



AUTO ALUMINUM ALERT



ALUMINUM NEWS

Did you miss the ATG's webinar on improving commercial vehicle fuel efficiency? [Click here to download the free replay.](#)

Automakers Focus on Down Weighting

A recent [Autobloggreen](#) article highlights the benefits down weighting offer automakers as they strive to meet stricter fuel economy regulations. The article reports automakers are exploring more applications for aluminum including doors, "which can trim a vehicle's weight by 50 pounds or more." In fact, an ATG study found that a 10 percent vehicle weight reduction with aluminum can yield a 5 to 7 percent [fuel economy improvement](#).

Aluminum's Advantages Presented at AMM Conference

ATG chairman, Randall Scheps and executive and technical committee member Doug Richman, participated on panels at this year's [American Metal Market Automotive Metals Conference](#) in Atlanta. Scheps shared data and highlights of the [transition to lightweight metals](#) and Richman focused on [next generation technologies](#).

Audi on the Light Path

Recent articles in the [Los Angeles Times](#) and [The New York Times](#) highlight Audi's innovative use of aluminum in the new A8. At least 200 pounds lighter than its competitors, the A8 weighs in at 4,409 pounds. With aluminum, automakers are able to make lighter, more structurally stiff [high performance vehicles](#).



Nissan 370Z Roadster Lightens Up

Racing ahead of its competition, the self proclaimed "lighter and tighter" [2010 Nissan 370Z Roadster](#) is an example of aluminum at work. Providing consumers enhanced [performance](#), the vehicle features an aluminum hood, doors, trunk and engine. Aluminum's structural rigidity puts drivers in touch with the road and provides more rapid, precise control.



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The Commercial Vehicle Alert

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CALENDAR OF EVENTS

Tokyo Motor Show
December 3-11, 2010
Tokyo, Japan

North American International Auto Show
January 10-23, 2011
Detroit, MI

Platts Aluminum Symposium
January 16-18, 2011
Coronado, CA

SAE Government/Industry Meeting
January 26-28, 2011
Washington, D.C.

Washington Auto Show
January 28-February 6, 2011
Washington, D.C.



FAST FACTS

Performance Standard

When designing performance vehicles automakers look to make lighter cars, which accelerate faster, and have better handling. Consider:

- Aluminum's design flexibility allows designers to engineer the optimum shape and performance for applications.
- Reducing weight by using lightweight aluminum generally increases vehicle performance related to handling, acceleration and braking.

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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