

AluMag®

Europe ■ India ■ Americas ■ Asia
THE MARKET DEVELOPER

AluMag® makes you successful – worldwide!

● AluMag® Worldwide



Market Research

- Tailored Customer Databases about Foundries, Tool Makers, Extrusion Consumers , ...
- Automotive Application, Material & Process Analyses
- Industrial Application Research
- Lightweight Technology Outlook in Aluminum, Carbon, Composites & Magnesium
- M&A Target Research



Market Development

- Analysis & Development of Market Opportunities
- Accelerate Market Penetration
- Manage New Product Launches
- Establish a Sales Force
- Sales on Demand
- Access & Build-up new Markets in Automotive, Truck/Tractor, Trailer, Bus, Rail, O&G, GE, ...



Roadshows / Events

- Organization of Technical & Commercial Roadshows & Events Globally
- Host In-House Events & Presentation Globally
- Common Technology Booth at Leading Exhibitions
- Supply-Chain Automotive Lightweight Symposium [SCALS] in EUROPE, ASIA & N.AMERICA



Strategic Localization

- Warehousing & Distribution Service
- Supplier & Tie-up Localization
- Identification & Trade-off of new Technology
- Foreign Market Business Cases and their Realization
- Green & Brown Field Localization, from Site Selection to Foundation & Ramp-up

AluMag is “The Market Developer” that successfully penetrates new markets, creates business and localize leading supplier for your company. AluMag access any promising markets and open doors for your business - regardless of region, market, application, material, process or product AluMag makes you successful – worldwide!

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EUROPEAN AUTOMOTIVE ROADSHOW 16.-20. APR 2018

Focus: Lightweight, Emission Reduction & Alternative Drive-Train Technology

Targets: OEMs & TIER1s

MARKET RESEARCH MARKET DEVELOPMENT **ROADSHOWS / EVENTS** STRATEGIC LOCALIZATION



Roadshow Trailer At NISSAN UK

The Roadshow is the first class on-site contact event used by exhibitors and guests as a unique benchmark platform.

Attendees for the AluMag roadshow and events will attract contacts from all kind of departments as well as the management and board members.



Roadshow Trailer Inside View - Technical Paper



Customer Talks With American Axle

Highlight of Roadshow

- On-site in-house show + presentation + discussion at European OEMs HQ and R&D
- Intensive and efficient event within one week
- Combined of technology with commercial discussions
- Saving time also for OEMs attendees



Roadshow Trailer Inside View - Exhibition

TARGETS – SCHEDULE:

The AluMag® Roadshow will bring you to carefully selected OEMs and/or Tier1s across Europe, defined by your company by using of a specific target evaluation.

- Performance with a two-floor Trailer with 140 sqm
- Trailer is separated between exhibition, hospitality and forum area on the ground floor and a presentation / meeting room on the upper floor
- Across Germany or Europe at five selected OEMs and/or Tier1s Targets.
- Set-up and Check-in on Apr 15, 2018.
- Exhibition and Presentation days: Apr 16-20, 2018, one destination/day. A previous route proposal is as following:
 1. Apr 16 VW in Wolfsburg
 2. Apr 17 Opel in Rüsselsheim
 3. Apr 18 Daimler in Sindelfingen
 4. Apr 19 Audi Ingolstadt
 5. Apr 20 BMW in Munich

Note: According to the demands from OEMs/Tier1s and from exhibitors, the destinations and the route will be coordinated and could be different as above. Tier 1 as replacement targets could be **Benteler, Bosch, Mahle, Schaeffler, ThyssenKrupp, ZF** etc., please contact us and share your wishes.



Roadshow Trailer At BMW Project House/FIZ Munich



AUDI INGOLSTADT As Roadshow Location



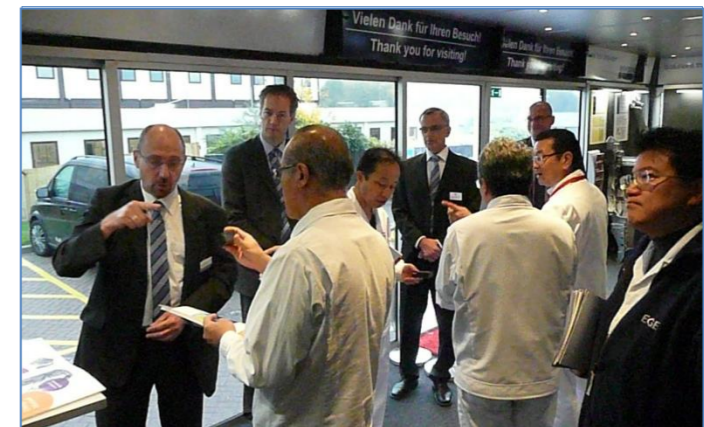
FIVE DESTINATIONS WILL BE SELECTED FROM POTENTIAL TARGETS

Optional in-house tech meetings in other European countries before or after roadshow week. We will send you an additional offer upon your requests:

- UK: JLR, HONDA, NISSAN
- France: PSA
- Belgium: Toyota
- Italy: Fiat, Maserati
- Austria: Magna
- Others



DAIMLER SINDELFINGEN As Roadshow Location



VIP Round with Takahiro HACHIGO At HONDA UK

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MARKET RESEARCH MARKET DEVELOPMENT ROADSHOWS / EVENTS STRATEGIC LOCALIZATION

PARTNERS WHO WERE ON ALUMAG ROADSHOW

sapa:

FWB Brökelmann
Aluminium



TOWER
INTERNATIONAL

Fraunhofer
IFAM

BÖLLHOFF

Imperia
AUTOMOTIVE ENGINEERING



IAMT
ENGINEERING

Aleris

MITSUBISHI RAYON

AAI Delivering
POWER

SCHAUFER
TOOLING

BHARAT FORGE
KALYANI

Constellium

3B the fibreglass
company

MOMENTIVE

GFM

RHEINFELDEN
Solutions thru Innovation

FINOBA AUTOMOTIVE
We treat parts

KRAIBURG
AHC
OBERFLÄCHENTECHNIK

HYDRO

SAERTEX
LIBA
TEXTILMASCHINEN
Made in Germany

FOCUS ON SOLUTIONS - MATERIALS - PROCESSES - PRODUCTS:

AluMag organizes for suppliers the POWERTRAIN EFFICIENCY & LIGHT-WEIGHT TECHNOLOGY ROADSHOW 2018 in Europe with the following topics:

- New energy vehicles energy storage, fuel cells, batteries, hybrid...
- Powertrain efficiency, emission reduction and control technology and solutions
- Aluminum, magnesium, high strength steel
- High performance magnesium and aluminum alloys for castings and extrusions
- Aluminium and magnesium casting products and extrusion products
- Carbon yarns – resins – fiber glass – organo sheets – composites – reinforced fiber and thermoplastics
- Laminates-, cutting-, forming treatment as well as surface treatment
- Mechanical and adhesive joining technologies like bonding, fastening, welding,...
- Engineering – technical calculation – evaluation / validation – prototypes - concepts
- Applications and samples
- Cost reduction
- Localization and global supply
- First booking company will have the first priority
- As more top and leading technology exhibitor partners will participate as higher will be the success [receiving the OEM permission and number of visitors]



Roadshow Team AluMag



Roadshow Visitor Registration Area

YOUR BENEFIT AT A GLANCE:

The Roadshow is the first class on-site contact event used by exhibitors and guests as a unique benchmark platform.

- On site of five different OEM and/or Tier1 headquarters or R&D centers
- Targeted show casting of your developments, materials, products, processes, cost with your samples
- Technical paper presentation
- Open and pleasant atmosphere for talks, interchange, build-up relationship and business
- Benchmark event in cost-benefit ratio – time efficiency – technology and business talks
- Maintain your actual customer contacts or reach new contacts
- Invitation through AluMag internal email communication systems, information in the customers' intranets with a short company presentation
- Access to high level managers and directors as well as decision makers
- Contact details of registered dialogue partners are provided in an excel after the Roadshow
- Fully organized by local staff during 5 exhibition days



OPEL RÜSSELSHEIM As Roadshow Location



FORD COLOGNE As Roadshow Location

PRESENTATION OF A TECHNOLOGY PARTNER:

Every Technology Partner will receive his own exhibiting wall with an area of 2mx2m including a desk on the first floor and will give a lecture on the second floor.

- Labelling and design of the exhibiting wall by use of magnetic boards in different sizes
- Magnetic board with company logo, magnetic cards for sample description, magnetic info board
- Fixing of samples by use of magnets and hooks in different sizes
- Presentation of technical paper of the Technology Partners at each destination
- Information in the customers' intranets with a short company presentation
- Promotion at the OEM and Tier-1 plants with posters, advertising boards on-site and in buildings, and Labelling and design of the trailer



Technology Partner Exhibition Wall



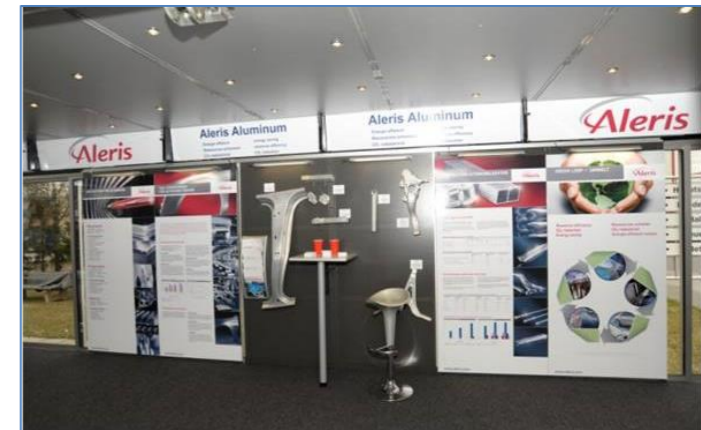
Technology Partner Exhibition Wall

PROMINENT PRESENTATION OF 1st SPONSOR:

The Roadshow 1st Sponsor will receive most additional services and an explicit accentuation of the company.

- Highest level of co-determination regarding destinations of the Roadshow
- Highest level of co-determination regarding design of the trailer
- Larger exhibition area, triple as a Technology Partner
- Double or triple time for presentation of technical papers
- Largest advertising spaces on the outside of the trailer
- Nomination on AluMag presentation
- Consideration on advertisement on cups and table clothes

For further information and details, please contact us.



1st Sponsor Exhibition [tipple] Wall



1st Sponsor Exhibition [tipple] Wall

PROMINENT PRESENTATION OF 2nd SPONSORS:

The Roadshow 2nd Sponsor will receive different additional services and an explicit accentuation of the company.

- 2nd Highest level of co-determination regarding destinations of the Roadshow
- 2nd Highest level of co-determination regarding design of the trailer
- Larger exhibition area, double as a Technology Partner
- Double time for presentation of technical papers
- Large advertising spaces on the outside of the trailer
- Nomination on AluMag presentation

For further information and details, please contact us.

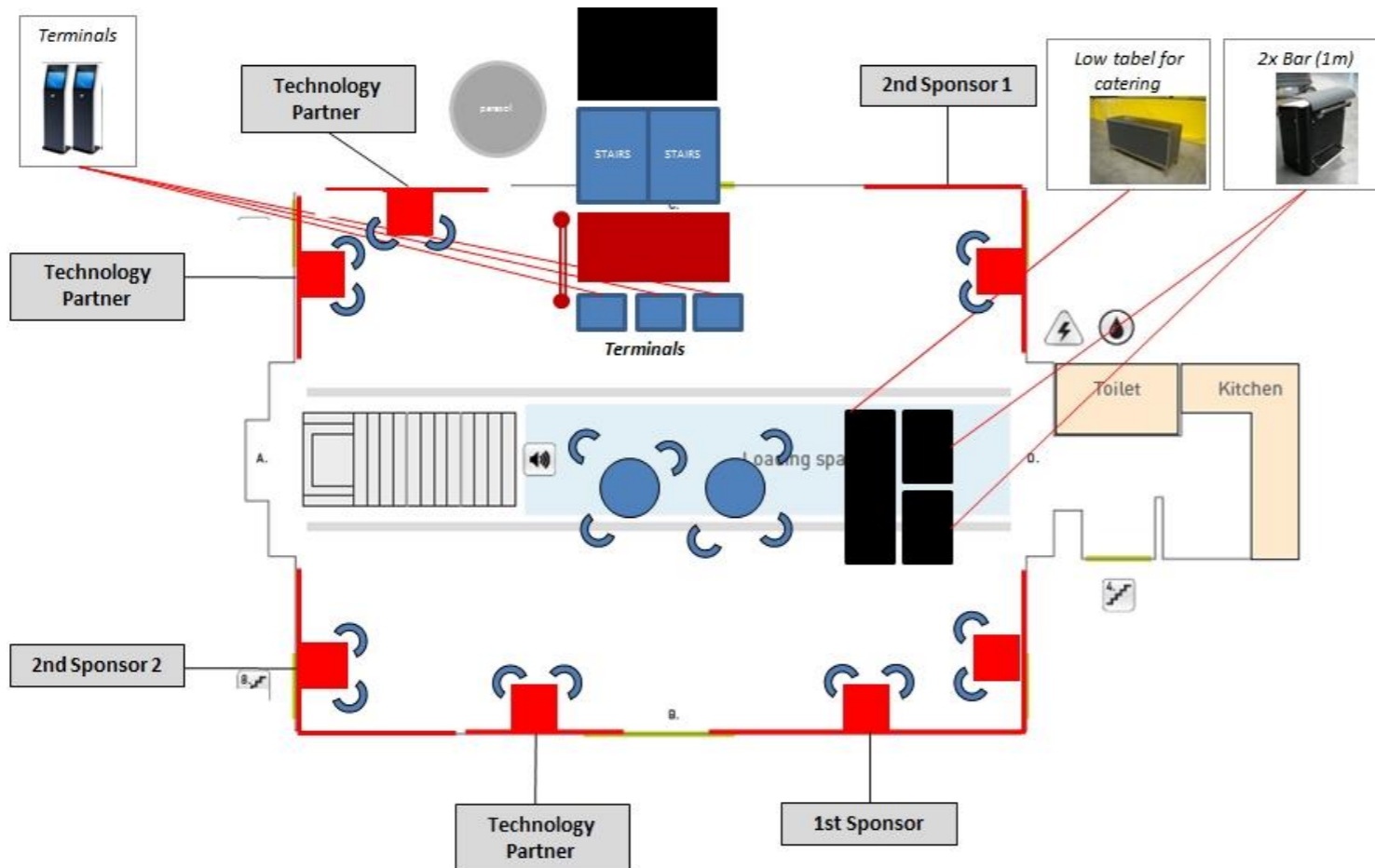


2nd Sponsor Exhibition [double] Wall



2nd Sponsor Exhibition [double] Wall

Floor Plan – Ground Floor



Dr. RUDLAFF, DAIMLER in Communication



Technical Paper Presentation Upper Floor

COSTS – BENEFIT – REALIZATION:

A company has the following options to be a partner of our Roadshow.

For five exhibition days + VAT

- EUR 17,900 Participant as a Technology Partner
 - EUR 49,950 Participant as a 1st Sponsor
 - EUR 31,700 Participant as a 2nd Sponsor
-
- ❖ Fee of booth & set-up tools, logo printing, presentation is inclusive.
 - ❖ Optional local full hospitality including accommodation and transportation during exhibition days. Please contact us if required.
 - ❖ Payment: 50% after order, 50% two weeks before Roadshow take-off, 10 days net after DIO plus VAT.
 - ❖ **For Non-EU companies it is VAT free. For EU companies, please check with us the tax conditions.**



Customer Talks



Customer Talks

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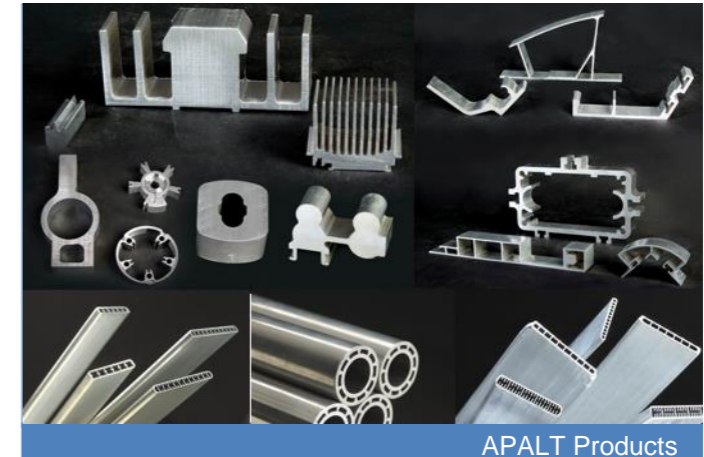
Booked Company:

ALFOT TECHNOLOGIES
Technology Partner
[TW] Forged Aluminum Parts



ALFOT Product

APALT(YATAL) GROUP
Technology Partner
[CN] Extruded tubes & profiles



APALT Products

Companies under Final Discussion:

UACJ CORPORATION
NINGBO ELITE MOLD
SHOWA CORPORATION
WONDER GROUP



.....

Totally Max.10 places ONLY!



UACJ Corporation Products



Ningbo Elite Mold Product

FURTHER LINKS:

Roadshow TV report 2011 (Video):

<http://www.alumag.cc/what-we-do/roadshows-events/>

[Access from China Youku Link](#)

Pictures of different stations & Trailer assembly 2011 and summary:

http://www.youtube.com/watch?v=i55-WUPMGXU&feature=youtube_gdata_player
<https://picasaweb.google.com/112707695321262624513/Alumag2011?authuser=0&eat=directlink>

Pictures of different stations & download of lectures 2011 – 2014:

<http://www.alumag.cc/roadshow-july-2014/>
<http://www.alumag.cc/roadshow-october-2013/>
<http://www.alumag.cc/lightweight-technology-roadshow-march-2013/>
<http://www.alumag.cc/activities/roadshows/2012-2/roadshow-october-2012/>
<http://www.alumag.cc/activities/roadshows/2012-2/roadshow-march-2012/>
<http://www.alumag.cc/roadshow-november-2011/>
<http://www.alumag.cc/activities/roadshows/2011-2-2/roadshow-october-2011/>



DAIMLER ULM As Roadshow Location



JLR As Roadshow Location

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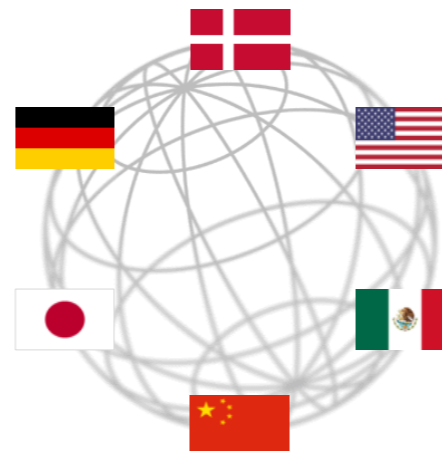
English & German & Spanish



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