



Wheel, Trailer Components  
and Automotive Parts Specialists  
Since 1911

# PIONEER RIM & WHEEL CO

**NOW  
AVAILABLE**



## FEL-PRO GASKETS

WHAT? PRW now has Fel-Pro



**83% OF PROFESSIONAL TECHNICIANS PREFER FEL-PRO®**

- **89%** WILL USE FEL-PRO ON THEIR NEXT REPAIR.
- **85%** OF TECHNICIANS PERFORMING ENGINE REPAIR IN A 3 MONTH PERIOD CHOSE FEL-PRO.
- FEL-PRO SIGNIFICANTLY OUTDISTANCES ALL OTHER GASKET BRANDS FOR DEPENDABILITY, RELIABILITY, QUALITY AND TRUST.
- IMR RESEARCH INDICATES PRICE IS LEAST IMPORTANT TO TECHNICIANS WHEN CHOOSING A GASKET.

### UNDER THE ROOF



**1,000,000 SQUARE FT**  
**12 PTMLS GASKET PRESSES**  
UP TO 800 TONS  
AVERAGE PRESS OPERATOR EXPERIENCE:  
**17 YEARS**  
**3 LASER-WELDING CELLS**  
**50+ FULL-TIME ENGINEERS**

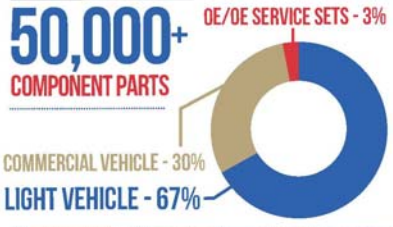
### PERMATORQUE GARAGE GURUS TRAINING FACILITY

**ONE OF 11 LOCATIONS NATIONWIDE**  
**550+**  
**NATIONAL TRAINING WORKSHOPS EVERY YEAR**



**ASE-CERTIFIED TECHS:**  
**12 ANSWER OVER 200,000 TECHLINE CALLS ANNUALLY PLUS**  
**100 TRAINING & SALES PRODUCT SPECIALISTS**

### MANUFACTURING



**4,500 ACTIVE PRODUCTION TOOLS,**  
**100+ NEW TOOLS PER YEAR**  
 WITH TOOLING TOLERANCES HELD TO  
**5 MICRONS (.0002")!**

**325,000+ GASKETS PRODUCED PER DAY**  
 OVER **4,000** PERMATORQUE® MLS HEAD GASKETS.  
 EXPANDING WITH FUTURE CAPACITY OF **10,000**  
**MLS GASKETS PRODUCED PER DAY.**

**TECHNOLOGIES DEVELOPED**

- PERMATORQUE® MLS WITH LASERWELD™
- PERMATORQUE MLS COATING
- PERMADRYPLUS®
- PRINTOSEAL®

### IN-HOUSE CHEM LAB

USES **45** INJECTION-MOLDING PRESSES AND PROPRIETARY FORMULATIONS TO PRODUCE OVER **35,000** MOLDED RUBBER SEALING COMPONENTS EVERY DAY.

**MOLDED RUBBER TECHNOLOGY**

SILICONE RUBBER	HYDROGENATED RUBBER
POLYACRYLATE RUBBER	ETHYLENE PROPYLENE DIENE RUBBER
FLUOROCARBON RUBBER	ETHYLENE ACRYLIC ELASTOMER RUBBER
NITRILE RUBBER	

# PRODUCT TESTING & VALIDATION

ENGINEERING, MANUFACTURING & THE  
**FIELD TEST GARAGE** WHERE

**70+**  **PER YEAR** UNDERGO  
**130+** TESTS  
LOGGING OVER **999,999** MILES

## FELPRO-ONLY.COM

30,000+ VIEWS/MONTH

**TECHNOLOGY BLOGS**  
(20 + AND COUNTING)



**FIELD TEST GARAGE**  
INSTALLATION TIPS & PRODUCT VALIDATION  
(20 + AND COUNTING)

**TECHNICAL FORUM**  
(2000 + POSTS)



# INDUSTRY LEADING COVERAGE

1955-2014 MODEL YEARS

**96%** OF ALL **DOMESTIC** VEHICLES  
**93%** OF ALL **IMPORT** VEHICLES

LATE MODEL COVERAGE



**KEY COVERAGE DEVELOPMENT:**

- GM 6.6L DURAMAX
- FORD 6.7L POWER STROKE
- RAM 6.7L CUMMINS
- CHRYSLER 3.6L PENTASTAR
- TOYOTA 1.8L (USED IN THE PRIUS)
- GM 1.4L (USED IN THE VOLT)
- NISSAN 1.6L
- NISSAN 1.8L
- SUBARU 2.0L FA/2.5L FB ENGINES
- HYUNDAI/KIA 1.6L
- HONDA 1.5L (USED IN THE FIT)
- HONDA 1.5L (USED IN THE CR-Z)
- HONDA 3.7L
- FORD 1.6L/2.0L ECOBOOST ENGINES
- FORD 6.2L (USED IN THE F-150 RAPTOR)
- FORD COYOTE 5.0L



**PROBLEM SOLVER TECHNOLOGIES**

TECHNOLOGIES ENGINEERED TO ADDRESS SEALING CONCERNS UNIQUE TO EVERY APPLICATION.

**NEW ENGINES =  
NEW TECHNOLOGIES**

TODAY'S GASKET SETS HAVE TRANSITIONED WITH ENGINE TECHNOLOGY TO SEAL EGR COOLERS, DIRECT INJECTION SYSTEMS, HIGH-PRESSURE TURBOCHARGERS AND COMPLEX COMPONENTS ON DIESEL ENGINES.

f.o.b. our warehouses  
PRICES SUBJECT TO CHANGE WITHOUT NOTICE

## PIONEER RIM & WHEEL Co

MADISON WAREHOUSE  
1206 Ferrite Dr. • Madison, WI 53716  
(608) 222-4545  
To Call Madison Toll Free  
800-999-3394  
Fax 608-222-8843

MINNEAPOLIS WAREHOUSE  
2500 Kennedy St. N.E. • Mpls., MN 55413  
(612) 331-1311  
To Call Minneapolis Toll Free  
800-888-1358  
Fax 612-331-4159

FARGO WAREHOUSE  
3453 7th Ave N.W. • Fargo, ND 58102  
(701) 476-0600  
To Call Fargo Toll Free  
800-666-1670  
Fax 701-476-0683

www.pioneerwheel.com