

Wheel Products Europe

NEWSLETTER

April 2008

Alcoa Wheel Products celebrates 60 years of innovation

Did you know that Alcoa made the first forged aluminium truck wheel in 1948 and is celebrating its 60th anniversary this year? Today, Alcoa is the world's leading supplier of forged aluminium wheels with more vehicles fitted with wheels globally than any other brand.

Since inventing the forged aluminium wheel in 1948, Alcoa has led the way in innovation, growth, technology and sustainability. With the introduction of Dura-Bright® XBR™, Dura-Flange®, the WorkHorse™ wheel, the 22.5 x 17.00 wide base wheel and most recently the 22.5 x 15.00 trailer wheel, Alcoa offers more choices to customers to satisfy their needs.

You will find all the wheel sizes and finishes Alcoa is offering in Europe on the March 2008 specification sheet herewith. For additional information please visit our website www.alcoawheels.com.



To commemorate its 60th anniversary, Alcoa Wheel Products announces the **"oldest Alcoa wheel"** competition for European fleets.

If you have a very old Alcoa wheel still running on a commercial vehicle (truck or trailer), please send us a picture of the wheel on the vehicle and a close-up of the production date (month/year) which is engraved in the wheel. The winner gets a free set of Alcoa Dura-Bright® wheels for his truck or trailer. So send those pictures to linda.verhoeven@alcoa.com. Every participant will receive an Alcoa gift.

Finding old Alcoa wheels in your fleet should not be that difficult. Alcoa wheels are the strongest wheels on the market and have a very long lifetime, which could exceed 15 years!

This is where you can find the production date stamp on the wheel. -->



Alcoa wheels are forged from one billet of aluminium. Forging aligns the grain structure of the aluminium with the shape of the wheel, producing wheels with unrivalled strength.



Alcoa wheels come with a 5 year warranty, without any limitation on mileage!

Belgian "Transport Company of the Year 2008" Van Moer Group prefers Alcoa Dura-Bright® wheels

Van Moer Group saw the daylight in 1990 when Jo Van Moer started his international transport business with two trucks. Since then, the company continued to grow year after year and today consists of 3 business units:
Van Moer Transport, specialized in national and international transports;
Van Moer Rail, dealing with storage and handling of general cargo;
Van Moer Cleaning and Repair, which is the tank cleaning and container repair division.



They employ over 220 people and operate a fleet of 70 trucks (Volvo, DAF and Scania), 134 container chassis and 66 curtain siders.

This image conscious fleet owner has been a loyal Alcoa customer for many years. Mid 2006, they started to change their mirror polished wheels for Dura-Bright®, because of the easy maintenance. All trucks and curtain siders are on Alcoa and a great number of the container chassis as well. The biggest part of the fleet has already been converted to Dura-Bright®. All newly ordered trucks and trailers are specified on Dura-Bright® since 2007.

"We use Alcoa wheels for two important reasons", say Jo Van Moer, owner, and Joost Van Lierde, Logistics Manager. "On one hand they are extremely good looking, which is important for us as we pay a lot of attention to the looks of our vehicles and the image of our company. On the other hand, we can decrease the total weight of the truck / trailer combination by mounting Alcoa wheels, as they are much lighter than steel, resulting in a higher payload. In bulk container transport, increasing payload is very important, as it can make the difference between loss and profit.



The fact that the Dura-Bright® wheels do not demand any time consuming maintenance, is an extra benefit. We do not have to put efforts in cleaning the wheels, nor buy cleaning products. We wash the wheels with the same detergent we wash our trucks with every weekend. Cleaning an Alcoa Dura-Bright® wheel does not take more than 2 minutes. And our vehicles always look splendid!"

The continuous efforts of Jo Van Moer to grow his company and diversify its operations, plus the fact that their vehicles always look their best, did not stay unnoticed in the Belgian transport industry, which is why Truck & Business Magazine, who give the Transport & Logistics Awards, rewarded Van Moer Group with the "Transport Company of the Year 2008" award.

Shows and Truckfests

We will be pleased to welcome you at our stand at following events during the coming months:

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|----------------------------------------------|-------------|
| - CV show in Birmingham, stand 130, hall 18 | April 15-17 |
| - Peterborough Truckfest , U.K. | May 4-5 |
| - Tip-ex in Harrogate, stand C32, hall C | May 23-25 |
| - Trucker & Country Festival, Interlaken, CH | June 27-29 |
| - Truck Grand-Prix, Nürburgring, Germany | July 11-13 |

Alcoa Dura-Flange® wheels offer innovative solution for milk collection vehicles



Milcobel is a Belgian based company that processes milk to dairy products. They operate 70 trucks and 30 trailers, collecting 1.000.000.000 liter of milk annually. The vehicles are on the road 24 hours during 5 days of the week, driven by four crews each.

The farms are close to their two facilities, but the number of collections is enormous. On average each truck collects milk at more than 50 farms per day. Milcobel started to fit aluminium wheels to reduce the tare weight of their vehicles, thus increasing the payload and reducing the number of trips, resulting in savings on the operation costs.

Milcobel discovered that both steel and aluminum wheels wore out more rapidly on their milk collection vehicles than in other transport segments. A thorough research revealed that circumstances are very harsh on the truck and its' components, including the wheels. Due to the short distances, narrow, bumpy and curving roads, high point of gravity and a moving load, tyres bulge more frequently. During bulging the bead of the tyre rubs against the rim flange, causing wear. This wear can be handled with regular maintenance.

*To avoid the cost of maintenance and significantly extend the lifetime of a wheel, Alcoa has developed **Dura-Flange®**, a special Alcoa patented process that applies a rigid coating at the rim horn section of the wheel, reducing rim horn wear to a minimum. Another unique innovative solution offered by Alcoa!*



Milcobel tested the Dura-Flange® wheels for one year. Fleet manager Marnix Demey and chief engineer Henk Pauwels from Milcobel followed this test closely and stated:

"After an extensive test, the Alcoa Dura-Flange® application proved its benefits. The expectations from Milcobel were met and from now on all new trucks and replacement wheels will be Alcoa Dura-Flange®. The upcharge for Dura-Flange® wheels is amortized within a short period and the wheel life expectation is more than doubled."

Dura-Flange® wheels are already used in other applications, such as mining and logging and Alcoa are at present testing their use in other transport segments as well. As soon as we have news on this, we will report it in our newsletter.

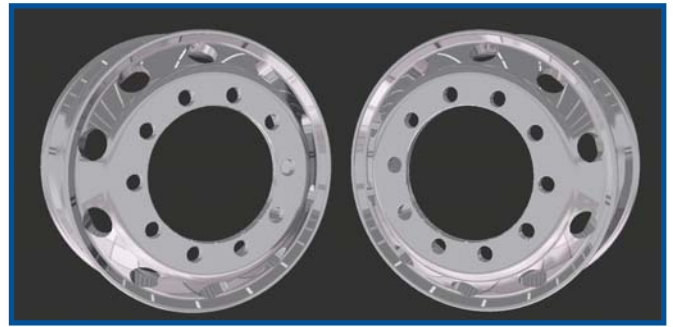
In future more wheel sizes will be made available in Dura-Flange®. For part numbers of the Dura-Flange® wheels, please consult the new March 2008 Alcoa Specification Sheet herewith.

ALCOA further reduces weight of its wheels

Alcoa, being the world's most innovative aluminium wheel manufacturer, proudly presents a new series of "LIGHTWEIGHT" wheels. Indeed, we have succeeded in making our common size truck wheels even lighter than they were.

The weight of following wheel sizes was reduced:

22.5 x 8.25	- 1.4 kg
22.5 x 9.00	- 1.5 kg
19.5 x 7.50	- 0.9 kg
19.5 x 8.25	- 0.7 kg



This significant weight saving underlines Alcoa's continuous determination in improving value for its customers. The lightweight wheels are produced in the Alcoa plant in Hungary from 1st February 2008 onwards. No new part numbers were issued, but the new LIGHTWEIGHT wheels are easily recognizable by the bigger hand holes. The new lightweight wheels, like all Alcoa wheels, meet the most stringent tests.

Aluminum can help transportation industry meet sustainability objectives

Aluminium is part of the solution to improve the sustainability of the transport industry. That was the key message given by Randall Scheps, Alcoa's director of Ground Transportation, to attendees at a recent heavy duty vehicle conference. The conference focused on advanced technology for cleaner commercial transportation vehicles.

"Weight reduction can play a key role in enabling the transportation industry and members of its supply chain to meet their sustainability objectives. Aluminum is one of the most viable light-weighting options available to Original Equipment Manufacturers in all areas of transport for weight reduction applications," Scheps said.

He cited a world aluminum industry report which stated the application of aluminum in vehicles manufactured in 2006 will lead to potential savings of approximately 140 million tons of CO₂ equivalent emissions and to energy savings equivalent to 60 billion liters of crude oil over the lifecycle of these vehicles.

Alcoa Leading the Way

Scheps said that Alcoa is a leader in innovation of aluminum to reduce weight applications in all areas of transit. He described Alcoa's partnership with China's largest bus manufacturer, Zhengzhou Yutong, to design a lightweight, energy efficient aluminum bus that will be on the road in time for the Olympic Games in Beijing this summer.



"We anticipate a 1500 kg (about 3,300 pound) weight reduction with the use of an aluminum space frame, wheels and aluminum body panels on the bus, resulting in 50-80 tons of emissions saved per bus over its lifetime," he said.

Scheps also said that heavy-duty trucks could be significantly lighter by increasing aluminum usage in various applications.

"Aluminum plays a critical role in making vehicles safer, cleaner, and more fuel efficient, but it also provides cost savings because of increased payload, reduced maintenance and longer service life, because aluminum is less corrosive than steel and is fully recyclable," said Scheps.

Scheps also pointed out the sustainability aspects of aluminum and the metal's significant benefits in both the use stage and in the recycling stage of a vehicle.

"Aluminum is greener than ever. It can be recycled endlessly with no degradation. Fifty billion used beverage cans are recycled into auto and truck parts in the U.S. every year; recycling one ton of metal saves 9 tons of CO₂; and over 90% of aluminum used in vehicles is recycled today."

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