

## **voestalpine and ArcelorMittal globally launch galvanized, press-hardened steels for direct hot forming**

**voestalpine and ArcelorMittal are introducing galvanized, press-hardened steels for hot-formed automotive components to the market. Galvanized, press-hardened steels can now be applied in direct hot-forming and is becoming the innovation driver of the industry.**

Today's first-class steel must be extremely robust, highly formable, corrosion-resistant and light-weight. The most modern response to this demand is voestalpine's self-developed phs-directform®. Higher strength is coupled with lower material weight while at the same time maintaining the excellent level of crash performance.

Two of the world's most experienced providers of special steels for hot forming, voestalpine and ArcelorMittal, are bundling their expertise to globally market galvanized, press-hardened steels for direct hot forming.

The ground-breaking development of phs-ultraform® by voestalpine made it possible to indirectly hot-stamp galvanized press-hardened steel components. phs-directform® is the next step in making galvanized press-hardened steels also suitable for the direct hot forming process.

Wolfgang Mitterdorfer, Member of the Management Board/Sales of voestalpine Steel Division: "Based on many years of experience in the serial production of galvanized press-hardening steels, voestalpine and ArcelorMittal now market the voestalpine-innovation phs-directform®, a hot-dip galvanized and directly hot-formable steel strip for corrosion-resistant light-weight components."

Hot forming has become very important to the automotive industry in meeting specific crash-performance criteria and low overall weight. Numerous automotive manufacturers use the process to produce structural autobody parts such as B pillars, roof frames and roof bows, bumpers, stiffeners, sills, crossmembers, etc.

[www.voestalpine.com/thinkzinc](http://www.voestalpine.com/thinkzinc)

## **voestalpine Stahl GmbH**

### **Steel Division**

The Steel Division is the largest division in the voestalpine Group and employs roughly 11,000 staff members. It produces high-quality flat-steel products, which is the core business of voestalpine. The parent company is voestalpine Stahl GmbH in Linz, a leading steel producer in Europe. The Steel Division is one of the leading steel producers of Europe. The Steel Division delivers to and consults customers in the automotive, construction, mechanical engineering, household-appliance, tube, section and energy industries. The portfolio of the Steel Division covers the entire range of high-quality steel strips: hot-rolled and cold-rolled, electrogalvanized, hot-dip galvanized, organic-coated.

### **The voestalpine Group**

The globally active voestalpine Group is a steel-based technology and industrial-goods enterprise. voestalpine is represented by roughly 500 Group companies and locations in more than 50 countries on five continents. It has been listed on the Vienna Stock Exchange since 1995. With its highest-quality products, the Group is one of Europe's leading suppliers to the automotive, household-appliance and oil and gas industries worldwide. voestalpine is also the world market leader in switch technology and special rails, tool steel, and special sections. In the 2014/15 financial year, the Group generated revenue of 11.2 billion euros and an operating result (EBITDA) of 1.5 million euros. The Group today employs roughly 47,500 staff members worldwide.

### **Please direct your questions and comments to**

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