About AHSS

Advanced High-Strength Steels have been developed with unique mechanical properties to make them very strong, and in some cases also highly ductile so they can be formed into complex shapes. Offering the highest impact protection and crash absorption, they help to keep passengers safe. They also contribute to vehicle lightweighting, requiring less material for the same functionality. AHSS continue to evolve to meet vehicle design challenges. Today's vehicle structures contain as much as 60% AHSS content.
George Coates
Technical Director, WorldAutoSteel

As Technical Director for WorldAutoSteel, George Coates has led studies on steel lightweighting for future vehicles and was the project manager for AHSS Application Guidelines, Versions 5.0, 6.0, and 7.0. He has consulted on processing efficiencies for steel industry AHSS production systems, while working with automotive OEMs on process improvements.

George has provided engineering and consulting services to the steel, automotive, and manufacturing industries for over 30 years. His areas of expertise include project management, lean practices for automotive stamping productivity, and metal formability and reference panel systems.

Following a degree in metallurgical engineering from the University of Cincinnati, his career has included lead Automotive Applications Engineer for Ford Motor Co. and President and CEO of the Phoenix Group.

Adrian Schaffer
President, Emerging Mobility, Automotive and Industrial Business Unit at Ricardo plc

Adrian Schaffer is the President, Emerging Mobility, Automotive and Industrial Business Unit at Ricardo plc. He drives sales and execution, translating Ricardo's global expertise into the advancement of clean mobility solutions. Schaffer's three decades of experience have given him broad and deep technical knowledge that's invaluable for helping customers implement cutting-edge technologies.

Adrian earned his Executive MBA from Michigan State University and has a Bachelor of Arts degree from Oberlin College.

Neil McGregor
Chief Engineer, Vehicle Systems Integration, Ricardo Automotive and Industrial Division, EMEA

Neil McGregor is responsible for delivering complete vehicle engineering programs. He has a background in vehicle structural analysis, vehicle mass reduction, and energy efficiency. He has over 25 years of powertrain and vehicle engineering experience working across a number of industry sectors including passenger car, commercial vehicle, defense, niche/performance, and electric vehicles.

His current role at Ricardo is Chief Engineer for the Steel E-Motive project program in collaboration with WorldAutoSteel. He is an associate member of the Institute of Mechanical Engineers and has a degree in Mechanical Engineering from the University of Leeds, UK.

Russ Balzer
Technical Director, WorldAutoSteel

Russ Balzer is Senior Director – Technical Programs at the Phoenix Group, providing environmental, quality, and operations support to the steel industry. Russ currently acts as Technical Director for WorldAutoSteel, managing engineering and life cycle assessment (LCA) programs and working closely with stakeholders to improve their understanding of the impact of material choices.

Russ is WorldAutoSteel's liaison to the World Steel Association's LCA Expert Group, which develops and aligns procedures and processes for the global steel industry.

Russ earned a BSS in Environmental Compliance from Ohio University and is a Life Cycle Assessment Certified Professional through the American Center for Life Cycle Assessment (ACLCA).