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Novelis and ThyssenKrupp Tailored Blanks Sign Cooperation Agreement for Development of Tailored Aluminum Solutions

ATLANTA and DUISBURG, Germany, May 22, 2013 /PRNewswire/ -- Novelis, the world leader in aluminum rolling and recycling, and ThyssenKrupp Tailored Blanks, the leading manufacturer of innovative, customized steel solutions for the automotive industry, today announced the signing of a cooperation agreement for the development of tailored aluminum blanks.

With this innovative technology, individual aluminum sheets of different grades, thicknesses and coatings can be joined to produce customized stamping blanks used by car makers for the production of lightweight body parts such as doors and hoods, and structural components including cross members and longitudinal members.

The targeted use of materials in tailored aluminum blanks allows for the elimination of reinforcements and overlapping joints that would otherwise be required, thus saving material, reducing total weight and cutting cost. The gains in process efficiency and the reduction in vehicle weight will further contribute to reduced CO2 emissions and improved fuel economy for automobile manufacturers. Tailored aluminum blanks can also contribute to improved crash performance through the selective use of high-strength aluminum alloys.

"The product range of tailored aluminum blanks connects for the first time the extensive potential for lightweight of aluminum with the engineering service of tailoring the body and chassis design on a mass scale," explained Rudolf Helldobler, CEO for ThyssenKrupp Tailored Blanks.

Roland Harings, Vice President, Global Automotive for Novelis, comments that "tailored aluminum blanks extend the growing possibilities for advanced and economical lightweight solutions in vehicles. Material expertise with aluminum and know-how in tailoring of lightweight solutions are coming together in a unique way to provide this cost-effective technology on a global scale. Initial reaction from our customers has been very positive."

ThyssenKrupp Tailored Blanks brings nearly 30 years of expertise in global tailored steel solutions. Novelis delivers a material advantage with its global supply of innovative aluminum alloys and strong technology expertise. Both companies have gained extensive experience in the automotive industry worldwide, partnering with major car manufacturers, where weight reduction has become increasingly important.

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and the world's largest recycler of aluminum. The company operates in 9 countries, has approximately 11,000 employees

and reported revenue of \$9.8 billion for its 2013 fiscal year. Novelis supplies premium aluminum sheet and foil products to transportation, packaging, construction, industrial and consumer electronics markets throughout North America, Europe, Asia and South America. Novelis is a subsidiary of Hindalco Industries Limited (BSE: HINDALCO), one of Asia's largest integrated producers of aluminum and a leading copper producer. Hindalco is a flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information, visit www.novelis.com and follow us on Twitter at twitter.com/Novelis.

About ThyssenKrupp Tailored Blanks

The Tailored Blanks Group is a manufacturer of innovative, customized steel solutions. Since 1985 ThyssenKrupp Tailored Products have been successfully combining the utmost safety standards with economical lightweight construction by laser welding technology. ThyssenKrupp Tailored Blanks is the world market leader in developing and providing Tailored Products with a market share of 40 %. From the headquarter in Duisburg ThyssenKrupp Tailored Blanks has a worldwide production network with 13 plants in seven countries (Europe, Asia and America) to guarantee closeness to automotive manufacturers. For more information, visit www.tailored-blanks.com.

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