



AUTO ALUMINUM ALERT



The Aluminum Association's Aluminum Transportation Group (ATG)



ALUMINUM NEWS

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ATG Chairman Letter To The Editor Featured in *Ward's AutoWorld*

In a recent [Ward's letter to the editor](#), ATG Chairman Randal Scheps shares aluminum's advantages over other automotive materials. The letter cited a life cycle assessment (LCA), which demonstrated aluminum as the clear environmental winner. According to a [new study](#) conducted by the Magnesium Front End Research Development (MFRED), magnesium is 12 percent better than steel and aluminum is 20 percent better when considering total lifetime CO₂ emissions (including production).

Chevrolet Cruze Eco Rolls Out on Aluminum Wheels

Slated for a fourth quarter launch, the efficient Chevrolet Cruze Eco will feature forged [aluminum wheels](#), reducing mass to help lower the vehicle's emissions and fuel consumption, and improving performance and efficiency by reducing unsprung weight. The vehicle's forged aluminum wheels, recently featured by the [European Aluminium Association](#), will be 20 percent lighter than cast aluminum counterparts.



IAI Launches New Website

The International Aluminium Institute (IAI) has launched a sustainability [website](#), highlighting the advantages of the use of aluminum in transport. Working with the [ATG](#), these resources provide the industry and consumers with access to information about aluminum's advantages in transport applications, including fuel efficiency and emissions reduction benefits.

BMW: Raising the Bar with Aluminum

BMW utilizes a variety of aluminum applications to improve fuel economy for consumers in the ever-popular [5-Series Sedan](#). Aluminum's unparalleled design flexibility allows engineers to optimize the vehicle's shape and [performance advantages](#). This vehicle features aluminum in the doors, hood, front fenders, rear axle and suspension components. According to BMW, the metal's use in the chassis "eliminates unnecessary weight while increasing rigidity, and in the case of a collision, it absorbs the forces of the impact to provide maximum passenger protection."



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The Commercial Vehicle Alert

July 27, 2010



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August 2-5, 2010
Traverse City, MI



FAST FACTS

Leading Uncharted Growth

Currently at its highest-ever worldwide rate, automakers continue to acknowledge aluminum's automotive advantages.

Consider:

- In 2009, aluminum content reached 8.6 percent of average vehicle curb weight, continuing almost 40 years of uninterrupted growth in North America.
- Industry experts rank aluminum use as the top choice to meet the federal mandate to improve fuel economy.
- Over the next 10 years, worldwide auto aluminum content is projected to grow to 28 to 30 billion pounds per year – currently 16 to 17 billion pounds – not taking scrap and spare parts into account.

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