

AVUS Racing presents the AC-523 at The Tire Cologne

At The Tire Cologne, AVUS Racing introduces the AC-523 – a wheel developed for the European aftermarket with a clear direction: sporty design, broad application coverage and real-world use across key reference markets.

The AC-523 has been developed with a comprehensive homologation programme in sizes 7.5x18, 8x18, 8x19 and 8.5x19, with a load capacity of up to 825 kg. The available certificates cover numerous technical configurations and a wide range of applications on European and international platforms.

Among the certified applications are brands central to the German and European market, including Audi, Volkswagen, Seat, Skoda, BMW, Mini and Mercedes-Benz, as well as manufacturers playing an increasingly important role in the electrified segment, such as MG, Aiyas and BYD.

Key vehicles included in the certificates – depending on configuration – are models such as the Audi A3, A4, A5 and A6, BMW 1 Series, 2 Series Coupé and 3 Series, as well as electrified and new-powertrain vehicles including the Aiyas U5, BYD Han EV, BYD Seal and MG ZS EV / EHS Plug-in Hybrid.

For AVUS Racing, participation in The Tire Cologne is the opportunity to showcase a wheel well suited to a market like Germany's, where range structure, real-world applications and technical consistency matter. The AC-523 was developed with exactly this goal: to offer a current product with a clear stylistic identity, but above all with solid technical and commercial foundations.

Beyond homologated applications, the AC-523 also opens up further opportunities in other European markets where specific configurations comply with national regulations, even if they fall outside the German homologation framework.

With the AC-523, AVUS Racing brings to Cologne a proposal designed not to fill catalogue space, but to work concretely in the day-to-day business of distributors and dealers.