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## **FOR IMMEDIATE RELEASE**

### **Accuride Showcases New Products and Service Offerings at Mid-America Trucking Show**

**EVANSVILLE, Ind. – March 25, 2010** – Accuride Corporation (OTCBB: ACUZ), one of the largest and most diversified manufacturers and suppliers of commercial vehicle components in North America, will showcase a line of new products and service offerings at the Mid-America Trucking Show (MATS) in Louisville, Kentucky, from March 25 – 27.

“MATS visitors will have the opportunity to see first-hand that Accuride completely understands the evolving needs of today’s commercial vehicle industry and is committed to providing revolutionary value-add solutions for our customers,” said Rick Schomer, Accuride’s Senior Vice President of Marketing and Sales. “We’re not just reskinning product. Through extensive research, testing, and customer input, we have developed product from the ground up that not only enhances Accuride’s brand names but also exceeds customer expectations. No matter if customers are looking to reduce weight from their vehicle, increase durability of their components, achieve a bold look, maximize comfort, or all of the above; Accuride has the product to specifically meet their needs.”

#### **Weight Savings**

“Accuride is in the unique position of being able to group complimentary light-weight product from our seven leading brands to render maximum weight savings with product offered by a single source,” explained Schomer. “By outfitting a vehicle with Accuride wheel-end products including light-weight steel and aluminum wheels, GOLD® brake drums, and Tru-Set® Hubs customers can realize a dramatic weight savings.”

As a matter of fact, the Accu-Lite® family of wheels continues to be the benchmark for light-weight steel wheels. The 10 hand-hole, weighing only 66 pounds, is the lightest-weight industry-standard steel wheel offered today; translating to 36 pounds of weight savings on a tractor/trailer application.

And, use of the new generation Gunite Tru-Set<sup>®</sup> optimized ductile hubs (Gen 6.0 steer axle and Gen 3.5 drive axle) can save fleets almost 61 pounds per tractor versus competitive truck hubs.

### **Durability**

Accuride's GOLD<sup>®</sup> drum not only provides consumers with a light weight drum option, but, also provides superior brake performance and longer service life which translates to less downtime and reduced operating costs.

“A key differentiator of Accuride is that we go the extra mile to ensure maximum durability of our products,” explained Schomer. “From the high strength raw material we use to taking extra measures such as coating the backside of every steel chrome bumper for added corrosion protection, at every step of product development and production we are focused on delivering product that is known for its reliability; this is what sets us apart from the competition.”

### **Bold Looks**

“Many of our products are the established industry standard. But, we don't stop there – we continually look for methods to raise the bar a little higher,” added Schomer. “While we continue to be the only forged aluminum wheel supplier to provide an enhanced finish on every make of our aluminum wheels, in the third quarter of this year we will take this one step further and begin offering an ‘Ultra Enhanced Finish,’ which will reset the standard for aluminum wheel gloss and shine.”

To compliment its aluminum wheel offering, Accuride recently introduced a line of OEM-quality chrome wheel accessories, consisting of ABS chrome front and rear wheel hub and nut covers. The wheel accessories offer a bold look, with over 200 percent more chrome plated surface than traditional hub covers. The accessories are backed by an industry leading two-year warranty.

### **Comfort**

“While many may be drawn to Bostrom's Pro Ride<sup>™</sup> seats at MATS for the bold trim concepts, it is when they sit in the new seat that they'll understand exactly why its been receiving such rave reviews,” said Schomer. “The Bostrom Pro Ride<sup>™</sup> includes enhancements ranging from the basic frame and suspension, selection of fabric, and length of the armrest, to the positioning and types of controls, resulting in a best in class comfort seat.”

“We are really excited about the new product and service offerings we will be showcasing at this year's MATS,” concluded Schomer. “The booth is loaded with product that is innovative yet practical in addressing the current needs of the commercial vehicle industry.”

Products from Accuride's brands, including Accuride wheels, Gunite<sup>®</sup>, Imperial, Bostrom<sup>®</sup>, Fabco<sup>™</sup>, Brillion, and Highway Original<sup>®</sup>, will be displayed at Accuride's booth number 34165 in the South Wing of the Kentucky Expo Center in Louisville.

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**Accuride Corporation** is one of the largest and most diversified manufacturers and suppliers of commercial vehicle components in North America. Accuride's products include commercial vehicle wheels, wheel-end components and assemblies, truck body and chassis parts, seating assemblies and other commercial vehicle components. Accuride's products are marketed under its brand names, which include Accuride, Gunite, Imperial, Bostrom, Fabco, Brillion, and Highway Original. For more information, visit Accuride's website at <http://www.accuridecorp.com>.

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