

# Platinum Machine Concepts/RENDESIGN's Innovative Wheel Designs Provide Distinct Custom Options

Platinum Machine Concepts' design (now called RENDESIGN) is 3D and stemless. What more could you want in wheels? Design to the extreme!



A biker's motorcycle is always special. Just like any biker, you want to have every possible accessory and new item available. Most of the cycles around town can be seen dressed in a kazillion different bolt on billet after market accessories and parts. Not to mention an array of different power plants and engine accessories. Of course, there are the totally awesome artists that create powerful rolling sculptures from flames to scantily clad young ladies to decorate the custom sheet metal finish. Does your bike have custom wheels? In my opinion, custom motorcycle wheels are going to be the must-have part in the customizing craze and it's going to explode!



While there are custom wheels out there, they are mainly on the custom motorcycles that have left the showroom floor. Manufacturers and custom bike builders purchase most of these wheels. What's changing, and where Platinum Machine Concepts / RENDESIGN comes in, is the ability to build one-offs more easily and with options for wider and taller wheels. Plus, what's now hot is the new 3D designs that Platinum Machine Concepts has taken to the extreme.

If you look at 3D designs that are on the market, you will see that no one else has been able to or has gone to the trouble of designing and building the 3D design all the way to the outer surface of the rim. This is an innovative concept that in time will creep into other wheel designers...only after they see what Aaren Jensen is up to.

As far as I know there is no one in the marketplace that has the ability to create custom 3D motorcycle wheels that are stemless. Aaren has designed and is creating the all-new stemless wheels. No, that doesn't mean that





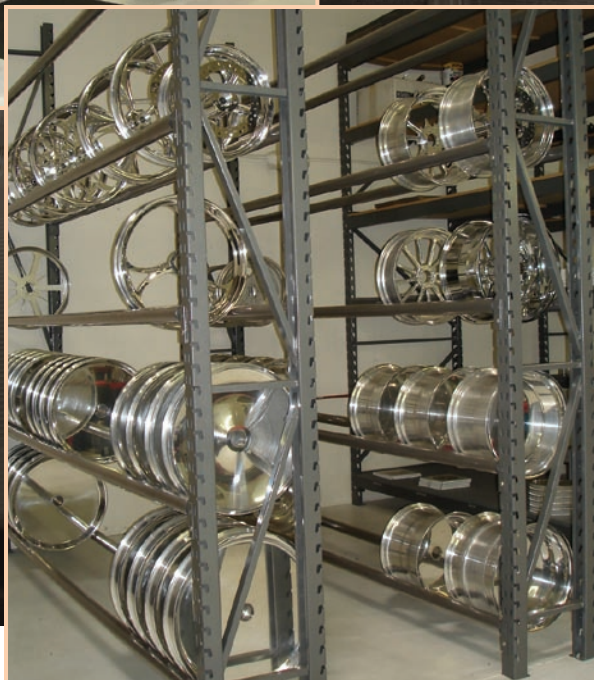


you will never have to put air in your tires again. What they are doing now is drilling out the wheel and placing the valve stem on the hub or by the axel. How cool is that.

Aaren is the founder, President and CEO of Platinum Machine Concepts. He started out as a mature 3 1/2 year old riding a motorcycle and has not stopped since. Back in the old days he helped his father build custom hot rods and has always liked participating in the motorcycle community. For awhile he built custom bikes and then in 2002 he opened the doors to his business of designing custom motorcycle wheels. At that time they would design and then outsource the machining.

At his new manufacturing facility in north central Scottsdale (not far from the Airpark area) he has two new Haas vertical machining center machines. With these machines he can do complete wheel design creation and fabrication in-house. This is where he is having fun creating wheels that no one else in the industry has even tried.

Although he does have large motorcycle manufacturers and custom bike builders he supplies, he



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can also create one-offs for private builders or bike owners. He is also leading the industry with new ideas. Not only is the stemless wheel design one of the freshest and most creative ideas I have seen in a long time, he is also moving the 3D design to new limits.

As Aaren says, "RENDESIGN forged wheels are reserved for the world's most desired motorcycles, raising stunning, innovative wheel designs to an even higher standard of elegance and distinction." Each forged 6061-T6 aluminum RENDESIGN wheel is precision engineered for a perfect custom fit. Broad luxurious designs, extended spokes and quality provide an exhilarating and exquisite look for motorcycles which can only be described with a single word – RENDESIGN.

Along with the all new forged custom motorcycle wheels comes the new name RENDESIGN formally called Platinum Machine Concepts.

To dress your ride in these innovative custom wheels, call Aaren at (480) 998-1073 or their office is at 8350 E Evans Suite C-4, Scottsdale, AZ 85260. **RUMBLE**

Tell Aaren that Kirk says Hi.

Ride safe.  
Kirk Johnson



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