



INTERSECTION MAGAZINE – UK PUBLICATION – OCTOBER 2004

ACCELERATE



WHEEL CLEVER

JUST WHEN YOU THOUGHT THAT ADVERTISERS HAD RUN OUT OF NEW SPACES TO INVADE

It's a logical progression really: hip hop customisers get into rims that appear to stay still, Rolls-Royce picks up the trend and puts a RR-logo set on the Phantom, and now a Santa Monica company has gone one further and developed a set of clip wheel covers that don't rotate at all and whose surface can be sold for advertising. The concept launched in

California, where companies compete for consumer's attention with flashing signs and rotating posters. They work in much the same way as the weight-balanced chrome rims found on low riding SUVs and will be appearing on taxis across LA as of this month. So far, Taco Bell, Virgin Cola and the LA Dodgers have bought into the idea, but even though the Dodgers' baseball motif is cool, none of them really come close to exploiting the medium. Maybe McDonalds (burger rims), Ikea (plate/bowl shapes would surely work) or Tag (watches) could come up with something a little more imaginative.

Text Tianna Dohit