

Novelis Chosen As Supplier Of Aluminum Sheet For All-New Range Rover Evoque

New high-strength automotive alloy Ac-600 introduced

ATLANTA, Sept. 13, 2011 -- Novelis announced today that it has been selected as the sole supplier of aluminum sheet for the all-new Range Rover Evoque, the lightest and most fuel-efficient Range Rover model ever. The first Evoque rolled off the assembly line in Liverpool on July 4.

The Evoque features an aluminum hood, roof and structural parts made with Novelis automotive sheet. The advanced roof design is the first production application of the company's new high-strength aluminum alloy Anticorodal®-600 PX (Ac-600 PX), which delivers superior strength and excellent formability in a light-weight package.

"Ac-600 was developed by Novelis scientists specifically for automotive use," says Roland Harings, Vice President, Global Automotive for Novelis. "It is about 20 percent stronger than typical aluminum automotive sheet yet offers improved formability over other high-strength alloys. The increased strength also provides the opportunity to reduce the thickness of the sheet by as much as 15 percent. This makes it ideal for applications such as hoods, fenders, roofs and doors."

Novelis is the preferred supplier of aluminum to Jaguar Land Rover, an industry leader in application of the weight-saving metal across its product range, including Jaguar XJ, XF and XK models as well as the Land Rover Defender, Discovery, Range Rover and Range Rover Sport.

"Novelis is delighted to continue the relationship as Jaguar Land Rover's chosen supplier of aluminum sheet," said Harings, "continuing a partnership that started more than 20 years ago and today is helping them produce superior vehicles with better fuel economy and reduced emissions."

Novelis is the 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. In addition, Novelis takes back aluminum scrap from customers' stamping plants and recycles it into new automotive sheet, delivering further environmental benefits. Recycling aluminum uses only 5 percent of the energy required to produce primary metal and avoids 95 percent of the greenhouse gas emissions.

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and aluminum can recycling. The Company operates in 11 countries, has nearly 11,000 employees and reported revenue of \$10.6 billion in fiscal year 2011. Novelis supplies premium aluminum sheet and foil products to automotive, transportation, packaging, construction, industrial, electronics and printing markets throughout North America, Europe, Asia, and South America. Novelis is a subsidiary of Hindalco Industries Limited (BSE: HINDALCO), 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.

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