

NEWS FROM



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## **Vari-Form Demonstrates Hydroforming Advantages at AUTOSTEEL's "Great Designs In Steel" Conference**

### **Company Presents Significant Benefits in Cost, Weight and NVH Performance Over Stamping**

**Troy, MI** – Vari-Form, the industry leader in Pressure-Sequence Hydroforming, delivered a comprehensive demonstration of their proprietary hydroforming technology for the Steel Market Development Institute's *Great Designs In Steel* conference on May 16, 2012.

The presentation, titled "Hydroform Intensive Body Structure" was delivered by Dean Gericke, Vari-Form Engineering Manager. Gericke noted that hydroforming has been employed for a number of automotive applications such as engine cradles for years. Today, Vari-Form is expanding the use of hydroforming into safety-critical structural applications such as roof rails, body side structures, and front and rear impact zones.

In these applications, Vari-Form's hydroformed assemblies demonstrated consistently lower part costs and tooling costs, consistently lower weight, and equivalent or superior impact and NVH performance over state-of-the-art high strength stamped parts.

"The Vari-Form presentation clearly demonstrated an expanding range of automotive applications for hydroforming," said a conference attendee, an engineer with an international steel company. "And when we see average part cost savings of 11%, tooling savings of 14%, and weight savings of 7.3% – with no loss in structural performance – this is a technology that bears close consideration by any manufacturer."

With the global push for lower cost, lower weight and greater fuel efficiency, OEMs are pursuing these goals across a number of design, engineering and manufacturing fronts. Vari-Form's Pressure-Sequence Hydroforming can deliver significant benefits to these manufacturers, and the company continues to develop the technology with investigations into higher-strength materials and advanced geometries.

Visit the Vari-Form web site at [www.vari-form.com](http://www.vari-form.com) and click "What's New."

### **About Vari-Form**

Headquartered in Troy, Michigan, with production facilities in Strathroy, Ontario, Canada, Reynosa, Mexico, and Liberty, Missouri, Vari-Form is the originator of structural automotive hydroforming, Vari-Form's technology is used to manufacture more than 6 million parts a year worldwide. Vari-Form began volume production using their patented, production-validated Pressure Sequence Hydroforming (PSH) process in 1990. Vari-Form is the industry leader, with more than 85 million parts produced to date.

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