



ALUMINUM NEWS

Ford Turns to Lightweight Design

A recent [Bloomberg](#) article reports on Ford's increased commitment to decreasing vehicle weight. In the article, Ford calls lightweighting a key technology for lowering fuel consumption, and highlights the 2011 Ford Explorer as an example. The Explorer uses more [lightweight materials](#) including an aluminum hood, engine and wheels to achieve 20 percent better fuel economy over the previous model.

"Weight is absolutely critical."
Allan Mulally, CEO, Ford

Automakers Shedding Pounds



The [European Aluminium Association](#) recently highlighted ongoing auto industry support in the quest for advancing [electric and hybrid vehicles](#). The article asserts the importance of down weighting

vehicles with electric and hybrid powertrains. Aluminum's capabilities offer wide-reaching advantages to automakers looking to reduce weight, improve vehicle performance, range and battery size in electric vehicles.

Aluminum's Advantages Featured at National Conferences

ATG executive and technical committee member, Doug Richman, spoke at this year's Society of Automotive Engineers (SAE) Government/Industry meeting in Washington, D.C. Richman presented extensive data on aluminum's advantages and the benefits the metal provides as automakers strive to meet stricter [CAFE regulations](#). Additionally, ATG members J.D. Rutt and Jack Pell spoke at this year's Platts Aluminum Symposium, presenting data on the [drivers for growth in automotive aluminum demand](#).

2011 Audi A8: Staying on the Aluminum Path

Audi continues to look to aluminum for enhanced vehicle performance and safety features in the [2011 A8](#). The aluminum components allow the vehicle to achieve a 25 percent strength and stiffness increase, while reducing vehicle weight by 20 percent. "The next generation [aluminum frame](#) provides tremendous savings in the weight of the car, allowing for greater fuel economy, while improving on the superior performance our customers expect," said Lutz-Eike Elend, Head of the Audi Lightweight Design Center.



Interested in other aluminum applications?
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The Commercial Vehicle Alert

The Aluminum Association's Aluminum Transportation Group (ATG) communicates the benefits of aluminum in ground transportation to help accelerate its penetration through research programs and related outreach activities. Member companies include: [Alcoa Inc.](#), [Novelis Inc.](#), [Rio Tinto Alcan Inc.](#), [Aluminum Precision Products](#), [Kaiser Aluminum Corporation](#), [Hydro](#) and [Sapa Group](#).

2600 S. Telegraph * Suite 204 * Bloomfield Hills, MI 48302

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CALENDAR OF EVENTS

[Geneva International Motor Show](#)

March 3-13, 2011
Geneva, Switzerland

[Society of Automotive Engineers \(SAE\) World Congress](#)

April 12-14, 2011
Detroit, MI

[New York International Auto Show](#)

April 22-May 1, 2011
New York, NY



FAST FACTS

Growing the Green Solution

Over the next 10 years, automotive aluminum content is projected to increase significantly as the material continues to provide an innovative, environmentally-friendly solution for automakers seeking high performance, safety and vehicle efficiency. Consider:

- More than 22 percent of vehicles currently made in the U.S. have aluminum hoods, a new record.
- Automotive aluminum content reached an all-time high of 8.6 percent of average vehicle curb weight in 2009, continuing 40 years of uninterrupted growth in North America.