



NEWS RELEASE

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ENERGY MANAGEMENT CONSIDERATIONS

The entire structure of a vehicle is affected in a crash as the energy of the impact resonates throughout the body. Energy management technologies are important considerations for designers and engineers so impact energy can be directed through and around the vehicle. In some cases, specific materials are used to help deflect the impact energy away from the point of impact. In other cases, materials are selected to help absorb and cushion the crash, transferring as little energy as possible to the vehicle, driver or passengers.

Material selection is key for safety areas like door panels, since materials behave differently under crash conditions. IMPAXX™ Energy Absorbing Foam from Dow Automotive is designed to compress, buckle and ultimately exhibit controlled fracture. Safety is improved by the combination of these three energy-absorbing processes. Car of Tomorrow drivers will experience much lower G-force and cross-car Gs thanks, in part, to the IMPAXX foam in the door panels.

Additional safety material considerations include weight savings, efficiency, temperature stability, cost of tooling and design, and time to market. Obviously, NASCAR teams need lightweight materials that deliver reliable results and can be delivered quickly. Packaging space is also an important factor, as vehicle “real estate” is always at a premium.

IMPAXX foam from Dow Automotive is an innovative solution for improving vehicle safety and crashworthiness. We’re very pleased to partner with NASCAR to provide this important technology for every Car of Tomorrow.

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