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Novelis

Novelis Selected as Sole Supplier of Aluminum Sheet for New Jaguar XJ

ATLANTA, Sept. 15 /PRNewswire/ -- Novelis announced today that it has been selected as the sole supplier of aluminum sheet for the all-new Jaguar XJ sedan. Like its predecessor, this redesigned version of Jaguar's flagship vehicle features a lightweight structure and body panels made primarily of aluminum sheet.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070809/NOVELISLOGO>)

Jaguar says the aluminum body helps make the XJ at least 150 kilograms (331 pounds) lighter than its main rivals, improving performance, handling and economy, while delivering increased strength, refinement and safety. The car maker says the lower weight also enables the new XJ to minimize its carbon footprint by reducing fuel consumption and greenhouse gas emissions.

Jaguar's commitment to lightweight engineering can also be seen in its intended use of Novelis Fusion(TM) an innovative multi-layered aluminum sheet product that Novelis has dubbed "The new aluminum(TM)" Jaguar plans to use the material for its distinctive fenders as part of a running change program that will enable a reduction in panel thickness and weight, providing performance and commercial benefits that are not achievable with conventional aluminum sheet. It is the unique combination of core properties and surface characteristics provided by the multi-alloy composition of Novelis Fusion(TM) that makes this possible.

Novelis' automotive specialists worked alongside Jaguar engineers and designers to provide expertise in materials technology from initial design of the model, through prototype development, right up to vehicle manufacturing. The new XJ is set to hit dealer showrooms soon, but is already attracting audiences at preview showings due to its appealing mix of striking design, impressive performance and advanced engineering.

"Novelis is delighted to be, once again, Jaguar's chosen supplier of aluminum sheet," said Tadeu Nardocci, president of Novelis Europe. "This continues the close cooperation between the companies, which started with the development of the previous XJ saloon, and, since then, has extended to the XK roadster and the XF sedan. We are particularly excited that Jaguar intends to incorporate our proprietary Novelis Fusion(TM) technology into the XJ and potentially also in future models."

For Jaguar, lightweighting and minimization of the amount of materials used are fundamental elements of the company's approach to sustainability, which focuses on the whole life cycle of the vehicle, including recycling. Novelis takes back aluminum scrap from Jaguar's stamping plants and recycles it into new automotive sheet in a closed-loop system through its European network of plants. Recycling aluminum uses only 5 percent of the energy required to produce primary metal and avoids 95 percent of the greenhouse gas emissions.

Novelis is widely-recognized as a global leader in the production of aluminum sheet for the automotive sector, serving customers in Europe, North America and Asia with high-performance aluminum sheet from its specialized rolling facilities.

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and aluminum can recycling. The company operates in 11 countries, has approximately 12,300 employees and reported revenue of \$10.2 billion in its 2009 fiscal year. Novelis supplies premium aluminum 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, 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, please visit www.novelis.com.

Forward-Looking Statements

Statements made in this news release which describe Novelis' intentions, expectations or predictions may be forward-looking statements within the meaning of securities laws. Forward-looking statements include statements preceded by, followed by, or including the words "believes," "expects," "anticipates," "plans," "estimates," "projects," "forecasts," or similar expressions. Examples of such statements in this news release include our expectation that our proprietary Novelis Fusion(TM) technology will be incorporated into future Jaguar models. Novelis cautions that, by their nature, forward-looking statements involve risk and uncertainty. We do not intend, and we disclaim any obligation, to update any forward-looking statements, whether as a result of new information, future events or otherwise. Important risk factors which could impact our ability to recycle used beverage cans are included under the caption "Risk Factors" in our Annual Report on Form 10-K for the year ended March 31, 2009, as filed with the United States Securities and Exchange Commission, and are specifically incorporated by reference into this news release.

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