

## North America 2015 9<sup>th</sup> - 11<sup>th</sup> of Nov

### AUTOMOTIVE LIGHTWEIGHT

# PROCUREMENT SYMPOSIUM

## Cobo Center, Detroit, USA



### SYMPOSIUM FOCUS

- Aluminum
- Carbon Fibre
- Composites
- High Strength Steel
- Magnesium

The 3<sup>rd</sup> Automotive Lightweight Procurement Symposium to be focused on automotive lightweighting, supply / process chain and procurement management, will take place in Detroit from the 9<sup>th</sup> – 11<sup>th</sup> of Nov 2015. The symposium is held in the days leading up to the "ALUMINUM USA" exhibition taking place at the Cobo Center, Detroit, Michigan (Walking distance to symposium venue)

### ATTENDING COMPANIES:



### ORGANIZING PARTNERS & SPONSORS



AluMag®  
 Europe 2016 27<sup>th</sup> - 29<sup>th</sup> of Nov  
 AUTOMOTIVE LIGHTWEIGHT  
**PROCUREMENT SYMPOSIUM**  
 Hilton Hotel in Duesseldorf, Germany

AluMag®  
 Asia 2016 6<sup>th</sup> - 8<sup>th</sup> of July  
 AUTOMOTIVE LIGHTWEIGHT  
**PROCUREMENT SYMPOSIUM**  
 Jumeirah Himalayas Hotel in Shanghai, China

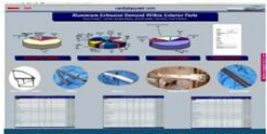
## AluMag® offers the four following services - worldwide:



Market Research

- Aluminium Extrusion Customer Database
- Foundry & Tool Maker Database
- Automotive Application, Material & Process Analyses
- Various Industrial Application Research & Analyses

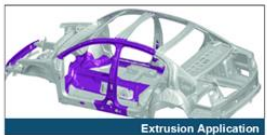
AluMag as your provider of automotive research and forecasting studies, offers you and your business, the market intelligence you need to realize the best strategic decisions



Material - Process - Application Trend Analysis

### Large variety of market access, local & global:

- business database with 6,970+ companies and 18.700+ contacts
- 150+ satisfied customers worldwide
- Arranged 20+ roadshows/events since 2008



Extrusion Application

### Your Benefits:

- Learn about your [potential] clients and competitors
- Obtain an inside view of the market
- Identify opportunities and threats
- Minimize risk and optimize profits
- Position your company successfully
- Based on data off the shelf, secondary re-research and interviews, AluMag generates validated researches



Market Development

- Analysis & Development of Market Opportunities
- Accelerate Market Penetration
- Manage New Product Launches
- Establish a Sales Force Sales on Demand

AluMag guides and supports your organization globally through the different market development phases until we have successfully launched, implemented or executed your project.



Map of activity - SAMPLES

Manage and integrate each aspect of your organization by initiating, planning, controlling, executing and closing out a new project. AluMag offers liaison management services as an addition to our customer's staff by bringing in the resources that define us.



JATCO Head Quarters Meeting in Japan

### Your Benefits

- Analysis and development of Markets
- Realize opportunities
- Accelerate market penetration
- Establish a sales force
- Provide warehousing and distribution services
- Manage new product launches
- Sales on demand



Roadshows / Events

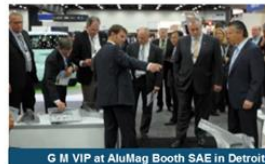
- Organization of Technical & Commercial Roadshows
- Oversea Commercial & Technical Events
- Host In-House Events & Presentation
- Common Technology Booth at Leading Exhibitions

AluMag roadshows, tech-meetings and symposia are the first class events used by exhibitors and guest as a unique benchmark platform.



Daimler Sindelfingen as Roadshow Location

The AluMag think tank events are bringing in decision makers and executives in EUROPE, ASIA and NAFTA.



G M VIP at AluMag Booth SAE in Detroit

### Upcoming Events:

- 2015 Nov: Automotive Light-weight Procurement Symposium in Detroit, USA
- 2016 April Common tech- booth at the SAE World Congress in Detroit, USA
- 2016 Jul: Automotive Light-weight Procurement Symposium in Shanghai, China
- 2016 Nov: Automotive Light-weight Procurement Symposium in Duesseldorf, Germany.



Strategic Localization

- Warehousing & Distribution Service
- Supplier & Tie-up Localization
- Identification & Trade-off of new Technology
- Foreign Market Business Cases and whose Realization

AluMag has the global expertise to search, identify, evaluate and validate potential strategic business opportunities for expansions and partnerships that will assist your business growth plans regionally and globally



On-Site Greenfield Planning Meeting

### Services for:

- Search, develop and present potential acquisition candidates for regional and global business expansions
- Localization of new manufacturing / service sites for business expansions
- Identification of new technology supplier development related to products, processes and materials
- Search, develop and present potential business partners / suppliers to support regional and/or global supply programs
- Evaluate potential competitor profiles for new or existing business in non-presence geographies
- Evaluate new emerging technologies and processes for business expansions

### Are you:

- looking for specific data, information and outlook about product, material, customer, supplier, technologies, ...
- want to discuss your project, increase sales, access new markets, ...
- interested to participate in one of our roadshows / events or organize your customized showcase ...
- looking to localize, expand into new markets, countries, tie-up targets, ...

please contact your AluMag Team to receive a quote or proposal

## CONTACTS & PROJECT TEAM



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## **N. America Automotive Lightweight Procurement Symposium 2015 9<sup>th</sup> – 11<sup>th</sup> Nov**

Cobo Center One Washington Blvd. Detroit, Michigan, 48226 USA



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# **AluMag<sup>®</sup>**

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**THE MARKET DEVELOPER**

## Company Speechs by:

Ford Research and Innovation Center

Carbon War Room and Meritor Headquarters

Striko Westofen America

Kurtz

Bharat Forge Aluminiumtechnik

C.P.C. USA

BOCAR Group

Ford Motor Company

Automotive Insight

EJOT Fastening Systems LP USA

UACJ Corp.

Lightweight Innovations for Tomorrow

Aluminum Blanking Company

# Agenda

## Agenda: (Is Continuously Being Updated)

### Monday The 9th Of November – Cobo Center, Detroit

05:30pm - 07:30pm



Pre-registration and Welcome

Reception

### Tuesday The 10th Of November – Cobo Center, Detroit

08:30am – 09:15am



Registration

Morning Coffee / Tea

09:15am – 09:30am



Welcome:

Mr. Jost GAERTNER - Managing Partner At AluMag Automotive GmbH

09:30am – 10:25am



Opening Keynote: Mr. Craig RENNEKER - Chief Engineer, New A/T Programs & Component – Transmission & Driveline Engineering At Ford Research & Innovation Center

**Lightweight Transmission & Driveline Components: Practical Challenges**

10:25am – 11:00am

Break for Refreshments/Coffee/Tea, Snacks, Networking, Tech Exhibition

11:00am – 11:45am



Paper 1: Mr Mike ROETH – Executive Director At North American Council for Freight Efficiency (NACFE) & Operations Leader – Carbon War Room



Paper 1: Mr. Karl MAYER – Director Product Line Management At Meritor

**Lightweighting Heavy Duty Class 8 Tractors and Trailers**

11:45am – 01:45pm

Break for Lunch, Refreshments, Networking, Tech Exhibition

01:45pm – 02:25pm



Paper 2: Mr Ryan BROWN – Director Of Sales At StrikoWestofen America

**Analysis Of Cost Drivers When Buying Lightweight Solutions / Materials & The Elimination Of These**

02:30pm – 03:10pm



Paper 3: Mr. Lothar HARTMANN – Managing Director Foundry Machines & Trimming Presses At Kurtz GmbH

**Chassis & Suspension Weight Reduction By LPDC Aluminum With Hollow Cross Sections**



Mr. Kevin CROY - NAFTA Sales Manager Foundry Machines & Trimming Presses At Kurtz GmbH

03:15pm – 03:45pm



Paper 4: Mr. Jörg MANTWILL – Director Sales At Bharat Forge Aluminiumtechnik GmbH & Co. KG

**HCM And Aluminum Forging – Partnership To Birth Chassis Parts' Safety**

03:45pm – 04:15pm

Break for Refreshments/Coffee/Tea, Snacks, Networking, Tech Exhibition

04:15pm – 04:55pm



Paper 5: Mr. Gary F. RUFF - President and Chief Executive Officer, Ruff and Associates, LLC 8/12 - Present

**Advanced Counter Pressure Casting Process for Light-Weighting of Auto and Truck Chassis and Suspension Components**

05:00pm – 05:55pm



Closing Keynote: Mr. Gilberto SALDIVAR – New Projects Group Manager At Bocar Group

**Key Factors To Achieve Mechanical Properties In Lightweight Structural Parts**

05:55pm – 06:00pm



Summary:

Mr. Roberto BOEKER – Managing Partner At AluMag Automotive LLC

# Agenda

06:00pm - 08:00pm



Dinner Speech:  
Mr. Richard KLEIN -  
Responsibility Strategic Planning -  
Business Development & German  
Business At BOCAR

**Wednesday The 11th Of Nov – Cobo Center, Detroit**

08:15am – 08:55am



Mr. Ali JAMMOUL – Global Director  
Body Exterior And Safety Engineering  
At Ford

**Body Lightweighting**

09:00am – 09:40am



Paper 1: Dr. Gerald COLE – President  
At Light Weight Strategies LLC

**Light Weighting the Automotive  
Industry - The Road to 2025 CAFÉ**

09:45am – 10:25am



Paper 2: Mr. Laurence CLAUS -  
President At NMI Training & Consulting  
Inc. & Technical Consultant To EJOT  
Fastening Systems LP USA

**EJOT Fastening Solutions Enable  
Lightweight Body-in-white Assembly**

10:25am – 11:00am

Break for Refreshments/Coffee/  
Tea, Snacks, Networking, Tech  
Exhibition

11:00am – 11:40am



Paper 3: Dr. Akio NIIKURA - General  
Manager R&D Division At UACJ Corp.

**UACJ's Global Strategy And  
Approach To The Automotive  
Aluminum Market**

11:45am – 12:05pm



Paper 4:  
Mr. Lawrence E. BROWN – Executive  
Director At Lightweight Innovations For  
Tomorrow

**Lightweight Innovations For  
Tomorrow!!!!**

12:10pm – 12:40pm



Closing Keynote:  
Ms. Laura ANDERSON – CEO At  
Aluminum Blanking Company

**The Story Behind Aluminum's  
Sourcing Evolution: A North  
America Perspective**

12:40pm – 12:45pm



Summary:

Mr. Jost GAERTNER, Managing  
Partner At AluMag Automotive  
GmbH

12:45 pm – 01:30pm



Reception Speech With Snacks &  
Finger Food

Mr. Michael KOEHLER - Industry Vice  
President At Reed Exhibitions USA

01:30pm – 05:30pm



Individual Or Guided Visit At The  
2015 "Aluminum USA" Exhibition

# EXHIBITOR

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# Aluminum Blanking Company



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## **TITLE**

**The Story Behind Aluminum's Sourcing Evolution: A North America Perspective**

## **ABSTRACT**

Aluminum sourcing emerged in response to the highly recognized CAFE requirements. OEMs and suppliers increasingly turn to lightweight materials to meet 2025 standards. According to analysts, the amount of aluminum sourced is expected to more than triple today's levels. Key players recognize new risks are emerging and additional investment is required to prepare for the bright future that lies ahead. Aluminum Blanking Company is pleased to provide its perspective of how far the industry has evolved as one of the first pioneers of aluminum processing in North America and share some of the challenges presented over the years.

# Aluminum Blanking Company



## THE STORY BEHIND ALUMINUM'S SOURCING EVOLUTION: *A NORTH AMERICAN PERSPECTIVE*

*AluMag Procurement Symposium - November 11, 2015*



- Post War Automotive Boom in North America; Steel is King
- Automotive Metals Processing Industry; a Hole Family Legacy

# Aluminum Blanking Company

## Beginnings



- The Historical Influence on Motor City Direction and ABCo's Opportunity:
  - The Energy Crisis; America's Crisis of Conscience



## New Direction

- North America adjusts course – CAFE and competition drive innovation and alternatives

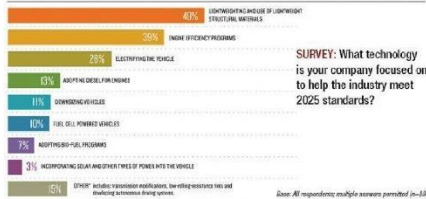


- Aluminum shows promise
- Paving the path to ABCo

# Aluminum Blanking Company



### LIGHTWEIGHTING LEADS FUEL EFFICIENCY TECHNOLOGIES



SURVEY: What technology is your company focused on to help the industry meet 2025 standards?

Source: 2014 WardAuto, 2014 Automotive Trends Research Study, conducted by PricewaterhouseCoopers

- One Directive
- Many Initiatives Suit Multiple Objectives



- ABCO is Founded
- Aluminum Gains Notice in the Auto Industry; A Compelling Option but not Yet a Priority

# Aluminum Blanking Company

## Automotive Aluminum “Niche”



Market Realist

Source: Company Presentation

- Modest fuel economy through rest of 80s and 90s
  - Aluminum usage in automotive reflects this; still the “new kid on the block”
  - Steel and lack of familiarity are the competition and challenges

## Becoming a Critical Path

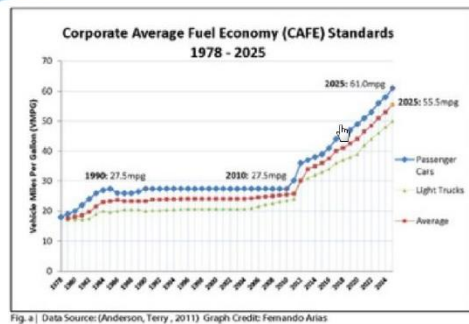


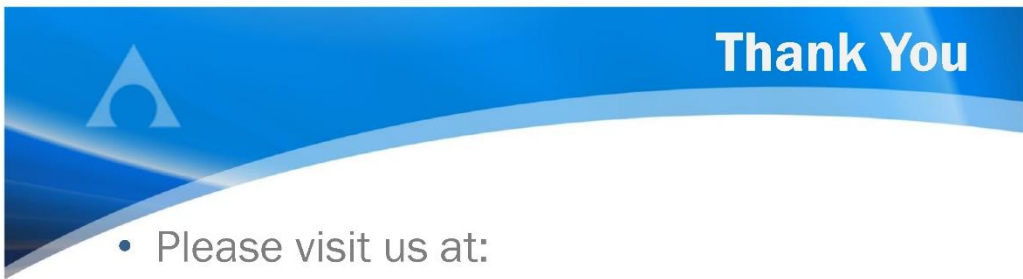
Fig. 1 | Data Source: (Anderson, Terry, 2011) Graph Credit: Fernando Atlas

- The Clean Air Act - Aluminum Becomes the Direction

# Aluminum Blanking Company



- Preparing the North American Supply Chain
- Emerging Supplier Requirements in 2015 and Beyond



- Please visit us at:

<http://www.albl.com/>

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# We Welcome You To Our Next Event

**AluMag®**

**AluMag SAE 2016** 12<sup>th</sup> – 14<sup>th</sup> April

Light Weighting - Emission Reduction - Car Comfort

Technology Center, Booth # 763 - Detroit - Cobo Center, MI USA

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**Asia 2016** 6<sup>th</sup> - 8<sup>th</sup> of July

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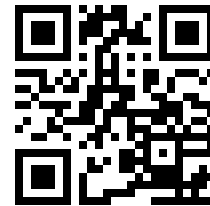
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Hilton Hotel in Duesseldorf, Germany



Organized by AluMag

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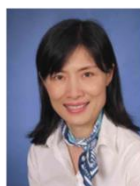
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