First Aluminium Company To Receive The Prestigious Cradle To Cradle® Certification For Sustainability

Global sustainability consulting and product certification firm, MBDC McDonough Braungart Design Chemistry, has awarded Alcoa with the Cradle to Cradle® Certification – Silver for its primary aluminium.

MBDC’s certification program takes a comprehensive approach to evaluating the sustainability of a product and the practices employed in manufacturing the product. The materials and manufacturing practices of each product are assessed in five categories: Material Health, Material Reutilization, Renewable Energy Use, Water Stewardship, and Social Responsibility.

“Cradle to Cradle” Certification is landmark recognition of the uniquely sustainable characteristics of Alcoa aluminium,” said Kevin Anton, Chief Sustainability Officer for Alcoa. “Through this certification, Alcoa can assure its customers the company is continuing to improve the sustainability of our metal from initial production through use, and then recycling.”

Process improvements Alcoa has made in the way it produces aluminium – from reductions in energy use, deploying efficient water management systems, and recycling – helped earn the certification.

Alcoa has reduced its greenhouse gas emissions by 44% since 1990 while doubling capacity. In the last 10 years the company has reduced its process water use by 29% and landfill waste by 76%. About 63% of Alcoa’s smelting operations worldwide are powered with renewable hydroelectric power.

“Alcoa is showing an increasing commitment to making its products safe, healthy and recyclable,” said Jay Bolus, Vice President, Technical Operations for MBDC. “We congratulate Alcoa on its Silver certification and look forward to continuing to work with the company to help it create a positive impact as an organization.”

The 2nd Indonesia International Bus, Truck and Components Exhibition
• March 23-26, 2011
• Alcoa Booth: C2-03, Hall #D2, Jakarta International Expo Center (JIExpo), Indonesia

Application of Alcoa forged aluminium wheels on Pertamina oil tanker in Indonesia.
AWTP SPIRIT OF TRANSPORTATION AWARDS

Alcoa Delivers the Right Stuff, Right on Time!

Every year, Alcoa Wheel and Transportation Products celebrate their annual Spirit of Transportation Awards. The Awards seek to reward excellence in six categories including EHS, Community, Customer, Copy-Paste, Excellence and Innovation.

In November, results of the 2010 Spirit of Transportation Awards were celebrated over two days in Pittsburgh, USA. It was a gathering of Alcoa teams from around the globe including Belgium, China, Australia, Hungary, USA, Mexico etc.

Receiving the Gold award in the "Customer" category was the project entitled, “11-Bar Wheel For China”. The 6-member team headed by Matt Brest, comprised Ross Simmons, Mike Yagley, Grant DeGeorge, Jiang Yong and Linda Brunetti.

Working within a tight deadline, the team raced against time to develop a wheel that not only solved typical wheel issues faced by heavy haulers but gave the customer, Dongliang Xinrui Logistics, a 10% higher load rating and 22% higher inflation rating. Besides that, it also managed clip-on balanced weights efficiently to meet the demands of the market.

This new design was successfully launched in six weeks and positioned Alcoa as a technical leader in the industry.

Dongliang Xinrui Logistics boasts a large fleet that hauls grain from the port to the cities. Maximising the total amount of grain in each shipment has a very quick payback for the fleet, as such, they value vehicles that have lightweight and strength benefits.

Majority of wheels and tires currently in use in China exceed their ratings and result in wheel and tyre failures as well as safety concerns. Through a collaborative effort with Michelin, the Alcoa team quickly developed the new 11-bar wheel and were able to make the first shipment on time to the delight of Dongliang Xinrui Logistics.

The new wheel rapidly gained acceptance in the market and Alcoa once again established itself as an industry leader with its fast and decisive response to a market need.

5,000,000TH Wheel in Europe

A tipper from the Rolf Augst Baustoffe fleet of construction vehicles became the lucky winner when it was fitted with Alcoa’s 5,000,000th wheel by German trailer manufacturer, Meierling. The company was offered one set of wheels, free-of-charge, by Alcoa in celebration of the occasion.

“We have been an Alcoa customer for more than 10 years. All our vehicles are equipped with Alcoa aluminium wheels. Besides the extra payload, the appearance of our trucks and wheels is also very important for us. Alcoa wheels offer these advantages all in one”, says Managing Director Thomas Augst.

“To make sure that we are always on the road with clean and shiny wheels, we started specifying the easy-to-clean Dura-Bright® wheels three years ago and we are still extremely satisfied with them.”

Right: President, Alcoa Wheel and Transportation Products, Tim Myers, presenting a trophy to Ross Simmons (left) and Jiang Yong (right), members of the 11-bar Wheel for China project team.
China: TruckWorld Exhibition

In November 2010, the Alcoa banner was raised yet again in another trade exhibition; this time, in Shen Zhen, China. Among the highlights, *The 25th World Battery, Hybrid and Fuel Cell Electric Vehicle Symposium & Exhibition* showcased new electric hybrid buses that featured aluminium wheels from Alcoa.

New Heavy Duty Truck Speed World Record

Talk about lightning speed! This specially built Volvo VN truck set two world truck speed records at Hultsfred Airport, Sweden in 2010.

The record shows an average speed of 130,862 km/h for 500 metres and 166,698 km/h for 1,000 metres. Delivering a massive 2,000 horsepower and up to 5,000 Nm of torque, this super truck was built in collaboration with Volvo Trucks, various other sponsors, including *Alcoa Wheel Products Europe* and a team of enthusiasts.
One of China’s largest commercial vehicle events, TruckWorld 2010, was recently held in Jinan, Shandong from October 15 to 17. As a leading trade exhibition for the Truck & Automobiles and Truck Spare Parts & Accessories Industry, the fair provided unique opportunities for trade professionals and Alcoa representatives to meet and exchange market information.

Located at the Jinan International Convention and Exhibition Centre, Alcoa’s booth not only attracted many visitors but caught the attention of the local media including Jinan TV Station and China Auto Review, just to name a few.

India: BusWorld Exhibition

Over in India, the 2011 BusWorld India exhibition was held in Mumbai from January 12 to 14. An affirmative development of the exhibition was the invitation Alcoa received to present its wheel solutions to the ASRTU, Association of State Road Transport Undertakings, which plays a major role in providing short as well as medium/long distance passenger mobility in India.

(Right) (L-R) Jan from Alcoa, Mr. Petre, Director (Technical), Assoc of State Road Transport Undertakings (ASRTU), Mr. Sudhakar Rao, Executive Director, ASRTU, Mr. Prasada Rao, V. Chairman & MD, Andhra Pradesh State Road Transport Corp. (APSRTC) at BusWorld India 2011.

(Top) Alcoa’s golden opportunity to present its wheel solutions to the various representatives of the ASRTU.

Alcoa on the World Stage

Regarded as an aluminium industry giant, Alcoa’s vision and insights on sustainability has been profiled regularly at various summits involving key opinion leaders.

Alcoa Chairman and CEO, Klaus Kleinfeld, whirlwind trip to China saw him sharing insights on sustainability and competitiveness issues in several cities including Beijing, Shanghai and TianJin.

Back in the United States, Mr Kleinfeld was in New York to participate in the Clinton Global Initiative, a panel discussion comprising U.S. President Barack Obama, Microsoft founder Bill Gates and other key leaders dedicated to finding solutions to pressing global challenges.


CHINA, SHANGHAI – Alcoa Chairman and CEO Klaus Kleinfeld (left) with Han Zheng, Mayor of Shanghai and host of the International Business Leaders’ Advisory Council for the Mayor of Shanghai.
Relentless Pursuit of the Miracle Metal

February 23 marks a fundamental milestone in Alcoa’s history, giving rise to the aluminum industry as we know it: the birth of the aluminum smelting process 125 years ago by Alcoa’s own Charles Martin Hall. Thanks to his remarkable discovery, thousands of modern products made using our aluminum are safer, lighter, less energy-intensive, and more recyclable.

Hall’s invention led to the founding of Alcoa - which started as the Pittsburgh Reduction Company in 1888. His invention is the reason that Alcoa has contributed to the heart of countless historic events and paved the way for newly developing industries around the globe.

Finding our aluminum in today’s world is as simple as looking around you. The auto industry turns to aluminum to make vehicles lighter, stronger, and more fuel-efficient. The defense industry relies on our aluminum to bring together sustainability and safety in a field where it matters most. In building and construction, which uses more energy than any other industry on the planet, our aluminum helps hospitals, civic centers and skyscrapers achieve the highest levels of LEED certification. And consumer electronic products look sleeker and cooler encased in shiny aluminum.

Kicking off Alcoa’s 125th anniversary this year, Kevin Anton, Alcoa Vice President and Chief Sustainability Officer gave a keynote address at Oberlin College - Hall’s alma mater.

“We call aluminum the miracle metal not just for one reason - but for many,” he said. “Its properties are simply amazing: lightweight and ideal for promoting fuel efficiency in autos; strong enough to withstand deep ocean drilling and space travel; non-corrosive, making it perfect for use on the façade of buildings and, of course, it is infinitely recyclable. No other material has all of these properties.”

No other metal has aluminum’s sustainability advantage. Nearly 75 percent of the aluminum ever produced is still in use today. The demand for this miracle metal has never been brighter. From the industrial revolution to today, aluminum has been at the cornerstone of both the extraordinary and the everyday.
MOU with China Power to Develop Aluminum and Energy Projects

Alcoa Chairman & CEO, Klaus Kleinfeld and China Power Investment Corporation (CPI) President, Lu Qihou signed a Memorandum of Understanding representing more than $7.5 billion of potential investment. The MOU with CPI, one of China’s five largest power producers and second largest aluminum producer, is a globally integrated platform for cooperation on clean energy and aluminum projects in China and around the world.

Mr Lu said, “CPI is a comprehensive energy group developing and utilizing new and clean energy sources. This MOU marks an important step for CPI to partner with Alcoa, a leading American company in its industry, to achieve mutually beneficial cooperation, which will bring a bright future for all of us.”

(Left) Alcoa and the China Power Investment Corporation (CPI) will collaborate on a broad range of aluminum and energy projects representing more than $7.5 billion of potential investment over the coming years, under a Memorandum of Understanding signed on Jan 18 in Washington.

Alcoa ushers in the auspicious Year of the Rabbit. May 2011 bring new and greater heights of success for all!