News Release

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ONLINE CAR RACING GAME HIGHLIGHTS ROLE OF PLASTICS IN AUTO FUEL-EFFICIENCY, SAFETY, AND DESIGN

Winner of "Plastics Speedway" Earns $1,000 Gift Card, Courtesy of Plastics Make it Possible®

Washington, D.C. (May 24, 2012)—*Plastics Make it Possible®* today launched Plastics Speedway a challenging online car racing game that highlights many of the ways plastics contribute to automobile fuel-efficiency, safety, and design.

Plastics Speedway drivers can choose from seven decades of virtual vehicles—from muscle cars to minivans—to experience the differences in gas mileage, handling, speed, and more. As drivers maneuver around curves and obstacles at high speeds, they will experience firsthand how plastics have contributed to vehicle performance. Plastics Speedway game players can enter multiple times for a chance to win a $1,000 gift card.

"If you like cars, Plastics Speedway is a fun way to experience the transformations in car design since the 1950s and to get a better understanding of the growing role of plastics," said Steve Russell, vice president of plastics for the American Chemistry Council. *Plastics Make it Possible®* is an initiative sponsored by America's plastics makers through the American Chemistry Council.

For example, experts estimate that plastics make up 50 percent of today's automobiles by volume—but only 10 percent by weight. "Replacing traditional materials with plastics has contributed significantly to lightweighting, which minimizes the load on the car engine, so it needs less fuel," Russell continued. "That's good news for your wallet and for the environment."

Since the 1950s, when plastics were used to make sport cars lighter and more agile, plastics have played a growing role in overall vehicle design. Because of their strength and versatility, plastics are used extensively in safety features that car owners depend on, such as seatbelts, airbags, and crumple zones. And today's vehicles take advantage of advanced plastics with special properties—such as lightweight, shatter-resistant polycarbonate—to contribute to fuel economy, safety, and innovative design.

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To play Plastics Speedway, visit the *Plastics Make it Possible*® Facebook page at **facebook.com/plasticpossible**.

To learn more about how plastics contribute to fuel-efficiency, safety, and design, visit http://plasticsmakeitpossible.com/category/plastics-in-your-life/going-places/.

About *Plastics Make it Possible*®
Plastics Make it Possible® highlights the many ways plastics inspire innovations that improve our lives, solve big problems, and help us design a safer, more promising future. This initiative is sponsored by the plastics industries of the American Chemistry Council. For more information, visit www.plasticsmakeitpossible.com, check out our Facebook page and follow us @plasticpossible on twitter at www.twitter.com/plasticpossible.

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http://www.americanchemistry.com
The American Chemistry Council (ACC) represents the leading companies engaged in the business of chemistry. ACC members apply the science of chemistry to make innovative products and services that make people's lives better, healthier and safer. ACC is committed to improved environmental, health and safety performance through Responsible Care®, common sense advocacy designed to address major public policy issues, and health and environmental research and product testing. The business of chemistry is a $720 billion enterprise and a key element of the nation's economy. It is one of the nation's largest exporters, accounting for ten cents out of every dollar in U.S. exports. Chemistry companies are among the largest investors in research and development. Safety and security have always been primary concerns of ACC members, and they have intensified their efforts, working closely with government agencies to improve security and to defend against any threat to the nation's critical infrastructure.

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