

**From:** Arconic Communications <Comm@arconic.com>  
**Sent:** Thursday, December 08, 2016 6:00 AM  
**To:** Gillespie, Natalie C.  
**Subject:** EXT: Introducing Ford's Newest Off-Road Intimidator - @Arconic - December 8, 2016

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December 8, 2016



## Riding the Raptor: Arconic's John Thomas Introduces Ford's Newest Off-Road Intimidator

**When Ford debuted the all-new 2017 Raptor truck this week**—500 pounds lighter thanks to our high-strength, military grade aluminum alloy body—Arconic's Global Marketing Manager for Automotive **John Thomas** was in the driver's seat sharing our story with media. "It's possibly the most fun I've ever had on four wheels," he said.

[Read Q&A with John](#)

[VIDEO: Watch John's Report from Ford's Fast Course](#)



### How Our Metal Makes the Raptor Better Than Ever

Lighter weight, a reinforced frame, bigger shocks. The incredible 2017 Ford Raptor is better than ever with our high-strength, military grade aluminum alloy body. Ford's Vehicle Dynamics Technical Specialist Eric Zinkosky tells Arconic's **John Thomas** how our metal helps the Raptor reach peak performance.

[VIDEO: Watch Now](#)



### APP Exeter Earns "Outstanding" Praise from Siemens

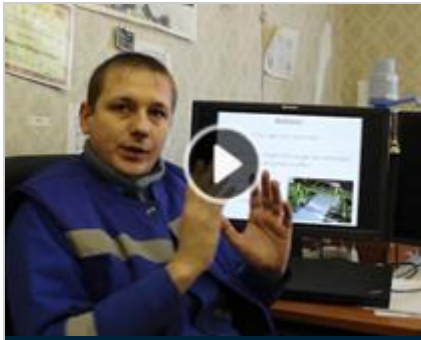
You know you're doing something right when YOUR customers want to introduce you to THEIR customers. That's exactly what happened at APP Exeter (UK), when Siemens Berlin asked if they could show their customers how we make the highest quality parts.

[Who Exeter Hosted](#)



### One Million Views and Growing: CCO Libby Archell Charts the Course Ahead For Our New Brand

Since it launched on November 16, Arconic's **global campaign** has reached more than 60 million people. **The Jetsons commercial** has surpassed one million views on **YouTube**. Chief Communications Officer **Libby Archell** shares what's ahead for this futuristic campaign and



### Flat, Straight, Square: Samara Masters New Product

While taking on the production of new plate dimensions and different alloys, the Flat-Rolled Products team in Samara (Russia) needed to address width and thickness requirements. **Vasily Yashin**, Furnace Equipment Manager, explains the actions his team took to master a new product.

[Learn About Their Solution](#)

[VIDEO: Team's Approach](#)



### Investor Day Features Arconic Leaders

December 14, 2016  
8:00 AM EST

[Webcast Details](#)



### Seeing is Believing

Architectural technology by Kawneer helps bring the beauty of America's Great Plains to life.

[Why Arconic Innovation is as Beautiful as it is Practical](#)

### Headlines This Week

[\(BBC\) What a 16,000 mph airliner might look like](#)

[\(WSJ\) Boeing Agrees to Acquire Liquid Robotics](#)

[\(WIRED\) A Tesla-Inspired Truck Might Actually Make Hydrogen Power Happen](#)

[\(Fast Company\) Is Toyota's I-Road The Future Of Urban Car Sharing?](#)

[\(Assembly\) 3D-Printed Parts Become Mission Critical at Lockheed Martin](#)

what she hopes every employee does next.

[Read the Interview](#)



### We're No. 1!



Arconic earned a perfect score on the **2017 LGBT Equality Index**. **Michael Ball-Trevor**—Global Co-Lead for **EAGLE**, Arconic's employee resource group for LGBT inclusion—tells what this recognition means for all of us and the **five things to do** to keep building our inclusive culture.

[More on our Perfect CEI Score](#)

### People on the Move

#### Global Rolled Products

Lance Seastrand  
Heriberto Ochoa  
Jessica Wheelhouse  
Mark Henebury

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