

Toyota Selects Novelis as Aluminum Supplier for 2019 RAV4

Novelis' lightweight, high-strength aluminum helps RAV4 achieve weight savings

ATLANTA, April 16, 2019 /PRNewswire/ -- [Novelis Inc.](#), the world leader in aluminum rolling and recycling, today announced it is supplying [Toyota Motor Corporation](#) with premium aluminum automotive body sheet for the all-new 2019 Toyota RAV4. The RAV4 is Toyota's number-one-selling vehicle and the best-selling non-pickup-truck in the country. With a new-and-improved design that includes Novelis aluminum in the hood, fenders and lift gate, the fifth-generation model of the RAV4 is four percent lighter than previous models.

"Novelis is proud to expand our partnership with Toyota as the company takes the RAV4 to the next level of safety, performance and style," said Marco Palmieri, Senior Vice President and President, Novelis North America. "We are confident that the unparalleled quality and strength of Novelis aluminum will help Toyota exceed the high expectations of new and loyal RAV4 owners."

The new RAV4 offers consumers a robust design, additional safety technology and off-road capabilities resulting in an overall enhanced driving experience. By lightweighting the vehicle with aluminum, Toyota had even more flexibility to add new features, while also increasing the width and wheelbase. For example, lightweight aluminum helped offset 45 pounds of additional vehicle weight for a suite of safety features including a Pre-Collision System, Lane Departure Alert and Lane Tracing Assist.

To meet Toyota's stringent requirements for joining and performance, Novelis supplied [Advanz™ 6HS - s600](#) and [Advanz™ 6HS - e600](#), which are heat treatable alloys specifically designed and optimized for high strength requirements, offering a balance of formability and strength. In addition, a team of Novelis engineers and metallurgists developed a new thermomechanical manufacturing process at the company's facility in Oswego, N.Y., where Novelis produces the alloy for Toyota.

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and the world's largest recycler of aluminum. The company operates in ten countries, has approximately 11,000 employees and reported \$11.4 billion in revenue for its 2018 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. Novelis is a subsidiary of Hindalco Industries Limited, an industry leader in aluminum and copper, and metals flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information, visit [novelis.com](#) and follow us on Facebook at [facebook.com/NovelisInc](#) and Twitter at [twitter.com/Novelis](#).

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For further information: Media Contact: Fiona Bell, Director, Communications & Government Affairs, Novelis North America, +1.404.760.6585, fiona.bell@novelis.adityabirla.com
