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## **Novelis Unveils Next-Generation High-Strength Alloys for Automotive Industry**

### **Novelis Advanz™ 7000-series aluminum designed for superior vehicle lightweighting and passenger safety**

ATLANTA, Aug. 10, 2015 /PRNewswire/ -- [Novelis](#), the world leader in aluminum rolling and recycling, today announced the development of the Novelis Advanz™ 7000-series of high-strength alloys designed for safety-critical components of vehicle structures.

Two to three times stronger than any automotive aluminum used in high volumes today, Novelis Advanz 7000-series products can be used to manufacture components such as bumper systems, crash ring components and door intrusion beams. The new alloy series will offer a significant weight reduction when compared to current high strength steels in the marketplace, enabling automakers to further reduce the weight of vehicles while ensuring high levels of passenger safety.

"As more automakers look to reduce vehicle weight and improve fuel economy, high-strength aluminum alloys are playing an increasingly critical role in vehicle design," said Jack Clark, Senior Vice President and Chief Technical Officer for Novelis. "For decades, Novelis has been a pioneer in aluminum alloy development and set the standard in the automotive industry. Novelis' Advanz 7000-series will drive the industry forward by offering automakers additional weight savings with superior strength for optimal safety performance."

The Novelis Advanz 7000-series expands the Novelis family of aluminum alloys offering automakers a unique array of products designed to address customer requirements for strength, formability and styling. Customer testing of the first Novelis Advanz 7000-series alloys is currently underway with a number of global automakers.

"The development of Novelis Advanz 7000-series high-strength alloys is the latest step in our strategy to expand our automotive offerings around the world," said Todd Summe, Vice President, Global Research and Development for Novelis. "Our Novelis Advanz 7000-series alloys will be used to produce automotive sheet at Novelis facilities on all three of the world's major automobile producing regions – Asia, Europe and North America – offering a unique supply chain advantage to our global customers."

As the world's leading supplier of aluminum sheet, Novelis is a partner to many of the world's leading automakers and their most structurally innovative vehicles, such as the new Ford F-150, the Range Rover and the Jaguar XE. Novelis pioneered the aluminum alloys -- including 6111, 6016 and 5754 -- that shaped the high volume adoption of aluminum in the auto industry.

#### **About Novelis**

Novelis Inc. is the global leader in aluminum rolled products and the world's largest recycler

of aluminum. The company operates in 11 countries, has approximately 11,500 employees and reported \$11.1 billion in revenue for its 2015 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. The company is a subsidiary of Hindalco Industries Limited, part of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information, visit [novelis.com](http://novelis.com) and follow us on Facebook at [facebook.com/NovelisInc](https://facebook.com/NovelisInc) and Twitter at [twitter.com/Novelis](https://twitter.com/Novelis).

### **Forward-Looking Statements**

Statements made in this news release which describe Novelis' intentions, expectations, beliefs 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. An example of forward looking statements in this news release include our expectations that our new, high-strength, lightweight alloy will enable automakers to further reduce vehicle weight while ensuring high levels of passenger safety. Novelis cautions that, by their nature, forward-looking statements involve risk and uncertainty and Novelis' actual results could differ materially from those expressed or implied in such statements. 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. Factors that could cause actual results or outcomes to differ from the results expressed or implied by forward-looking statements include, among other things: changes in the prices and availability of aluminum (or premiums associated with such prices) or other materials and raw materials we use; the financial and operating conditions of our customers, suppliers and other stakeholders; competition from other aluminum rolled products producers as well as from substitute materials such as steel, glass, plastic and composite materials; changes in general economic conditions including deterioration in the global economy, particularly sectors in which our customers operate; and changes in government regulations, particularly those affecting environmental, health or safety compliance. The above list of factors is not exhaustive. Other important risk factors included under the caption "Risk Factors" in our Annual Report on Form 10-K for the fiscal year ended March 31, 2015 are specifically incorporated by reference into this news release.

To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/novelis-unveils-next-generation-high-strength-alloys-for-automotive-industry-300126026.html>

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