



For Immediate Release

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### ***International Aluminium Institute Launches Aluminium in Transport Website***

THE FUTURE MOVES WITH ALUMINIUM

<http://transport.world-aluminium.org>

**Shanghai, 08 June 2010 -- The International Aluminium Institute (IAI) Chairman Svein Richard Brandtzæg today welcomed the launch of the latest in the series of IAI product-related sustainability websites highlighting the advantages of the use of aluminium in transport. Recognising the demand from car manufacturers (OEMs) and consumers around the world for up-to-date and easy to access information, IAI has developed an online resource on the unique properties of aluminium transport applications, as well as their fuel efficiency and emissions reduction benefits.**

Launched today at the *China Aluminum Fabrication Forum*, the website features some of the world's leading OEMs and their innovative use of aluminium components in the design of safe, lightweight, fuel efficient and cost effective vehicles. It also provides credible and accurate life cycle data, which underpin and support the aluminium industry's sustainability and the sustainability of its products. The transport website follows on from the success of the IAI's Green Building Website (<http://greenbuilding.world-aluminium.org/>) in 2009, which has proved popular with architects and other building professionals, looking for sustainability data and real life examples of aluminium applications in green buildings.

Commenting on the website, Mr. Brandtzæg said "Through its light weight, versatility, durability and recyclability, aluminium is a material that is increasingly being employed in safe, stylish, cost effective and energy efficient vehicles. Providing vehicle manufacturers and consumers with information on the environmental performance of applications in use is essential for making informed material choices – this website is a one-stop-shop for such information and for real life examples of aluminium-intensive, lightweight, energy efficient vehicles."

Launching the website Ron Knapp, Secretary General of IAI, said "We are pleased to take advantage of this respected forum, to present some examples of the innovative ways in which aluminium products are employed in sustainable modes of transport, such as high speed trains, urban buses, lightweight cars and trucks with more carrying capacity."

This website was created by Interstruct Berlin for the International Aluminium Institute, in cooperation with national and regional aluminium associations around the world. The site is expected to go “live” over the next few weeks.

*The IAI reflects the aluminium industry's wish to promote wider understanding of its activities and its responsibility of approach on questions of environmental protection, public health and safety in the workplace.*

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In the context of increasing importance of energy efficiency and greenhouse gas emissions reduction in the transport sector the website highlights the sustainable life cycle credentials of aluminium:

- **DURABLE:** Aluminium resists corrosion by water and road salt, which makes it a material of choice when it comes to transport application. Its use can avoid the substantial extra costs of galvanizing, coating and painting required for some competing materials.
- **LIGHTWEIGHT:** Aluminium used in transport reduces the weight, fuel consumption and greenhouse gas emissions.
- **COST EFFECTIVE:** Aluminium-intensive automobiles are practical as a cost-effective alternative for improving fuel economy. As vehicle manufacturer apply aluminium to lightweight their vehicles, the focus is increasingly directed toward the system cost and life cycle cost analysis to obtain the desired outcome of an improved driving performance,
- **RECYCLABLE:** Aluminium from transport applications is part of an established recycling system. Recycled aluminium can be utilized for almost all applications, preserving raw materials, reducing emissions and leading to considerable energy savings. Aluminium can be recycled again and again, saving about 95% of the energy required for primary production.
- **SAFE:** The combination of superior design and light-weighting reduces injury and saves lives. In the development of the car body structure, it is most important to find a suitable compromise between stiffness, crash performance and further body requirements. Aluminium is well suited to reach these goals with maximum performance and the lowest possible mass.
- **VERSATILE:** .The most important advantage of aluminium is its ease of formability. Elaborate sheet panels can be efficiently formed using different methods ranging from high productivity stamping processes to low tooling cost technologies for low volume production.
- **STYLISH:** It is no surprise that some of the most stylish vehicles of the last two centuries, have employed aluminium – both for its functional and also for its aesthetic properties; its durability, formability and wide range of finishes.
- **GLOBAL IMPROVEMENT:** The aluminium industry has taken a leadership role by establishing a uniform and quantitative, global approach to energy and greenhouse gas emission reduction goals for its production facilities. *(Ron Knapp, IAI Secretary General)*
- **CRADLE TO CRADLE LIFE CYCLE:** Today, approximately 75% of all the aluminium ever produced is still in productive use, having been through countless loops of its lifecycle. *(Ken Martchek, IAI Energy and Environment Committee Chairman)*
- **RESPONSIBLE MINING:** The IAI's 4th Sustainable Bauxite Mining Report 2008 shows that the annually rehabilitated area of existing bauxite mines is now equal to the area being opened up every year. *(Dave Olney & Steve Healy, IAI Bauxite and Alumina Committee Co-Chairmen)*

For more information please visit: <http://transport.world-aluminium.org>