

Novelis Wins BMW Innovation Award For Lightweight Vehicle Construction

ATLANTA, Nov. 8, 2011 /PRNewswire/ -- Novelis Inc., the world's largest producer of rolled aluminum, was presented yesterday with BMW's Supplier Innovation Award at a special ceremony in Munich, Germany. The company was one of nine BMW suppliers to receive the award, which is being presented for the first time this year.

(Logo: <http://photos.prnewswire.com/prnh/20100527/CL11716LOGO>)

Novelis was the winner of the Lightweight Construction category in recognition of its development of a new type of multi-layer aluminum sheet that enables BMW to manufacture one-piece aluminum door structures, with integral window frames, to a design that is not achievable with conventional aluminum products. The new doors are 25 percent lighter than a similar steel design.

Furthermore, the Novelis innovation, Novelis Fusion™, creates real value for BMW and its customers by offering the performance benefits of lightweight aluminum, but with the manufacturing and assembly advantages of a one-piece design. Indeed, over 6,000 of these new doors are being produced daily by BMW for its latest 7 Series and 5 Series sedans as well as the 5 Series Gran Turismo.

"We are delighted that our work with BMW has been recognized with this prestigious new award," commented Tadeu Nardocci, Senior Vice President of Novelis Inc. and President, Novelis Europe. "Our relationship with BMW spans over 19 years and has seen many Novelis innovations being used in its vehicle designs. This latest new product has exciting potential for a number of automotive applications."

"We are continually working on new product developments that will help BMW achieve its design and sustainability objectives," added Roland Harings, Vice President Global Automotive for Novelis. "There is a steady flow of Novelis innovations in the pipeline and we look forward to many more years of focused research and development co-operation with BMW."

Dr Herbert Diess, member of the Board of Management of BMW AG, responsible for Purchasing and Supplier Network explained that the new award aims to demonstrate that innovation is a crucial success factor for the company. "Our suppliers are very important partners for us in the development of new innovations," said Diess. "They make a vital contribution to the success of the BMW Group."

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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