

Wheel Products Europe

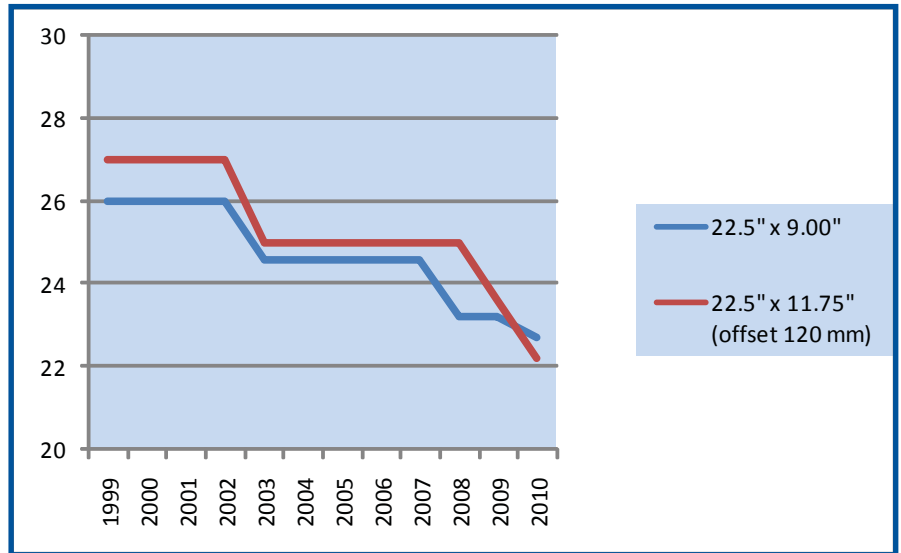
NEWSLETTER

November 2009

Light, lighter, lightest

Alcoa's ambition has always been to deliver more value to their customers, by offering them the lightest aluminium wheels on the market, whilst staying the strongest. We are pleased to announce that, thanks to continuous technical development efforts and search for improvement in our production processes, we have succeeded in making the Alcoa 22.5x11.75 (0 mm offset) wheel lighter than ever. The weight has been reduced by another 1.1 kg. This wheel now weighs only 21 kg, whilst the 4500 kg load index has been maintained. The reengineered 22.5x11.75 trailer wheels, on the market since mid August 2009, are interchangeable with the previous ones.

The next wheel sizes which will undergo the same lightweight changes are the Alcoa Front Runners®, both with 120 and 135 mm offset. Weight reduction will be around 1.4 kg. The 22.5x11.75, 120 mm offset wheel will then come down to 22.2 kg, compared to 27 kg back in 1999, which is a reduction of 4.8 kg or 17.7% in 10 years! These wheels will be available through trailer manufacturers and Alcoa distributors in the first quarter of 2010.



Conventional truck wheels in sizes 22.5x8.25 and 22.5x9.00 will undergo the same changes, with a weight reduction of approx. 0.5 kg, in the second quarter of 2010.



First Alcoa low deck trailer wheels hit the European roads



In our August newsletter we introduced the new 17.5" x 6.75" trailer wheel. As soon as the wheels were available, the first set was sold by our German distributor H. Lauterbach GmbH to Siegfried Kaiser, a German fair operator of Ismaning near München.

Mr. Kaiser, who runs a family business with his son and two daughters, was really pleased he could finally get the shiny Alcoa wheels for this 5-axle trailer to transport the heavy Skater attraction. In total the Kaiser family operate three attractions, for which they need 8 trailers to transport them. All the trailers and trucks are now equipped with Alcoa wheels, as well as their caravans.



E. Van Wijk specifies Alcoa aluminium wheels for fuel saving

Transport company E. Van Wijk was founded in 1949. Today they have 850 employees in several outlets in three countries. The head office is in Giessen, the Netherlands, but Van Wijk also operates in Romania and Ukraine. They are mainly active in the general cargo segment with approx. 300 trucks, but also have a number of vehicles for transport of refrigerated products.

The owner, Mr. Ad van Wijk, specifies Alcoa wheels for economical reasons. A weight saving of approx. 250 kg on the total weight of a vehicle, taking into account an average of 1.000.000 km per vehicle, results in a fuel saving which more than compensates the investment in Alcoa wheels.

In most markets the maximum allowed vehicle weight is between 40.000 and 60.000 kg; so the the lower weight of the Alcoa aluminium wheels plays an important role, as it often means they are able to load an extra pallet.

Mr. Ad van Wijk states: *"We specify Alcoa wheels as a standard on all new vehicles, solely for economical reasons. The weight advantage during every trip delivers a considerable fuel saving benefit at the end of the lifetime of every truck."*



Despite the fact that fuel saving is the most important reason to choose Alcoa wheels, Van Wijk only goes for the Dura-Bright® finish. The good looks and easy maintenance are two additional advantages. The employees in their own workshop only have positive comments about Alcoa wheels. Technical Manager Dick Bruin states: *"We never had to replace one Alcoa wheel due to a product defect, despite the many millions of kilometers these wheels turn at Van Wijk."*

Melmer - 100% on Alcoa for increased payload and great looks



The Austrian transport company Gebr. Melmer Autofrächerei was founded in 1947 in Wiese, Pitztal, by the three Melmer brothers Alois, Johann and Erwin. In 1959, they bought their first bulk tanker. The present Managing Director Rupert Melmer took over the management of the company in 1980 and shortly afterwards the company moved to its new operating site in Imst, Inntal. Today, 45 trucks with trailers and semi-trailers, drive throughout the European territory, transporting lime, plaster, cement, shotcrete and ready-mixed plaster.

Because of his love for his native region, Rupert Melmer wanted to use the large spaces available on the vehicles as publicity for the Pitztal region. In the meantime already 13 vehicles, including 8 with impressions of Pitztal, travel on the roads of Europe.

Another thought behind this form of publicity was that trucks can also display a positive image on our roads and illustrate that joint actions by all parties, including the carrier, is important to a well-functioning economy in the tourist region of Tyrol.

"We specified the first Alcoa wheels back in 1995 and today all vehicles are running on Alcoa wheels. Apart from their main benefit, which is the increased payload - particularly in view of the constant rise of operating costs like tolls and fuel - appearance is also a key factor. They are simply the best looking wheels on the market!"



Transilos Fulvi prefers Alcoa forged aluminium wheels over cast aluminium wheels

Transilos Fulvi, located in Ponte San Giovanni, Italy, transport granular and powdered products for the food and chemical industries throughout Italy and Europe.

Mr Dario Fulvi, father of the current owner Vittore, started the business in 1971 with one lorry. In 1984 he decided to specialize in the transport of granular and powdered products. Today the company has 15 artic trucks, 35 silo semi-trailers, tippers equipped with pneumatic unloading, as well as 7 rigid silo trucks and 2 silo trailers.

In line with their continuous improvements in quality, safety and respect for the environment, Transilos Fulvi made an automatic washing system for internal drainage of the primary water treatment system and the depuration of effluent waters.



Mr. Vittore Fulvi states: *"Since 1995, we equip all vehicles with Alcoa forged aluminium wheels, selected as an alternative to the previously used cast aluminium wheels, because Alcoa wheels are better and more efficient. When buying a new vehicle, we specify Alcoa wheels, because they are lighter than any other wheels, therefore allowing us to carry more payload. On top of this, they are also more attractive and stronger. We have also experienced an increased lifetime of tyres and brakes when using Alcoa wheels, thanks to the aluminium's heat dissipation properties, compared to steel wheels."*

Alcoa teaming up with MAN for the TGX Roadshow and the new customer forum



As part of their long standing cooperation Alcoa and MAN have expanded their partnership to the MAN's truck demonstration fleet, with particular focus on this year's TGX Roadshow. MAN dealers and organisations across Europe can request demonstration vehicles for sales presentations, customer demonstrations and customer training.

The cooperation with Alcoa includes the equipping of vehicles particularly suited for aluminium wheels, such as trucks, cement mixers and tippers.

It also includes the availability of targeted customer information, as well as cooperation on specialised presentations in MAN's new customer forum. At present the focus is especially on the two finishes that are particularly suitable for road transport, as well as off-road transport: Brushed and Mirror Polished.

MAN launched the new forum in July 2009, where it exhibits all major vehicle categories, provides driving specifications upon vehicle collection, and offers other training opportunities for drivers and fleets. Other forms of cooperation with Alcoa are currently considered, as part of the new communication platform with joint end customers.

Alcoa wheels contribute to environmentally friendly Coca-Cola distribution truck

Renault Trucks and Coca-Cola Enterprises Belgium (CCEB) are joining forces to reduce the environmental impact of their activities. To achieve this, Renault Trucks is making a test vehicle with a hybrid propulsion system available to Coca-Cola Enterprises Belgium - a move which will speed up development of the Renault Premium Distribution Hybrid Tech by having it used under actual operating conditions.

To make the hybrid vehicle even more environmentally friendly, it is equipped with Alcoa forged aluminium wheels with the easy to clean Dura-Bright® surface treatment. Alcoa wheels are not only lighter than steel, but also stronger and are 100% recyclable.



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