



AUTOMOTIVE APPLICATIONS COMMITTEE FACT SHEET AMERICAN IRON AND STEEL INSTITUTE

Automotive Applications Committee (AAC):

The AAC is a subcommittee of the Market Development Committee of the American Iron and Steel Institute (AISI). It focuses on advancing the use of steel in the highly competitive automotive market. With offices and staff located in Detroit, cooperation between the automobile and steel industries has contributed significantly to its success. This industry cooperation resulted in the formation of the Auto/Steel Partnership, a consortium of DaimlerChrysler AG, Ford Motor Co., General Motors Corp. and the member companies of the AAC.

AAC Mission:

The overall mission of the AAC is to assist its member companies in growing the use of steel in the automotive market.

AAC Objectives:

Because the AAC cannot directly sell steel, the marketing objectives are focused on maximizing applications of steel in the automotive market.

They are:

- Retain current applications.
- Recapture applications that have been lost to competing materials.
- Increase the use of value-added products, such as high strength steels, tailored blanks and hydroformed parts.

AAC Member Companies:

Dofasco Inc.
Ispat Inland Inc.
Rouge Steel Company
Stelco Inc.
United States Steel Corporation

Contacts:

Ron Krupitzer, Senior Director
Automotive Applications Committee
American Iron and Steel Institute
2000 Town Center, Suite 320
Southfield, Mich. 48075
Tel: 248.945.4761
Fax: 248.352.1740
Email: krupitzerr@autosteel.org
Website: www.autosteel.org

Dave Anderson, Director
Bar & Rod Programs
Market Development
American Iron and Steel Institute
2000 Town Center, Suite 320
Southfield, Mich. 48075
Tel: 248.945.4764
Fax: 248.352.1740
Email: andersnd@autosteel.org
Website: www.autosteel.org

Deanna Lorincz, Manager, Communications
Automotive Applications Committee
American Iron and Steel Institute
2000 Town Center, Suite 320
Southfield, Mich. 48075
Tel: 248.945.4763
Fax: 248.352.1740
Email: lorinczd@autosteel.org
Website: www.autosteel.org

Chuck Potter, Senior Consultant
Automotive Applications Committee
American Iron and Steel Institute
2000 Town Center, Suite 320
Southfield, Mich. 48075
Tel: 248.945.4767
Fax: 248.352.1740
Email: potterc@autosteel.org
Website: www.autosteel.org

AAC Partners

Auto/Steel Partnership - www.a-sp.org

The Auto/Steel Partnership (A/SP) is a consortium of North American automotive manufacturers and steel producers dedicated to improving automotive steel applications. The A/SP leverages the resources of the automotive, steel, and related industries and is a Partnership dedicated to:

- Achieving excellence in the use of steel in automobiles.
- Exerting a major influence through the example of inter-company and inter-industry cooperative programs.
- Impacting government industrial policies.

IMPACT - A project of the U.S. Department of Defense, participants in IMPACT include Ford Motor Company, American Iron and Steel Institute, Oak Ridge National Laboratory, and two universities, Mississippi State University and the University of Louisville. IMPACT participants develop strategies for reducing weight, enhancing performance and increasing fuel economy of tactical trucks for the U.S. Army. The subject vehicles include the Ford F-Series of pickup trucks.

Bar Applications Committee - www.steel.org

Focuses on advancing the use of bar products in North American automotive market applications.

Steel Recycling Institute - www.recycle-steel.org

The Steel Recycling Institute (SRI), a unit of the American Iron and Steel Institute, is an industry association that promotes and sustains the recycling of all steel products. The SRI educates the solid waste industry, government, business and ultimately the consumer about the benefits of steel's recyclability.

The Steel Alliance - www.thenewsteel.com

The Steel Alliance is an industry-wide organization of more than 130 North American steel producers and affiliated organizations that have joined together in an unprecedented coalition to educate consumers about the benefits of steel.

ULSAB Consortia - www.ulsab.org

The UltraLight Steel Auto Body Consortium, comprising 36 global steel companies, was formed to answer the mass reduction and performance challenges faced by automakers around the world. The project concentrated on advanced vehicle design concepts with the intention to optimize the steel body-in-white structure. The overall results included up to 30% mass reduction and improved structural performance at no cost increase.

ULSAC Consortium - www.ulsac.org

The UltraLight Steel Auto Closures project, also a global steel industry project, studied closures with the intent to reduce mass without raising cost. The project resulted in the development of a demonstration frameless door approximately 36 percent lighter.

ULSAS Consortium - www.ulsas.org

The UltraLight Steel Auto Suspension global steel industry project resulted in new concepts for four different rear suspension systems, reflecting improvements in mass cost and performance.

ULSAB-AVC Consortia - www.ulsab-avc.org

The ULSAB-Advanced Vehicle Concepts project was the steel industries answer to the goals of the Partnership for a New Generation of Vehicles (PNGV). Another global steel industry project, results included (for a 2,000 lb. curb-weight vehicle) potential 5-Star Safety Rating for 2004, a body structure cost of under \$1,000, and a fuel efficiency of up to 60 mpg for gas and 78 mpg for diesel.

AAC Panels And Committees

Policy and Issues Panel

Gathers and analyzes data and information important to the steel and auto industries, and makes recommendations on strategies, policies and initiatives.

Communications Panel

Develops and implements internal and external programs that transfer to automotive customers the technology of selecting, designing with and manufacturing with high tech steels.

Technical Panel

Creates, develops, oversees a range of research and development projects to advance the state-of-the-art of automotive sheet steel, including: steel properties, testing and uniformity, design, manufacturing costs, tooling, stamping, joining, and the environment.

American Iron and Steel Institute (AISI):

AISI is a non-profit association of North American companies engaged in the iron and steel industry. The institute comprises producer member companies, including 34 integrated, electric furnace and reconstituted mills; 141 associate and affiliate members, who are suppliers to or are customers of the steel industry; and affiliate member organizations, which are downstream steel producers of products such as cold rolled strip, pipe and tube, and coated sheet.

AISI Mission:

- Provide high-quality, value-added products to a wide array of customers;
 - Lead the world in innovation and technology in the production of steel;
 - Produce steel in a safe and environmentally friendly manner; and
 - Increase North America's global competitiveness.
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