



## Alcoa and Airstream Travel Trailers

They are legendary American icons - traveling silver bullets jetting around highways across the land in search of a carefree adventure. The instantly recognizable Airstream Trailer has been a favorite among trailer owners since the 1930s, and thousands continue to be drawn to the classic aluminum design.

So when Airstream needed an environmentally-friendly way to treat the aluminum bodies of its trailers ensuring durability and enhancing the sheen, Airstream turned to Alcoa - the largest aluminum maker in the world.

Airstream had been applying its own see-through protection to enhance the trademark aluminum finish of the trailer, but new environmental regulations restricted the company's use of paints and lacquers because of the chemicals that are typically released.

Alcoa engineers had already patented a product for automotive trim parts that could be adapted to meet Airstream's needs for appearance, durability and environmental compliance. Using the Alcoa Business System principles, Alcoa engineers, research and development staff, and technicians crossed organizational boundaries and leveraged their knowledge to develop a system to apply clear coating to mill-finished aluminum sheet that met the Airstream standards.

Test after test, the system withstood every possible element. Alcoa had developed a solution that would save the day for Airstream - aluminum sheet packaged in coils and pre-painted with a clear coating that was thermally cured so the sun's ultraviolet rays could not degrade the polymer. No fading. No peeling. No cracking. Environmentally sound. And environmentally safe.

To prove the durability of Alcoa's solution, we set out our treated aluminum to bake under the sun in South Florida. Today - many years later - our coated aluminum continues to look as beautiful as the day it was set out in the salty, hot air of South Florida, enabling Airstream to continue to maintain the image of quality and design that it has for the past 70 years.

**MOMA** --NEW YORK--([BUSINESS WIRE](#))--Alcoa (NYSE:AA), a supplier of aluminum for Airstream trailers for nearly 50 years, today joined in honoring its customer as a 1963 Airstream Bambi has been selected as part of the permanent collection of the Museum of Modern Art in New York.

Alcoa has been supplying aluminum sheet to Thor Industries for its flagship brand Airstream recreation vehicles since the 1960s from its Lancaster, Pa., plant. And, Airstream trailers have been sporting Alcoa aluminum forged wheels for as long as they have been commercially available, starting in the 1970s.

"The Airstream trailer is one of the most recognized products in the world, characterized by its gleaming aluminum body design. We attribute our long standing business relationship with Airstream and Thor Industries to teamwork, quality service, and understanding the customer's brand," said Helmut Wieser, Alcoa Executive Vice President and Group President, Global Rolled Products and Hard Alloy Extrusions.

"On the Road: Airstream Bambi Travel Trailer" is currently on view to the public in the main lobby of The Museum of Modern Art through November 12, 2007.

Alcoa is the world's leading producer and manager of primary aluminum, fabricated aluminum and alumina facilities, and is active in all major aspects of the industry. Alcoa serves the aerospace, automotive, packaging, building and construction, commercial transportation and industrial markets, bringing design, engineering, production and other capabilities of Alcoa's businesses to customers. In addition to aluminum products and components, Alcoa also markets consumer brands including Reynolds Wrap® foils and plastic wraps, Alcoa wheels,

and Baco® household wraps. Among its other businesses are closures, fastening systems, precision castings, and electrical distribution systems for cars and trucks. The company has 123,000 employees in 44 countries and has been named one of the top most sustainable corporations in the world at the World Economic Forum in Davos, Switzerland. More information can be found at [www.alcoa.com](http://www.alcoa.com)