

# News Release

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For Immediate Release

## **Novelis Starts European Production of Multi-Alloy Sheet Ingot**

*Customers celebrate wider availability of Novelis Fusion™*

SIERRE, Switzerland, Sept. 9, 2008 — Novelis today officially launched European production of its Novelis Fusion™ technology, which the company has dubbed “The New Aluminium.” Customers and community representatives joined Novelis executives in Sierre, Switzerland, to mark this important step in the company’s global expansion of multi-alloy sheet ingot production.

With Novelis Fusion, the company can offer its customers multi-alloy rolled aluminium with combinations of different core properties and surface characteristics that were not possible before – hence “The New Aluminium.”

Market response has been so enthusiastic that Novelis has rolled out production globally, with facilities in North America, Asia and now Europe, soon to be joined by one in South America. Indeed, the capacity of the new Novelis Fusion casthouse in Sierre was almost doubled during the 17-month construction period in light of the high level of interest, successful trials and orders. The facility’s current annual capacity is 130,000 tonnes.

European orders for Novelis Fusion sheet can now be fulfilled with ingot from the Sierre facility. Previously, orders were produced using ingots cast in North America and then rolled at one of the company’s European mills.

This shortening of the supply chain is important for those customers in a wide range of sectors who have been trialling Novelis Fusion sheet and are now committed or planning to enter full production with the new material. The timing could not have been better for one major European car manufacturer who next month will launch a vehicle containing an application of Novelis Fusion. Other customers, such as those buying brazing sheet for heat exchanger applications, are keen to follow the North American example where Novelis Fusion is now the market leader for brazing sheet.

Speaking at the launch event, Arnaud de Weert, president of Novelis Europe said: “We are sending out a strong invitation to European designers and engineers to explore the potential of Novelis Fusion. This material is conceptually a ‘new aluminium’ that opens the door to the future of design. It is available here in Europe today, thanks to the great work of the Sierre team, who have delivered this project on time and to the highest standards.”

For more information on Novelis Fusion, please visit [www.the-new-aluminium.com](http://www.the-new-aluminium.com).

### **About Novelis in Sierre**

At its Sierre plant in the Valais area in the Swiss Alps, Novelis rolls sheet for automotive, building, industrial and transport markets. The site has ingot casting, hot and cold rolling and

heat treatment capability. A particular specialty is automotive body sheet, with its uniquely demanding requirements for surface quality and formability.

**About Novelis Inc.**

Novelis Inc. is the global leader in aluminium rolled products and aluminium can recycling. The company operates in 11 countries, employs approximately 12,700 people and reported annual revenues of \$11.2 billion in its 2008 fiscal year. Novelis supplies premium aluminium sheet and foil products to automotive, transportation, packaging, construction, industrial and printing markets throughout North America, South America, Europe and Asia. Novelis is a subsidiary of Hindalco Industries Limited, Asia's largest integrated producer of aluminium and a leading copper producer. Hindalco is the flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information on Novelis, visit [www.novelis.com](http://www.novelis.com).

Statements made in this news release which describe Novelis' intentions, expectations or predictions may be forward-looking statements within the meaning of securities laws. Novelis cautions that, by their nature, forward-looking statements involve risk and uncertainty. We do not intend, and we disclaim any obligation, to update any forward-looking statements, whether as a result of new information, future events or otherwise. Important risk factors which could impact the success of Novelis Fusion are included under the caption "Risk Factors" in our Annual Report on Form 10-K/A for the year ended March 31, 2008, filed with the SEC, and are specifically incorporated by reference into this news release.

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