

Plastics Are for Cars After All — The Rest of the Story

*Dr. Michael M. Fisher, Senior Director, Plastics Division
American Chemistry Council*

Abstract

Over the past year, the Automotive Roadmap of the Plastics Division of the American Chemistry Council (ACC PD) has proved to be more relevant to business and society than ever before. As each day passes, cars are seen more and more by both the public and private sectors as targets for change and agents for change toward a sustainable future. Plastics, plastic composites, and indeed the broader business of chemistry are being recognized as the vehicle of choice to lead change and help navigate through change. This presentation will continue some of the enabling themes introduced last year that support innovation along with a progress update on some key ACC Automotive Group technical and advocacy initiatives such as the PCIV Safety Roadmap in partnership with DOT/NHTSA.