WASHINGTON (November 22, 2013)—More than 80 million Americans are expected to take to the road this holiday season, so Plastics Make it Possible® is highlighting how drivers and passengers benefit from modern plastics that contribute to vehicle fuel efficiency and safety, plus comfort and design. In an exclusive online poll, visitors to the Plastics Make it Possible® website can answer a few questions about auto travel while learning how plastics make possible many advances in today’s autos—and enter for a chance to win one of two $500 gift cards.

“Holiday travel means more cars on the road, and with that comes greater interest in fuel savings and safety,” said Steve Russell, vice president of plastics for the American Chemistry Council, which sponsors the Plastics Make it Possible® initiative. “The Plastics Make it Possible® poll helps show how plastics contribute to fuel efficiency and auto safety, not to mention a more comfortable ride. And who wouldn’t want to win $500?”

Plastics are incorporated throughout today’s vehicles, from engine parts to body panels to windshields. In fact, today’s cars are made up of approximately 50 percent plastics by volume and only 10 percent plastics by weight. The use of plastics and plastic composites in autos continues to increase, contributing to:

- **Fuel efficiency**: Replacing heavier materials with plastics can reduce vehicle weight, leading to better fuel efficiency and lower emissions, which saves consumers money while helping the environment.

- **Safety**: Drivers and passengers rely on safety features made with tough, lightweight plastics, such as seatbelts, airbags, crumple zones, shatter-resistant windshields and more.

- **Comfort**: Soft yet durable plastic cushioning, fabrics and surfaces create plush, comfortable seating and car interiors that look and feel new for years, making long road trips more enjoyable.

- **Design**: Innovative, moldable plastics enable unparalleled vehicle designs—as well as fewer auto parts, which can save money and weight.

To take the Plastics Make it Possible® holiday travel poll for a chance to win one of two $500 gift cards, click [here](#).
To learn more about the integral role of plastics in modern vehicles, check out 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 America’s Plastics Makers™ 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 $770 billion enterprise and a key element of the nation's economy. It is the largest exporting sector in the U.S., accounting for 12 percent of 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.