AUTO ALUMINUM ALERT

ALUMINUM IN TRANSPORTATION
THE ALUMINUM ASSOCIATION, INC.

ALUMINUM NEWS

Aluminum's Environmental Advantages Featured in Webinar

The Aluminum Association's Aluminum Transportation Group (ATG) hosted a Webinar revealing two newly-released studies highlighting the advantages of automotive aluminum over other materials, including steel and magnesium, to reduce vehicle weight. The Webinar focused on aluminum's benefits in improving vehicle fuel economy and reducing emissions without sacrificing vehicle safety and performance. For a recorded playback, please click here, or visit www.aluminumintransportation.org, where you can find more information on the newly-released studies.

New Study Reveals Vehicle Weight Loss Potential with Aluminum

New data released from Germany's Institut fur Kraftfahrwesen Aachen (ika) concludes that using aluminum in key automotive components could reduce vehicle weight by as much as 40 percent, compared to only 11 percent for high-strength steel. The study analyzed the strength relevance in a crash and stiffness relevance of 26 typical components to assess the further potential or limits of weight reduction for both steel and aluminum. Automotive aluminum not only creates lighter vehicles with higher structural stiffness, but also improves vehicle performance allowing for quicker acceleration, better stability and response, and shorter stopping distances than heavier vehicles.

The Economist features the Aluminum Solution for CAFE Standards

A recent article in *The Economist* highlights aluminum's benefits as the solution for automakers striving to meet stricter CAFE standards, calling it the "only sensible material for reducing a conventional car's weight while maintaining its strength." The article states that making vehicles lighter with aluminum, which pound for pound is up to two-and-a-half times stronger than conventional steel, does not mean they have to be smaller or less safe. The ATG submitted a response to the piece, praising the feature and addressing the cost aspects presented. The letter can be found here.

2010 Mercury Milan Gets MPG Boost from Aluminum

The 2010 Mercury Milan features multiple aluminum components, optimizing the vehicle's superior performance and safety features. Both lightweight and durable, the vehicle features an all-aluminum engine block and cylinder heads, pistons and wheels to help lower emissions and deliver impressive vehicle fuel efficiency, 23 mpg city/34 mpg highway.

Interested in other aluminum applications?
Sign up now for Aluminum Advantages: The Commercial Vehicle Alert

May 25, 2010

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CALENDAR OF EVENTS

2010 Society of Manufacturing Engineers Annual Conference
June 6-8, 2010
Nashville, TN

CAR Breakfast Briefing Series
Gas, Diesel and Hybrid Technology: Pathways for Achieving Cost-Effective Fuel Economy
June 8, 2010
Ypsilanti, MI

Automotive News Green Car Conference
June 16, 2010
Novi, MI

FAST FACTS

Aluminum Raises the Performance Standard

The automotive industry not only is racing to improve fleet fuel economy, but also performance. Use of aluminum can deliver on both fronts. Consider:

- Automotive aluminum is up to 50 percent lighter than steel, and is proven to be very stiff and safe.
- The design flexibility of aluminum is unparalleled, allowing designers to engineer the optimum shape and performance for each specific application.
- Reducing weight with lightweight aluminum increases standards related to handling, acceleration and braking.

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 and Sapa Group.

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