

Amari shows its mettle at **Autosport Engineering 2011**

Held at the NEC, Birmingham, on the 13th and 14th January 2011, Autosport Engineering is regarded by many industry figureheads as the primary motorsport technology show. At this must-attend event for motorsport businesses, Amari Metals will demonstrate its product diversity to the demanding world of motorsport through its subsidiary company Amari Aerospace.

Visitors to stand E754 in Hall 9, can meet with the company's dedicated motorsport team to discuss their bespoke metal requirements for cut to size bar, plate, sheet and tubing, in aluminium, aluminium lithium, steels, and titanium.

Attracting some 26,000 visitors from 50 different countries, this dedicated show embraces the cross-over of technology from other industries and showcases new suppliers and manufacturing expertise, creating an environment with new business and networking opportunities. As Dave Enright, general manager of Amari Aerospace explains: "The synergy and knowledge transfer between the world of aerospace and motorsport technology is well established and many critical components are now being specified in aerospace grade metals. So, we hold a wide spectrum of metals suitable for aerospace and motorsports applications, as well as other demanding industry sectors."

Amari Aerospace has long been involved with the supply of metals for motorsport applications, with race vehicle builders in many disciplines, from Formula One through to Karting, relying on the company's expertise and secure supply. It also works closely with manufacturers of engines and designers of bespoke high performance components.

“Whatever the motorsport discipline every single race team knows that the race day results rely directly upon the effort and quality put in. At every single step the right choice has to be made, and any compromise could adversely affect the outcome of the race,” says Dave Enright.

However, he points out that the reduction of costs in the motorsport supply chain is now as high profile as it is in any manufacturing sector. Amari works closely with production and design teams in the industry to help manufacturers get the most economical material available which is fit for purpose. Working together with end users with the objective of supplying as close to ‘near component’ size as possible, reduces machining time, scrap losses and tooling consumption.

With an extensive stock of high grade materials, diverse product experience, first class relationships with all major mill producers, and firsthand metallurgy knowledge, users of high performance alloys can visit Amari at the show to discuss their ongoing requirements. They will also discover the diversity and commitment to quality service that Amari has to offer.

Ends

Caption:

Amari Aerospace has a longstanding relationship with many racing vehicle manufacturers



(autosport.jpg)

(Text and high-resolution image on the enclosed CD)

Note to Editors

Amari Aerospace is a fast growing subsidiary of the UK's largest independent multi-metals stockholder, with an extensive inventory of aluminium, steels, titanium, copper and nickel alloys in all semi-finished forms. By providing customers with a cost-effective single source for all their metals requirements, over 50 per cent of Amari sales consist of non-standard products.

On behalf of:

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