

Wheel Products Europe

NEWSLETTER

November 2008

*Best wishes for a prosperous and happy New Year
The Alcoa Wheels Europe team*



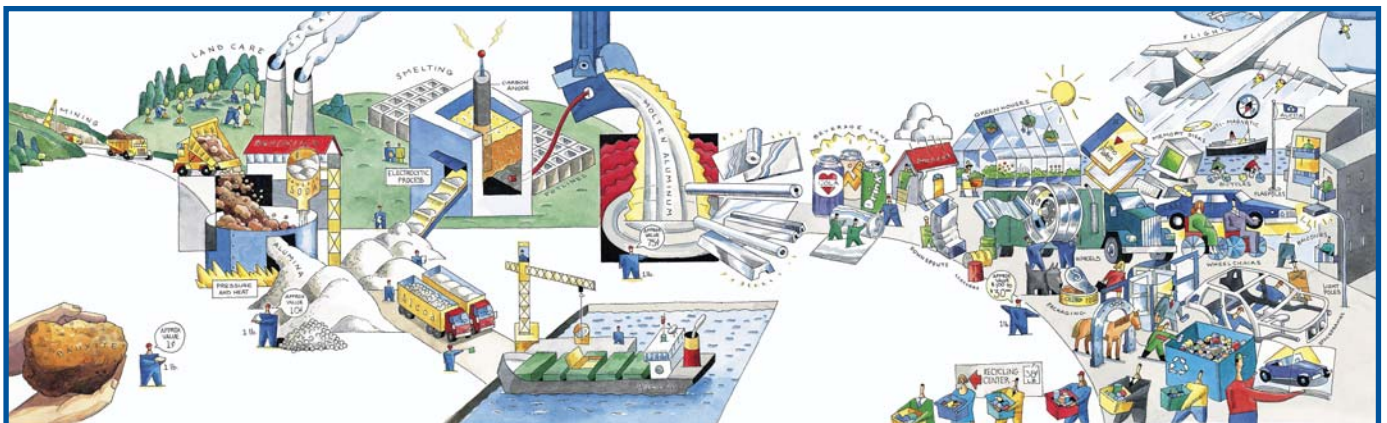
Alcoa celebrates 120 years of innovation

Alcoa, the company that created the aluminium industry, marked its 120th anniversary with the launch of a website (www.alcoa.com/history) celebrating the Company's progress since October 1, 1888, the day it was incorporated as The Pittsburgh Reduction Company in Pittsburgh, PA, USA.

Since its founding day, Alcoa has grown from a spark of innovation to become the world's largest aluminium producer which today operates approximately 350 facilities in 34 countries around the world with 97.000 employees. Alcoa invented the modern aluminium industry and has been at the forefront of every major event in the industry for the past 120 year, from the first droplets of aluminium from Charles Martin Hall to helping new markets such as the aluminium can emerge, to putting a man on the moon. Highlights were, amongst others:



- 1886 first commercial aluminium process
- 1893 first use of sustainable power to make aluminium
- 1903 first aluminium to fly
- 1931 architectural firsts (Empire State Building)
- 1948 the first forged aluminium wheel
- 1968 the first large-scale process for all-aluminium cans
- 1981 NASA launches first space shuttle, which uses Alcoa aluminium powder as rocket propellant
- 1991 Alcoa and Audi collaborate on aluminium automobile spaceframe



Rütgers KG, a traditional company with a eye for the future



Spedition Rütgers was founded in 1927 by Hubert Rütgers to provide horse-drawn vehicle transport for his own timber business. A great deal has changed since then, but the family tradition is still strong: Heinrich Rütgers, born in the same year the business was founded, today is still at the head of the company, together with 6 other members of the Rütgers family.

Their vehicle park is state-of-the-art: coil carriers are primarily used for the transport of steel, special trailers for paper and flat-beds (also with coil well) for heavy transport under tarpaulin. The vehicle park is completed with chemical tankers, in total over 50 vehicles.

For more than ten years Rütgers have been equipping their vehicles with Alcoa aluminium wheels which, besides their attractive appearance, offer a number of technical advantages: apart from the weight saving, heat dissipation plays an important part, as well as unsprung mass reduction and perfect roundness.

"We are meticulously keeping track of the condition of our tyres and reliable wheels are a big help in doing this"; states Mr. Rütgers. "By adopting various measures, a proven tyre life is achieved, which is rather unusual in our business".

The maintenance of their vehicles is a key feature of the company's philosophy and has become a lot simpler since the introduction of Alcoa Dura-Bright® wheels. *"All our drivers want to have the low-maintenance Alcoa wheels"*, says Rütgers about the new Alcoa product, which will gradually replace the existing Mirror Polished wheels in their vehicle park.



French food chain "Buffalo Grill" prefers Alcoa wheels for their great looking vehicles



Buffalo Grill is without doubt the most featured steak-house restaurant chain in France, where commitment to quality is a daily concern, even for its fleet of refrigerated vehicles.

With more than 300 restaurants in 2008 - mainly in France, but also increasingly in other countries - its fleet has been expanding with the number of restaurants.

All vehicles are meticulously dressed up in true Far West style – each one a real work of art. And although they attract a lot of attention from admirers at truck meetings, their actual loading capacity is put to good use throughout the year and on all European roads.

Carlos Martins, Logistics Manager, specifies Alcoa forged aluminium wheels, not only because of their good looks, but also because they are much more resistant to mechanical wear. Previously all Buffalo Grill vehicles were equipped with Mirror Polished wheels. For the last 2 years however, all new vehicles are fitted with Alcoa Dura-Bright® wheels to ensure a shiny appearance in any situation, even when washed several times a week.



Alcoa's newest trailer wheel 22.5 x 15.00 conquering Europe

The new Alcoa forged aluminium trailer wheel in dimension 22.5 x 15.00, designed for the general cargo and reefer segments, is busy conquering Europe, from Belgium down to Spain.



Transport Fury, located in the Southwest of Belgium, is a transport and stocking/distribution company with 40 employees. They operate 25 trucks and 30 curtain siders and are specialized in transport of industrial goods, from isolation material to pallets. Their operating territory is the Benelux, France and Germany.

As volume is important in this transport segment, they used to buy mega trailers on 19.5 x 14.00 wheels. Due to the high costs of tyres in this dimension, they were looking for other solutions and discovered the new Michelin 455 / 45R 22.5 tyres, which enables a lower floor (hence more volume) with the use of 22.5" hub, axle and brake.



However, as this new tyre is heavier, Fury needed to find a way to compensate for this weight increase and decided to go for the new Alcoa aluminium 22.5 x 15.00 wheel, which only weighs 32 kilo vs the steel counterpart of 49 kilo. *"That 17 kg weight reduction per wheel was exactly enough to compensate for the heavier tyre. Since early August, we have received four new Fruehauf trailers with the new Alcoa wheels and are really pleased with this innovative solution to our problem"*, states Mr. Marc Truant of Transport Fury.

Transportes Otero Gomez, S.A. in Vigo, Spain also discovered the advantages of the new 22.5 x 15.00 Alcoa wheel. This fleet, founded in 1940 by Mr. Otero, started with horses and carts to transport goods all over Galicia and today operates 22 trucks and 26 Mirofret reefers. They are specialized in the transport of fish and seafood from Galicia to different regions in Spain, taking fruit on their way back.

23 years ago, they bought their first Alcoa wheels, as they wanted to portray an image of cleanliness. Today all of their vehicles are fitted with Alcoa wheels. 3 months ago they ordered their first trailer on the new Alcoa 22.5 x 15.00 wheels.

"We like to try new products and technologies and when we heard from Michelin about the new 455 / 45R 22.5 tyre, we decided to look for the manufacturer of the aluminium wheel which could fit this new tyre. We were happy to discover Alcoa had in the meantime added this wheel size to their portfolio. We would not have expected otherwise, as Alcoa is the most innovative wheel manufacturer, who listens to the market needs. We are very pleased with the wheels and will order more new trailers equipped with these new Alcoa wheels."



Alcoa Dura-Bright® wheels selected for Renault Trucks hybrid refuse collection vehicle



The first Renault Trucks refuse collection vehicle, equipped with a hybrid engine, started a field test in the Lyon urban area in October 2008. The aim is to confirm, under real operating conditions, that up to 30% reduction in consumption - and therefore in CO₂ emissions - can be achieved by Renault Premium Distribution Hybrys Tech and its electrical powered refuse collector. The market launch is planned for end 2009.



The vehicle is fitted with Alcoa Dura-Bright® wheels, which provide the best solution for the refuse collection market, offering both the lightweight and long life of Alcoa forged aluminium wheels, with the additional benefits of the "easy-to-clean" Dura-Bright® surface treatment.

Weightsaving is a key factor in the transport sector's efforts to reduce CO₂ emissions.

Because Alcoa Dura-Bright® is a patented surface treatment, not a coating, it won't chip, crack, peel or corrode, and never needs polishing. Regular cleaning with soap and water keep these wheels shiny, even after hundreds of washes and thousands of miles.

Alcoa Wheel Products Europe sponsors Truck Aid Limburg

On August 16, 2008 nine trucks and two accompanying vehicles of the Dutch Truck Aid Limburg organization left the Netherlands, with destination the Ukraine. They transported goods of two Dutch organizations which offer humanitarian help through short running concrete projects in the areas of medical treatment and education. Truck Aid Limburg do this completely free of charge. During their August 2007 trip, the drivers and the people accompanying them had been able to witness personally the terrible conditions in the hospitals, orphanages, elderly homes and schools in this region. That is why they all offered to take the same trip to the Ukraine this year.



In order to cover for the costs of fuel and other expenses, they were looking for sponsors who "buy" one or more square meter curtain on one of the nine trailers, to put on their name and logo.

We at Alcoa Wheels thought this was a such a great initiative and immediately decided to sponsor a complete trailer with our Dura-Bright® advertisement.

We selected the curtain sider of John van Ravestein of Ravestein Logistics, who will drive with the curtain sider for the next two years and during that time experience the advantages of the easy-to-clain Dura-Bright® wheels.

About Alcoa Foundation

Alcoa Foundation is a nonprofit U.S. corporate foundation with assets of approximately US\$542 million. Its mission is to actively invest in the quality of life in Alcoa communities worldwide. Throughout it history, Alcoa Foundation has been a source of positive community change and enhancement, with over US\$465 million invested since 1952. For more information about the Alcoa Foundation, visit www.alcoa.com/foundation.

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