



MAK at THE TIRE 2026

The product range of MAK S.p.A. takes center stage at the prestigious international trade show

Carpenedolo (BS), May 22nd, 2026 – **MAK, a leading European company in the Aftermarket alloy wheel market**, will be attending **The Tire Cologne 2026**: the industry's most important trade show dedicated to wheel systems, to be held in early summer in Cologne. The German event is the premier gathering for the aftermarket world, and MAK is excited to participate to showcase its wide range of solutions.

On June **9th, 10th, and 11th**, at **Hall 07 Stand D010-E019**, MAK will showcase the new models from the 2026 range: designed to perfectly complement the styling of the most prestigious automakers, MAK presents **KULT** and **AURUM** for **Dedicated Wheels**—sporty designs tailored for **BMW and Mercedes-Benz drivers**. Rounding out the lineup is **LEGEND**, a new **5-and 6-holes** model with a load capacity of **1350 kg** in the **4X4 / HEAVY DUTY / CAMPER Wheels** category, developed in collaboration with **9-time Motocross World Champion Antonio Cairoli, MAK Ambassador**, from whom it takes its eye-catching **TC222 hubcap**. Also on display at the stand, as a world premiere, will be the **new 2027 MAK NRG**: a wheel with a sporty design, conceived for enthusiasts of mid-size cars equipped with sport styling packages. At the stand, it will be presented in three different finishes, including the new and intriguing **Frozen Sand**.

MAK will also showcase complementary products to its wheel system, distributed by brands within the MAK S.p.A. group, such as **NPK, MATE**, and **TRK**. For the **No Problem Kit** brand, the **Spare Wheel Kit** for cars, vans, and campers, the **Tyre Repair Kit**, the **Wheel Locks Kits**, and the **NPK Snow Socks Multigrip The Original, Multigrip Light 2.0** and the **EZ Socks — Urban Snow Socks**, all **tested and certified** according to the **UNI EN 16662-1:2020 standard**—will be on display. There's also a brand-new addition to the No Problem Kit family: in Cologne, the new **NPK EZ Drive** will be unveiled—the practical **Emergency Kit** complete with everything needed to handle various on-the-road needs: Tool Kit, Fire Extinguisher, Rain Gear, Gloves, LED Flashlight, Breathalyzer, Glass-Breaking Hammer, Ice Scraper Glove, Microfiber Cloth; it also features **two practical Velcro strips** to securely fasten the bag inside the vehicle's trunk.

Also featured at the booth are dedicated sections for the **MATE** and **TRK** brands: the former showcases the **DIAGNOSTICS** and **ELECTRONICS** product family, which includes **TPMS** (Tire Pressure Monitoring Systems), essential pressure monitoring sensors, **DIAGNOSTIC** tools for programming, and a wide range of cutting-edge products and technological solutions. **TRK**, on the other hand, is dedicated to the **Truck & Bus** category: specifically designed for heavy-duty vehicles such as buses, trailers, semi-trailers, and tractor-trailers. The Italian company ranks among the industry leaders with a wide range of products spanning from **alloy wheels** to **steel wheels**, as well as pressure sensors, diagnostic tools, and accessories.

Choosing MAK means relying on a manufacturer of the highest quality that combines safety, innovation, design and functionality, in strict compliance with current regulations.

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About MAK

MAK is a leading Italian company in the aftermarket for car and van/camper wheels, spare wheels, TPMS, and a European benchmark for diagnostics, truck wheels, and other car accessories, with a 2025 turnover of about €65 million and a production of



400,000 wheels per year. The main elements of its success are quality, the Made in Italy range, speed in responding to market needs, flexibility in the production process, service, and a sales network that covers the Italian territory in a widespread manner. Thanks to a constantly stocked warehouse, with more than 100,000 references and over €5 million worth of branded items from the group's other brands (NPK, MATE, and TRK), MAK quickly reaches customers through rapid 24/48-hour deliveries. Passion and design are the hallmarks of the company, which is finding growing popularity, especially among the mid-to-high-end car market: drivers of these cars are increasingly interested in adopting alloy wheels, both to create a second set of wheels and thus optimize seasonal changes, and to customize their vehicles with elegant or sporty designs in line with their own style. www.makwheels.it