



ALTG Webinar – Automakers’ Use of Materials at All-Time High

Tuesday, April 7, 2009, 1:30 – 2 p.m. EST

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ALUMINUM NEWS

New Study Confirms Automakers Continue To Innovate With Light Weight Material

New data released from the Aluminum Association shows automakers continue to innovate with greater use of aluminum to boost fuel economy, cut emissions and improve safety. The [study](#) confirms that the use of automotive aluminum is at an all-time high in North America, averaging 8.6 percent of vehicle curb weight in 2009, up from just 2 percent in 1970 and 5.1 percent in 1990. Study results will be reviewed during Webinar noted above.

Aluminum Key Factor in “Ultimate Green Car”

The Huffington Post recently featured an article describing the [ultimate green car](#) for environmentally-friendly drivers. Eco-author Starre Vartan stressed the importance of light weight aluminum use to make the “ultimate” green vehicle [safer](#) and [cleaner](#) for drivers and Mother Nature alike.



Automakers Losing Weight

“[Lighten up!](#),” Automotive Engineering International’s March cover story, examines the accelerated efforts made by automakers and suppliers to reduce vehicle weight by incorporating lighter and stronger materials. The article highlights aluminum’s successful [mass-fighting campaign](#) and the measures major automakers are taking to increase the use of [aluminum components in upcoming models](#).

Enthusiasts Ask for More Aluminum

Consumers’ green automotive opinions were recently voiced in a Green Car Advisor [article](#). The article mentioned that due to fuel economy pressures, automakers will be making more logical engineering decisions if they haven’t already – including the use of more aluminum. While it discusses some consumers’ hesitancy toward more fuel-efficient vehicles from a cost perspective, it should be noted that automotive aluminum has proven to be a more cost-effective material for [gasoline](#), [diesel and hybrid powertrains](#). Aluminum’s lightweight capabilities can improve the fuel-savings in vehicles allowing consumers to save money at the pump.



New VW Golf Built with High Percentage of Recyclable Materials

According to a [recent report](#) from AutoblogGreen, the new Volkswagen MK VI Golf contains more than 40 percent (or close to 1,100 pounds) of aluminum and other recyclable materials. By using aluminum – which is infinitely recyclable – vehicles are built much lighter and maintain high [structural stiffness](#) and [safety](#).

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CALENDAR OF EVENTS

ALTG Webinar – Automakers’ Use of Materials

April 7, 2009

New York International Auto Show

April 9-19, 2009
New York, NY

SAE World Congress

April 20-23, 2009
Detroit, MI



FAST FACTS

Aluminum: Lighter. Stronger. Better.

Automotive aluminum can create a vehicle that’s large in size, but light in weight. In terms of vehicle safety, [studies confirm that size, not weight, is more important](#). That means aluminum can create a [safer vehicle](#) by making it larger (extending crush space for crash protection), while reducing weight (to boost fuel economy).

- Aluminum structures can be designed to fold predictably during a crash; letting the vehicle – not its passengers – absorb most of the crash forces.
- The high strength-to-weight ratio of aluminum allows a vehicle to maintain, or even increase, the size and strength of its front- and back-end crumple zones without increasing weight or sacrificing occupant safety.
- Total injuries in crashes involving SUVs and smaller vehicles can be reduced up to 42 percent by using aluminum to extend the SUVs front/rear crush zone while reducing weight. Enhanced performance