

November 14, 2017

Novelis

Novelis Brings Advanced Aluminum Alloy to North America, Expanding Automotive Design and Engineering Capabilities

High formability of Advanz™ 6HF - e/s200 delivers greater bending and weight savings to automakers

ATLANTA, Nov. 14, 2017 /PRNewswire/ -- Novelis, the world leader in aluminum rolling and recycling, announced its [Advanz™ 6HF - e/s200](#) aluminum alloy is now available in North America following its successful application in Europe. This heat-treatable alloy provides automakers greater design flexibility due to its superior formability, strength performance and weight savings for outer and inner applications.



The high-formable 6xxx-series alloy enables new opportunities to use aluminum for body sides, door inners, decklid outers and inners, and other closure panels. The alloy can also be used in designs and applications that require bending without the risk of cracking. In addition, Advanz™ 6HF - e/s200 creates a weight savings of nearly one-third over steel in inner door applications, benefiting vehicles that need to achieve weight reduction due to consumer's desire for more in-vehicle content, while also improving fuel economy and reducing vehicle emissions.

"As a global leader in automotive alloy innovation, we are excited to offer solutions to meet the growing design and manufacturing needs of North American auto manufacturers," said Ganesh Panneer, Vice President and General Manager of Automotive, Novelis. "As automakers pursue more complex designs and increase the amount of in-vehicle content, the strength and advanced formability of Advanz™ 6HF - e/s200 unlocks new engineering potential while offering critical weight reduction compared to steel. The expansion of this alloy into the North American market demonstrates our ability to draw on our automotive expertise and provide proven solutions across the globe."

Advanz™ 6HF - e/s200 is the latest addition to Novelis' existing 6xxx-series. This innovation is part of the company's continued efforts to provide automakers with sustainable, high-performance solutions that can help drive the future of the automotive industry. Click here for more information on [Advanz™ 6HF - e/s200](#).

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and the world's largest recycler of aluminum. The company operates in 10 countries, has approximately 11,000 employees and had \$10 billion in revenue for its 2017 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, an industry leader in aluminum and copper, and metals flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information, visit novelis.com and follow us on Facebook at facebook.com/NovelisInc and Twitter at twitter.com/Novelis.

View original content with multimedia: <http://www.prnewswire.com/news-releases/novelis-brings-advanced-aluminum-alloy-to-north-america-expanding-automotive-design-and-engineering-capabilities-300555601.html>

SOURCE Novelis Inc.