

PRESS RELEASE

**AVAILABLE TODAY – NEW GUIDELINES FOR APPLYING THE FASTEST GROWING AUTOMOTIVE MATERIAL**

***Advanced High-Strength Steels Application Guidelines Version 6.0 captures global best practices for the forming and joining of the newest steels***

**Brussels, 17 May 2017** – Forecasters predict that the demand for the newest steels on the market today, Advanced High-Strength Steel (AHSS), will double by 2025.\* This rapid increase in demand requires automakers to master the fundamentals in record time and quickly get up to speed on specific application knowledge. To assist automotive designers, engineers and press shop personnel in applying this next generation of steels to vehicle manufacturing, WorldAutoSteel today launched a major update to Advanced High-Strength Steels Application Guidelines (AHSS Guidelines), Version 6.0. AHSS Guidelines Version 6.0 is the leading resource of technical best practices on the market today for the forming and joining of the newest steels.

WorldAutoSteel offers the AHSS Guidelines 6.0 free-of-charge to the global automotive community at <http://www.worldautosteel.org/projects/advanced-high-strength-steel-application-guidelines/>

“The steel industry is already experiencing a 10 percent higher growth in AHSS automotive applications than predicted,\*” said Cees ten Broek, Director of WorldAutoSteel, the automotive group of the World Steel Association. “Consequently, WorldAutoSteel technical experts have spent the past two years interacting with our membership in the U.S., Europe, Japan, and China to tap their expertise on our previous Guidelines version 5.0, released in 2014, which contained over 400 pages of AHSS metallurgy and best practices.”

The WorldAutoSteel membership includes steel industry professionals who collaborate in strategy sessions with global automakers. These interactions have led to significant feedback and the capturing of more information in the forming and joining of newer Advanced High-Strength Steels, which is documented in the AHSS Guidelines Version 6.0.

Previous AHSS Guidelines versions covered metallurgy, forming and joining. Version 5.0 included new content highlighting the broader materials portfolio, advanced fabrication technologies and optimized joining processes. Version 6.0 adds significant updates to this growing knowledge database and captures AHSS Metallurgy, including stress-strain curves.

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“Applications of AHSS are prolific as auto manufacturers seek to achieve improved safety and fuel economy requirements for their customers,” said ten Broek. “Current vehicles have not nearly exhausted the breadth of AHSS grades available that can achieve lightweighting targets at competitive cost. Plus, when looking at steel’s environmental performance, manufacturing steel results in seven to 20 times less production emissions than alternative materials.”

\* See Ducker Worldwide, [Metallic Material Trends in North American Light Vehicles, 13 May 2015](#)

### About WorldAutoSteel

WorldAutoSteel, the automotive group of the World Steel Association, is comprised of 21 major global steel producers from around the world. WorldAutoSteel’s mission is to advance and communicate steel’s unique ability to meet the automotive industry’s needs and challenges in a sustainable and environmentally responsible way. To learn more about WorldAutoSteel, its members and projects, visit [www.worldautosteel.org](http://www.worldautosteel.org), or find us on [Twitter](#), [Facebook](#), [LinkedIn](#), and [GooglePlus](#).



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