



Business Operations

SAG Expands in Canada and North America

22.09.2021 | Editor: Nicole Kareta

The Salzburger Aluminium Group (SAG) strengthens its presence in Canada and North America. A 20 million Dollars major order for lightweight parts brings tailwind right from the start.



The Salzburger Aluminium Group will manage its new business in the USA and Canada from its newly founded sales offices in Toronto and Charlotte in future.

(Source: gemeinfrei / Pixabay)

The Salzburg Aluminium Group (SAG), Europe based market leader in aluminum tanks for trucks and leading manufacturer of [lightweight components for the automotive industry](#), is expanding with the opening of sales offices in Toronto/Canada and Charlotte/US and is now present in 12 locations in Europe, Canada and North America. SAG has already been active on the Pan-American market for about ten years from two production sites in Mexico. With about 400 employees, SAG Mexico has supplied major American car manufacturers such as General Motors, Chrysler and Ford with tanks and aluminum components. The North American market is now to be worked even more intensively from the new locations in the

US and Canada. Already successful, even before the opening of the new SAG branches. A major order for lightweight components and Air reservoirs for electric and hybrid vehicle platforms for more than 20 million Dollars brings tailwind right from the start.



Altair Enlighten Award 2021

You know how to build lightweight? Show us!

The Salzburger Aluminium Group will manage its new business in the USA and Canada from its newly founded sales offices in Toronto and Charlotte in future. The huge North American automotive market, where SAG is already present through two production sites in Mexico, offers enormous opportunities. With the growing trend towards [electromobility](#) and hydrogen, there are many opportunities for SAG to gain further market share with technologies and products as a pioneer in the areas of lightweight [rheocasting](#) components and cryo tank technology for LH2 and LNG.

Right from the start, a major order with a volume of more than 20 million Dollars is already fixed. SAG supplies a key player in the American automotive industry with air reservoirs for air suspension systems and rheocasting lightweight structural components for e-vehicle platforms.

Country manager for US and Canada, Philip Gerdt, is very happy with the good start of SAG's increased efforts in North America: "The potential for our products in the North American market is considerable. SAG's rheocasting technology fits very well with the growing demand of lightweight components with excellent material properties. For all OEMs important assets to better meet the greenhouse gas emission targets and for extension of range in e-vehicles."

(ID:47643385)