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Steel Market Development Institute

The Steel Market Development Institute (SMDI), a business unit of the American Iron and Steel Institute (AISI), increases and defends the use of steel by developing innovative materials, applications and value-added solutions for customers in the automotive, construction and packaging markets.

In partnership with its investor steel companies, SMDI:

- **WORKS WITH OUR AUTOMOTIVE CUSTOMERS** to develop and demonstrate lightweight-vehicle designs which meet their fuel economy targets and thus provide better value than competing materials.
- **PROVIDES SUSTAINABLE STEEL-BASED SOLUTIONS** in the commercial and residential construction sectors through applied research and technology transfer with its many partners, including using the Codes and Standards processes for market advantage.
- **INTERFACES WITH LEGISLATORS** and health professionals to ensure a level playing field for canned food in federal programs and to inform these influential groups about canned food's high nutritional value to both children and adults.
- **STRATEGIZES WITH ALL STAKEHOLDERS** – from customers to academia to legislators and regulators – to identify and implement steel solutions which meet society's needs in all markets.

Automotive Market

In the automotive industry, SMDI works to advance the use of steel, especially advanced high-strength steel (AHSS), in the highly competitive automotive market through research, advocacy, and industry and government collaboration.

The SMDI Automotive Market program is the catalyst for bringing together steel, the automotive industry and federal partners (such as the Department of Energy and National Science Foundation) to conduct research, provide technology transfer and promote steel-intensive solutions in the marketplace. AHSS – the fastest-growing material in automotive design – enable automotive customers to deliver vehicles that are more lightweight, fuel efficient and affordable, while still protecting passengers.

The Automotive Applications Council (AAC) is a subcommittee of the SMDI Automotive Market. With offices and staff located in Detroit, cooperation between the automotive and steel industries has contributed significantly to its success. The overall mission of the AAC is to assist its member companies (market investors) in growing the use of steel in automotive applications. Their objectives include:

- Retain current applications;
- Recapture applications lost to competing materials; and
- Increase the use of value-added products, such as AHSS tailored blanks and hydroformed parts.

Automotive Market Investors:

- AK Steel Corporation
- ArcelorMittal Dofasco
- ArcelorMittal USA
- Nucor Corporation
- United States Steel Corporation

For Additional Information:

- Website: www.autosteel.org
- Blog: www.driveusingsteel.com
- SMDI Twitter Feed: @DriveUsingSteel | www.twitter.com/DriveUsingSteel
- SMDI Facebook Page: www.facebook.com/SMDISteel

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