

## Novelis Showcases Broad Portfolio Of Flat-Rolled Products At Aluminum China 2015

**Global leader in aluminum rolled products brings innovative aluminum solutions for automotive, construction and electronics industries**

**SHANGHAI, July 8, 2015** – Novelis, the global leader in aluminum rolling and recycling, demonstrated its industry leadership today at Aluminum China 2015 in Shanghai, displaying its full range of innovative aluminum solutions for the automotive, construction and electronics industries. Novelis' premium products showcased at the exhibit include an aluminum body for Jaguar Land Rover; Coloris™, pre-painted aluminum for façade and roofing; and eAQ52, anodized-quality 5052 alloy for consumer electronics.

"As a trusted and strategic partner to both global and local customers, Novelis does not only provide high-quality aluminum products, we partner with our customers to provide innovative solutions," said James Liu, Managing Director of Novelis China and Vice President of Automotive for Novelis Asia. "From design, development and production, Novelis' technologies and applications enable our partners in a variety of sectors to meet increasingly high demand for quality, efficiency and sustainability, in markets around the world."

To provide local automotive makers a single source for inner, structural and outer parts, Novelis opened its Changzhou plant in September 2014 which is China's first dedicated aluminum heat treatment facility for automotive sheet. This plant is enabling high-volume aluminum production of lightweight vehicles in China, supporting automakers in meeting China's stricter fuel efficiency and emissions regulations. Novelis brings its proven technology and experience working with global automakers to its Changzhou Plant and now delivers production advantages to its local customers including faster response, shorter lead time and reduced cost and risks associated with supply chain issues. Beginning in 2014, Novelis Changzhou Plant is supplying local and regional customers, including Jaguar Land Rover and its joint venture in China.

In addition to manufacturing high-quality aluminum solutions for the automotive industry, Novelis' innovation and expertise extend to creating specialty aluminum products for consumer electronics and architecture applications. With global demand for specialties aluminum expected to grow six percent annually by 2020, Novelis is providing cutting-edge specialty aluminum solutions to support China's rapid urbanization and booming consumer market.

Novelis' innovative pre-painted and anodized aluminum solutions for building materials – including facade, roofing, ceiling and insulation products – provide China's engineering and construction sector weather-resistant, non-combustible, high-strength and aesthetically pleasing aluminum products for sustainable, modern architecture. This year, Novelis began supplying Novelis Coloris™ pre-painted aluminum coils for roofing and facades to large scale construction projects in China, including Qingdao International Port.

China's burgeoning consumer electronics sector is also benefiting from Novelis' lightweight, durable and attractive aluminum solutions for mobile computing, telecommunications and home entertainment. Novelis offers eAQ52, superior anodized-quality 5052 alloy commercially available for demanding cosmetic applications.

Showcasing the company's full range of innovative aluminum solutions at Aluminum China 2015, Novelis demonstrates the company's unparalleled ability to meet the demands of its local and regional customers, and support China's path towards a modern, efficient and sustainable future.

This year, Novelis received the '2014 Excellent Supplier' award from China's leading automotive manufacturer FAW-VW, in recognition of its value added services and strong collaboration.

Aluminum China 2015 is held at the Shanghai New International Expo Center from July 8 to 10 and Novelis' booth is located at 1C45, N1.

### About Novelis

Novelis Inc. is the global leader in aluminum rolled products and the world's largest recycler of aluminum. The company operates in 11 countries, has approximately 11,500 employees and reported \$11.1 billion in revenue for its 2015 fiscal year. Novelis supplies premium aluminum sheet and foil products to transportation, packaging, construction, industrial and consumer electronics markets throughout North America, Europe, Asia and South America. The company is a subsidiary of Hindalco Industries Limited, part of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information, visit [novelis.com](http://novelis.com) and follow us on Facebook at [facebook.com/NovelisInc](https://facebook.com/NovelisInc) and Twitter at [twitter.com/Novelis](https://twitter.com/Novelis).

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