

Trax supplying OE wheel weights for new US Ford Transit

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British firm Trax JH Ltd, the second largest wheel balance weight manufacturer in Europe, has been selected to supply wheel weights for the new Ford Transit to be built in Kansas City, USA. Widely known in Europe, the Transit will be new to North America and is expected to be sold as the "T" series. The model will be launched in 2014.

According to the company, product design is what gave Trax the technical advantage over its US-based competitors. To this end the Transit weight incorporates the CAM-BACK feature, which was invented by Trax to significantly improve balance weight retention. Company representatives explained that balance weight retention reliability is essential to ensure no warranty claims caused by weights sliding on the rims or falling off in use.

Trax has been a supplier to Ford in Europe for over 10 years and is reportedly pleased to have been selected to now also supply weights in North America. Managing director, John Hallé, said that the company has always been at the forefront of balance weight design and it is excellent news that investments in product design are leading to new global markets.

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