

May 8, 2008



## Novelis Welcomes 'GO 60' Expedition To Switzerland

SIERRE, Switzerland, May 8, 2008 — Novelis, the global leader in aluminium rolling and can recycling, today welcomed a group of Land Rover Club Members who are passing through Sierre on a unique "GO 60" charity expedition. Sierre is home to a large Novelis manufacturing plant.

The team of 11 adventurers is en route from London to Singapore in a fleet of Land Rover Discovery 3 and Defender vehicles, the plan being to cover the 17,183 mile trip in 60 days. With the aim of raising £250,000 for the British Red Cross to celebrate Land Rover's 60<sup>th</sup> anniversary, the project is a most worthwhile venture.

Peter Reinert, the Novelis key account manager for Jaguar and Land Rover, welcomed the group and explained the link between Land Rover and the Sierre plant: "The body work of almost every Land Rover manufactured today is made from lightweight aluminium sheet, most of which is produced by Novelis here in Sierre and at our sister plant in Nachterstedt (Germany). Novelis has a long history of working very closely with Land Rover and we are delighted to be sponsoring the GO 60 project in recognition of this relationship."

Gary Timmins, the team leader for this leg of the GO 60 journey, added: "We very much hope that children in the Sierre area will enter the global art competition that we are running as part of the project. The theme is "Memorable Moments" and it is open to children aged between 4 and 16. In addition, we will be turning the exteriors of our Land Rover expedition vehicles into works of art with handprints from across the globe."

For details of the GO 60 project, visit [www.go60sharing.co.uk](http://www.go60sharing.co.uk)

### **About Novelis Inc**

Novelis Inc. is the global leader in aluminium rolled products and aluminium can recycling. The company operates in 11 countries, employs approximately 12,900 people and reports annual revenues of more than \$11 billion. Novelis supplies premium aluminium sheet and foil products to automotive, transportation, packaging, construction, industrial and printing markets throughout North America, South America, Europe and Asia. Novelis is a subsidiary of Hindalco Industries Limited, Asia's largest integrated producer of aluminium and a leading copper producer. Hindalco

is the flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information on Novelis, visit [www.novelis.com](http://www.novelis.com).

### **About Novelis Sierre**

At its Sierre plant in the Valais area of the Swiss Alps, Novelis rolls aluminium sheet for the automotive, building, industrial and transport markets. The site has hot and cold rolling and heat treatment capability and is also home to Novelis' first Novelis Fusion™ casthouse in Europe. The plant is an industry leader in meeting the demanding quality and formability requirements of the automotive market.

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