



AUTO ALUMINUM ALERT



ALUMINUM NEWS

[Automotive News: Increased Aluminum Use](#)



As automakers continue to make improvements to their fleets, they will turn to aluminum for innovative solutions that provide fuel economy, safety and performance benefits. Aluminum content will continue [steady growth](#), globally. In this [Automotive News](#) interview, ATG Chairman, Randall Scheps, discusses the future of aluminum in the auto industry and the significant upward trend in demand for automotive aluminum. In fact, the industry is projecting that automotive aluminum use could more than double in the next decade.

[WSJ: Shedding Pounds with Aluminum](#)

A recent feature in [The Wall Street Journal](#) highlights the increased use of aluminum as automakers strive to build cars 15 percent lighter to meet increasingly stricter federal regulation. The article reports that aluminum, which is typically 10 to 40 percent lighter than steel, is making its way into the forefront of the [next generation](#) lightweight vehicles.

"I believe in 2015 and 2020, we will be more aluminum-intensive. It may not be 100%, but it could be more than 50%."

Matthew Zaluzec, Manager, Global Materials and Manufacturing Research, Ford Motor Company

[IIHS Predicts Lighter Vehicles](#)

The National Highway Traffic Safety Administration (NHTSA) hosted a [workshop](#) on the effects of light-duty vehicle mass and size on vehicle safety. Experts were brought together to discuss overarching questions that NHTSA must address in upcoming CAFE rulemaking as well as statistical analysis on the effects of vehicle mass and size on safety. Insurance Institute for Highway Safety (IIHS) President, Adrian Lund expressed his thoughts on the vehicle of the future.

"I predict that vehicles are going to get lighter and smaller... as fuel prices increase, and increase dramatically, there will be a substantial portion of the population that is going to opt for the lightest vehicle they can get."

Adrian Lund, President, IIHS

[Reducing Mass: Chevrolet Tahoe Hybrid](#)

The [2011 Tahoe Hybrid](#) delivers 33 percent greater fuel economy over non-hybrid models. Because of the slight increase in curb weight resulting from hybrid components, Chevrolet looked to aluminum to reduce the weight. The vehicle features an aluminum hood, liftgate, bumper beams and wheels. In fact, a [study by IBIS Associates and the Aluminum Association](#) found that aluminum-structured hybrids can receive a 13.5 percent increase in fuel economy over a steel-bodied hybrids.



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CALENDAR OF EVENTS

[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

[NHTSA Enhanced Safety of Vehicles \(ESV\) Conference](#)

June 13-16, 2011
Washington, D.C.

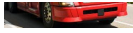


FAST FACTS

[Aluminum: Building a Safer Car](#)

Aluminum's high strength, low weight properties allow for vehicles to be the same size or even larger – maximizing crush space, while reducing vehicle weight, to increase [safety](#). Creating lighter vehicles with higher structural stiffness also allows for quicker acceleration, better stability and response, and increased fuel efficiency. Consider:

- Designed to fold predictably during a crash, auto aluminum allows the vehicle to absorb most of the crash forces.
- Pound for pound aluminum absorbs two times the energy in a crash compared to steel.
- Aluminum can replace iron and steel components to allow for a weight savings of 45 to 50 percent to be achieved while increasing performance and fuel efficiency without compromising safety.



Aluminum Advantages: 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](#).

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