

Press release

Constellium is granted a red dot Design 2011 Award for its corporate communication design

Paris, 8 December 2011 – Constellium announces that it has received a red dot communication design 2011 award for its corporate identity launched in May 2011 to support its new brand name.

The red dot Design Award is an international competition and is one of Europe's two most recognized design awards. World-renowned designers thoroughly evaluate candidates in 3 categories: design concept, product design and communication design.

Red dot congratulated Constellium for its corporate design's authenticity, originality and innovation. The Constellium logo and corporate design are inspired by the most basic element of aluminium – the atom – and the infinite possibilities that can be achieved from this fundamental gene. As a whole, the new Constellium identity connects and integrates all of the company's activities, and illustrates its mission to ignite powerful partnerships, inspiring high-quality solutions that generate value and set the standard of excellence.

Constellium's new corporate identity was created by the New York and Paris offices of brand marketing agency Interbrand. *"Constellium, like aluminium itself, is versatile and flexible, with infinite potential. The red dot award is recognition that Constellium was brave to embrace a truly digital identity that married those characteristics and broke from the conventions of the category"*, stated Hugh Tallents, Director Strategy at Interbrand New York.

"We are very proud of this highly-recognized red dot design award. Our main objective was to differentiate Constellium from an identity and design standpoint, creating a genuine breakthrough within the aluminium industry", commented Nicolas Brun, Vice-President Communications for Constellium.



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About Constellium

Constellium, formerly Alcan Engineered Products, is a global leader that develops innovative, value added aluminium products for a broad scope of markets and applications, including the aerospace, mass transportation, automotive, packaging, energy and building and construction industries.

With 9,500 employees located in 26 countries and a commercial presence in more than 60 markets, Constellium is structured in 4 divisions: Global ATI, Specialty Sheet, Extrusions & Automotive Structures and an international trading network AIN. Headquartered in Paris, Constellium is owned by affiliates of Apollo Global Management (51%), Rio Tinto (39%) and the "Fonds Stratégique d'Investissement" FSI (10%). Constellium generated US\$ 4.4 billion of revenues in 2010.

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