

ThyssenKrupp Steel USA
1 ThyssenKrupp Drive
P.O. Box 456
Calvert, AL 36513

PRSR STD
U.S. POSTAGE
PAID
MOBILE, AL
PERMIT NO. 1343

ThyssenKrupp Steel USA



Commitment to Superior Customer Service

Open Communication, Flexibility and Seamless Systems Integration

At ThyssenKrupp Steel USA, we are committed to providing the highest level of customer-focused service. With our proactive approach to supporting customers' supply chain needs, we are establishing an on-going level of open communication that is unparalleled within the industry. Through a close collaboration with our customers, we will provide innovative engineering and application solutions that will not only improve their products, but help them better manage their operations.

How do we expect to do this?

Our Customer Service Team will work closely with our Sales and Technical Service Teams to ensure we maintain focus on providing our customers with the products they need and the quality they expect. Our IT framework, using the latest SAP modules and BRONER Metals Solutions, will enable these teams to be both flexible and responsive by giving them the capability to provide:

- Real-time product availability
- Real-time assessment of technical feasibility of each order

ThyssenKrupp Steel USA also possesses a high degree of technological competency. Our Technical Service Teams will focus on each individual customer's specific business goals and then tailor our high quality products to help achieve them.

We know our customers will require the highest level of service to meet the ever-changing needs and demands of their industries. This is why we believe that superior customer service can't be provided by just one person or department. It takes a company-wide effort based on our corporate commitment to a "cooperative, responsive and flexible approach to fulfilling our customers' needs."

Our aim is to provide high-quality materials with focused customer service.

Our goal is your success.



ThyssenKrupp Steel USA, LLC
1 ThyssenKrupp Drive
Calvert, AL 36513
+1 251 289-3000
www.thyssenkruppsteelusa.com

For sales information contact:
Bob Holt
Vice President, Sales and Marketing

For media and other inquiries contact:
Scott Posey
Director of Communications



ThyssenKrupp Steel USA's Automotive Sales & Technology Team Raises the Bar

In alignment with our mission to establish ThyssenKrupp Steel USA as the premier steel producer in the NAFTA market, our Automotive Sales and Technology Team is ready to demonstrate the advantages we can provide to our automotive customers. Currently, our Automotive Sales & Technology team is continuing the process of establishing and maturing relationships with NAFTA Automotive OEM customers. Keith Laurin, Director of Automotive Sales has been busy meeting with customers since early 2008. According to Keith, "Our meetings with the decision makers within the automotive industry have been incredibly positive. There's not only tremendous enthusiasm about our project, but there's an equal amount of excitement over the way we plan to redefine 'customer service' within our industry."

"We recognize our automotive customers are faced with very unique and wide-ranging challenges. We also recognize that great challenges can provide great opportunities. A strategic relationship with ThyssenKrupp Steel USA can benefit an automotive customer in many areas including purchasing, quality, manufacturing and design. Our new state-of-the art facility combined with our nearly 200 year old heritage of technical strength and long-term customer commitment will help OEM's and their suppliers to succeed."

Our Automotive Sales & Technology Customer Commitment:

- **Providing a high-quality product at a fair price.** Our attention to the details of customer requirements throughout the supply chain, combined with our technological capabilities, logistical advantages, and an on-going dedication to exceed expectations will separate us from our competition.
- **Consistently providing superior levels of customer service.** We are putting the talent and tools in place to set a new standard in customer satisfaction through our enhanced IT landscape and our highly experienced professional teams.
- **Supporting the customer at every level and our willingness to engage in special projects.** ThyssenKrupp Steel USA organizes "Key Account" teams for the purpose of supporting our automotive customers through all stages of design, pre-production and production, providing them with fresh and innovative ideas for products and cost-savings.



Top: David Black, Dr. Markus Weber, Keith Laurin, Gail Milne, Dr. Henrik Adam and Marcel van Schaik

Front: Ernie Rummeler, Andy Ptashnik, Bob Holt and Jim Harpster

ThyssenKrupp Steel USA Technological Competency Innovation and Advanced Information-Sharing Abilities

With innovative concepts, enhanced materials and finishes, new production technologies and optimized processes, we are making successful strides towards our continuous goal of developing products and services that will make our future customers successful. ThyssenKrupp Steel USA's state-of-the-art facilities under construction in Calvert, AL will include a hot-strip mill, continuous pickling line/tandem cold-rolling mill, three dedicated hot-dip galvanizing lines and one continuous annealing line with coating capabilities. Our processes will be fully-automated with state-of-the-art production equipment.

For enhanced control along the entire production and supply chain, our mill facilities will be supported by the most modern computer and process control systems available. These information-sharing abilities will also give us greater levels of continuous supervision of the material flow, while monitoring and documenting the actual condition (Quality) and location (Order Management) of the respective material.

Located in south Alabama near the Gulf of Mexico, we are in close proximity to a growing industrial base in the southeastern United States and Mexico. Along with our extremely flexible production processes, our customers will also benefit from the logistical advantage provided by our location and easy access to waterways, interstates and rail. We will tailor solutions to meet specific requirements and provide special packaging and transport solutions as well.

Tailored solutions. Solutions made of steel.



Team Member Profile - Dr. Markus Weber

Dr. Markus Weber joined the ThyssenKrupp Steel USA team in August 2008 as the Director of Automotive Technology. He holds a PhD in Metallurgy and Material Science. Prior to his engagement with ThyssenKrupp Steel USA, he was a Global Key Account Manager in the Auto Division of ThyssenKrupp Steel in Germany. Markus heads the Automotive Technology Team in Detroit, MI that directly services automotive customers and supports the respective key account teams of ThyssenKrupp Steel USA.

According to Markus, "We want to service our automotive customers here in the NAFTA market with the same level of high quality steels and of superior technical support that is provided by ThyssenKrupp Steel in other areas of the world. This of course makes it necessary first to have an in-depth understanding of each customer's requirements and expectations, both from technical and service standpoints. This is what we are focusing on at the moment."

This approach is realized through the use of interdisciplinary teams within the ThyssenKrupp Steel USA Automotive Sales and Technology group that incorporate specific customer-focused key account management with technical coordination teams that are responsible for quality, qualification approval, product portfolio and product development needs.

The ThyssenKrupp Steel USA Automotive Sales and Technology Team will actively assist customers in their effort to find the right steel for all of their applications and help them take advantage of new steel developments. This includes comprehensive advice on process engineering issues as well as downstream process optimization. "We want to be a systems partner with end-to-end solutions. These solutions will be specially tailored to our customers in the automobile industry and support their engineering innovations."

To optimize the use of the most advanced materials and technologies, ThyssenKrupp Steel USA can provide comprehensive know-how from product planning to large scale production through the use of modeling-backed experiments and practical trials.

Construction Timeline:

- | | |
|---|-------------|
| Phase I: September 2007 | |
| • Timber management | Completed |
| • Geotechnical site testing | Completed |
| • Permitting | Completed |
| Phase II: October 2007-December 2009 | |
| • Site preparation | Completed |
| • Site grading | Completed |
| • Infrastructure construction | In Progress |
| • Pilings/foundations installed | In Progress |
| • Riverside/terminal development | In Progress |
| • External developments | |
| Pinto Island terminal | In Progress |
| Overpass construction | In Progress |
| Phase III: February 2008-December 2010 | |
| • Engineering phase | In Progress |
| • Building Construction | In Progress |
| • Internal components installation | In Progress |
| • Finishing/testing | In Progress |
| Phase IV: Spring 2010 | |
| • Plant operational | |



ThyssenKrupp Steel USA Hot Strip Mill under construction

