become a lasting piece of automotive craftsmanship.

Splux Luxury Custom Forged Wheels

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