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Workforce Training Gives Advantage to Danville for New Employer

DANVILLE, Va. – Macerata Wheels LLC announced plans today to locate its manufacturing and distribution operations to 1000 Lockett Drive in Danville. The location was selected because of its proximity to the workforce training provided by Danville Community College.

Macerata will produce custom wheels for automobiles and motorcycles, and will start manufacturing in the fall with support from the Tobacco Commission and the City of Danville. The company has already established retail presence in the Research Triangle Park region of North Carolina. They expect to begin the hiring process in the next month and grow to more than 100 employees.

“The market for custom wheels has experienced steady growth over the last few decades, and that trend has held true even in periods of economic recession.” said Mike Farless, company president. “It is time that we made our own wheels in the United States, and not be totally dependent on imported products.”

The announcement took place on the campus of Danville Community College (DCC), which is highly regarded for its machining and tool program. Macerata anticipates many of its machinists will be trained in the DCC program.

“Programs like this one at Danville Community College persuade companies to choose Danville,” said Jeremy Stratton, director of the Danville Office of Economic Development. “They give us one more tool to successfully recruit companies and create jobs.”

The Commonwealth of Virginia, through the Tobacco Commission and the community college system, has been a key player in this project. For further employment information, please contact the company at info@maceratawheels.com.

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