

BRAND PILLAR 1



BRAND PILLAR 2

Advanced:
Growing, advanced capabilities offer a suite of metal working product solutions to meet customers' lightweighting and NVH demands.

Imaginative:
With a history of innovation, Shiloh is focused on new product and processes that solve the challenges of lightweighting.

POSITIONING STATEMENT

Shiloh's combination of metals expertise and vertically integrated capabilities provide automotive, commercial vehicle and industrial customers with industry advancements in lightweighting and NVH solutions.

Proof points:

- Uniquely vertically integrated
- Industry-leading breadth of capabilities: ability to go from coil processing through finished product
- 23 launches in 2012 with 247 part numbers, 175 new dies and 31 new assembly cells to meet customer demands for speed and efficiency.
- Through acquisition of the leading NA die caster of structural components, giant leap in quickly advancing stamping and casting lightweighting through collaboration.
- Growing Shiloh's technology base -- first with stamping, then laser welding, and now with aluminum die casting.

Proof points:

- History of adding new, lightweighting capabilities
- Shiloh has a track record of innovation to minimize customer trade-offs:
 - AcroStik - NVH laminate
 - Proprietary EWB systems
- Reduce gross weight to lower material cost and reduce CO2
- Reduce vehicle weight to increase fuel efficiency
- In addition to helping customers achieve 54.5 MPG, we see new opportunities to increase recyclability.

BRAND PILLAR 3

Smart:
Shiloh has a proven metals expertise with a deep and talented team of experts that anticipates customer needs and offer new perspectives for lightweighting solutions.

Proof points:

- Experience in developing solutions for tough challenges
- Command of materials and processes including mixed and exotic metals
- Leader in complex processes, laser welding and EWB since 1989
 - 10M EWB/year at five facilities
- Established in 1950; steady growth, continued financial health and stability