



AUTO ALUMINUM ALERT



JUNE 9, 2008

Welcome to the inaugural issue of the Automotive Aluminum Alert from The Aluminum Association Inc's [Auto & Light Truck Group](#). This electronic newsletter is timelier than ever with fuel prices continuing to escalate, concerns about global warming and a nationwide focus on sustainability. Automotive Aluminum Alert will provide you with current information about how the automotive aluminum industry is tackling these important issues. We hope you find value in this newsletter, but should you wish to unsubscribe, please follow the link at the bottom of this email.



The Path to More MPG: An Automotive Diet

To meet tough new fuel economy standards proposed by the U.S. DOT, powertrain advances alone won't get the job done - losing weight must be part of the solution. [Click here](#) to read more about 'smart weighting' with aluminum.



Automakers Signal Greater Use of Lower Weight Materials

In their own words, [here's what top auto execs are saying](#) about opting for even greater use of high strength, low weight materials like aluminum to address rising gas prices and growing global warming concerns.

Audi Ad Asserts Aluminum's Advantage, Engineers Honored

As seen in Golf Magazine and elsewhere, [this hard hitting ad](#) from Audi sets the record straight about aluminum's safety advantage. They should know, considering the five-star safety rated Audi A8 is all-aluminum.

In addition, several engineers from Audi AG were recently award 'European Inventor of the Year 2008' for using aluminum to make car frames lighter and safer. [Click here](#) to read more about this accomplishment.

Sneak Peak: Next Generation Cars & Trucks

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CALENDAR OF EVENTS

[ALMA 2nd Annual Advanced Lightweight Materials for Automotive Conference](#)

June 17-19, 2008
Dearborn, MI

[WAPA Automotive Materials Panel](#)

June 18, 2008
Washington, DC



FAST FACTS



Check out these [hot concept cars](#) to glimpse the future of cleaner, more efficient and higher performing cars and trucks.

The Aluminum Advantage

Jaguar replaced the steel in its XJ with a high strength, low weight aluminum frame and body panels. The XJ is now longer, taller and wider, yet 400 pounds lighter. [Studies confirm](#) size, not weight, is a determinant in safety and the aluminum XJ has proven safer due to increased crush space and even earned a top insurance rating. It goes four miles further per gallon of gas while producing fewer emissions. Think it costs more? Think again! The all-aluminum XJ retails for less than its heavier, less efficient, steel-bodied competitors. [Click here](#) to learn more about the XJ and other aluminum intensive vehicles.

The Aluminum Association's Auto & Light Truck Group (ALTG) communicates the benefits of automotive aluminum to help accelerate its penetration through research programs and related outreach activities. Member companies include: [Alcoa Inc.](#), [Novelis Inc.](#), [Alcan Inc.](#), [Aleris International, Inc.](#), [Aluminum Precision Products](#), [Indalex Aluminum Solutions](#) and [Kaiser Aluminum Corporation](#).

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