



THE POWER OF  
ALUMINIUM

IMAGINATION • INSPIRATION • INNOVATION

**April 2007**

## **Aluminium now metal of choice for small volume car makers**

Aluminium is now the material of choice for small volume car makers, according to The Power of Aluminium, who believes this 21<sup>st</sup> century metal has become the preferred option when used in space frame chassis technology.



Digital image available on request

Aston Martin and Jaguar are the most recent high profile users, helping make their cars lighter, more fuel efficient and easier to recycle.

-more-



THE POWER OF  
ALUMINIUM

IMAGINATION • INSPIRATION • INNOVATION

The Power of Aluminium technical expert Geoff Doyle said: “The low tooling costs associated with aluminium, plus the design flexibility it affords, means space frames are the best option for low volume manufacturers.

“Where volumes are higher, the advantages begin to be offset by increased material costs and conventional steel monocoque technology wins out.

“However, as spaceframe technology continues to improve – driven by the need to reduce fuel consumption, increase recyclability and make cars safer – the future for aluminium in automotive structures looks bright.

“Indeed, some high volume manufacturers – most notably Renault – have conducted research into its use.”

Other car makers associated with aluminium use include Audi, Lotus, and even traditional Morgan; its AeroMax model has an aluminium chassis.

-ends-

### **Notes to Editors**

The Power of Aluminium is an umbrella group representing interested parties in the aluminium industry, bringing together large-scale manufacturers and professional bodies to communicate uses of aluminium and aluminium extrusions.

It provides access to leading industry experts who offer aluminium users their experience, insight, advice and best practice case studies.

The Power of Aluminium Awards will recognise and reward innovative and exciting use of aluminium and aluminium extrusions with more than £56,000 prize money.

[www.powerofaluminium.com](http://www.powerofaluminium.com)



THE POWER OF  
ALUMINIUM

IMAGINATION • INSPIRATION • INNOVATION

For further information or a high resolution image, please contact:

**Allyson Poad-Hindle**

Email: [apoad-hindle@wyattinternational.com](mailto:apoad-hindle@wyattinternational.com)

or

**Ellie Ralph**

Email: [eralph@wyattinternational.com](mailto:eralph@wyattinternational.com)

Tel: 0121 450 4260