

Alcoa Wheels Europe website update



We are pleased to announce that our European website www.alcoawheels.com has been updated with the latest information on available wheel sizes, maintenance products and accessories. The technical section has been reviewed thoroughly and we have added a profit calculator to the website, which you can consult to calculate your return on investment by mounting Alcoa forged aluminium wheels instead of steel wheels. It can be accessed through the red button "**profit calculator**" on the start page of the website www.alcoa.com/alcoawheels/europe.



Alcoa Wheel Products Europe wins Quality Award

Alcoa Wheel Products Europe (AWPE) won the 2004 National Quality/Excellence Award (NMD - Nemzeti Minőségi Díj), middle size businesses category. This is the most prestigious business excellence award in Hungary, sponsored by the Ministry of Economics. The award was presented to László Veres, AWPE Plant Manager, by Prime Minister Ferenc Gyurcsany in the Hungarian Parliament on January 28, in the presence of media, business leaders and state dignitaries.

Established in 1996 by the prime minister, the National Quality/Excellence Award recognizes exceptional results in quality management. The award is based on the European Foundation for Quality Management Model, also called the Business Excellence Model, adopted by more than 30 countries. The award recognizes the quality and level of products and services, as well as the overall excellence of the organization and its results, both external and internal. At least one round of self-assessments and three years of positive overall trends are needed for a suitable application. Finalists for the award receive site visits by assessors, who then make a recommendation to the Minister of Economics regarding the winners.

The award is the coronation of several years of focused activities carrying the AWPE business on the excellence path marked by milestones such as the APS Implementation Award in 2001, the House of Hungarian Quality Award in 2002 or the IIASA-Shiba Award in 2003, adding excellence to Alcoa's recognition portfolio in Hungary, which already included responsible corporate citizenship, community involvement, EHS excellence and healthy/preferred workplace.

Shows in Europe

Alcoa Wheels will be present at following shows during the coming months:

Commercial Vehicle, Birmingham, U.K. April 5-7

Hall 6, stand 548

Solutrans, Lyon, France April 5-9

Hall 6, stand J40

Herning, Denmark April 6-9

Hall L, stand 9220 (Schouten Truck Supplies)

Autopromotec, Bologna, Italy May 18-22

Hall 21, stand B15

Our sales managers Keith Arrowsmith (U.K.), Bob de Kruijf (France), Mats Ruona (Scandinavia) and Vincenzo Orlandi (Italy) will be pleased to welcome you at our stand.

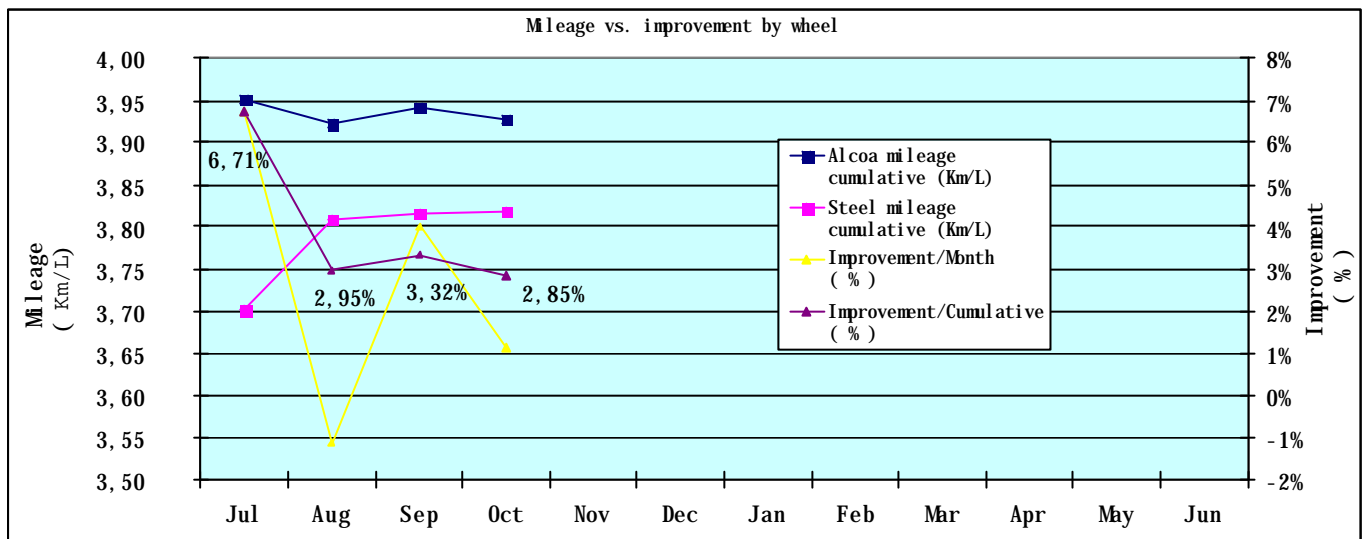
**Visit our
stand!**



Fuel savings and increased payload with Alcoa wheels

Toyo Logistics Co., Ltd. is a Japanese fleet, specializing in the transport of empty and filled cans between plants of Toyo Seikan and the beverage and food companies. They have a headcount of 464 employees and own 120 heavy duty and 50 medium duty trucks. Toyo Logistics belongs to the Toyo Seikan Kaishan Ltd. group, a beverage and food can manufacturer with an overwhelming market share in Japan.

Toyo Logistics requested Alcoa's help to reduce fuel consumption. Their goal was to save 10% on fuel costs in 2005. We told them it is not possible to reduce fuel consumption by 10%, even with Alcoa wheels. It was agreed however to monitor fuel savings with Alcoa wheels on one of their trucks. So they replaced the steel wheels on an existing truck with Alcoa wheels, to compare the fuel efficiency with the steel wheels on the same truck. After four months of monitoring fuel consumption on this truck, they came to a cumulative improvement of 2,85%. This means a cost saving on fuel of approx. 850 US\$ per year. Based on this advantage alone, it would take only 3-4 years to depreciate the cost of the wheels.



Although the cost saving was not enough to meet Toyo Logistics' target of 10%, they decided to go for Alcoa wheels, since they realized they can increase their payload, by carrying more filled cans. This fleet carries empty cans from Toyo Seikan's plants to the beverage and food customers, and takes the filled cans on their return. Because of the recent gas emission control law, the vehicle weight has been increasing in Japan, causing reduced payload and revenue. With aluminium wheels however they can increase the payload and enhance their revenue.

Mr. Matsuzaki, president of Toyo Logistics, decided to specify all 42 new trucks purchased in 2005 on Alcoa wheels. Furthermore they will continue to replace the steel wheels with Alcoa wheels on all of their existing trucks.

When we visited the branch office where the monitoring was done, Mr. Negishi, the driver of the monitored truck, witnessed the driving performance of the truck improved: lighter steering effort and less vibration, resulting in less fatigue compared to the steel wheels.