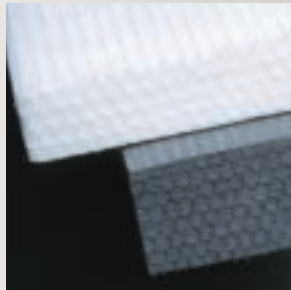
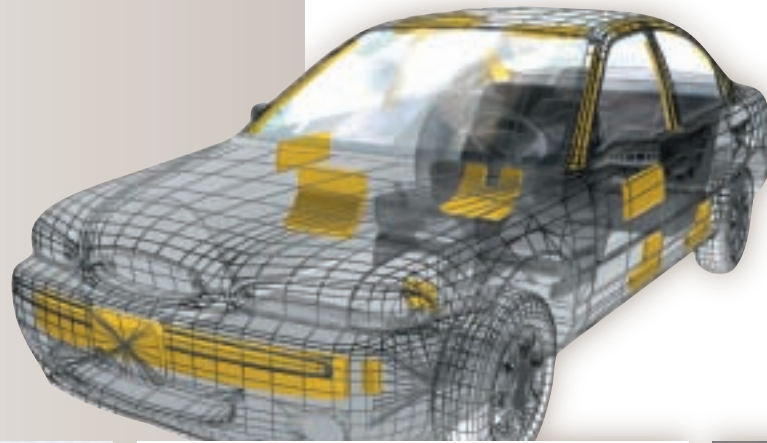




Dow Automotive

New *EA* countermeasure from

D O W A u t o m o t i v e



How vision becomes reality

Innovation and teamwork resulted in the design of energy absorbing (EA) countermeasures that minimize headliner packaging space without compromising interior safety and aesthetics.

CHALLENGE : To develop, within a short timeline, an EA countermeasure solution for DaimlerChrysler's 2000 Dodge Neon headliners that helps meet stringent FMVSS-201U impact requirements while minimizing intrusion on valuable interior packaging space.

ACTION : Dow Automotive design, program and test engineers worked closely with Lear Corporation to create an EA countermeasure solution using STRANDFOAM* polypropylene foam, a new-to-market structural foam with excellent energy absorption properties.

“The focus on vehicle occupant safety has moved far beyond safety belt protection. Dow Automotive provides a variety of energy management countermeasures that meet or exceed worldwide mandated safety requirements. We are committed to utilizing our heritage of material science expertise and our full-service EA capabilities to be a world leader in vehicle safety solutions.”



— Travis Sessions
*Dow Automotive
Business Manager*

Manufactured through a proprietary process, the extruded strands fuse into an innovative honeycomb structure that is responsible for the material’s unique energy management characteristics. Unlike other countermeasures that only compress to manage energy, STRANDFOAM compresses, buckles and ultimately fractures during impact. The combination of these three energy-absorbing mechanisms is what provides superior performance.

In addition to its excellent impact properties, STRANDFOAM exhibits good buzz, squeak and rattle (BSR) performance, is lower in weight than traditional materials, and is 100 percent recyclable. It can be manufactured in a variety of densities and is easily cut, shaped or thermoformed for specific EA applications in vehicle headliners, pillars, doors, knee bolsters, ankle bolsters, steering column covers, interior trim and bumper systems.



We Listen. We Deliver.



Dow Automotive

World Headquarters

Dow Automotive
1250 Harmon Road
Auburn Hills, Michigan 48326, USA
Phone: 248-391-6300
Fax: 248-391-6417
E-mail: dowautomotive@dow.com
www.dowautomotive.com

RESULTS: STRANDFOAM was validated through a team effort and currently is an integral part of countermeasures used in the Dodge Neon. The use of STRANDFOAM has helped DaimlerChrysler work within limited packaging space while helping to meet FMVSS requirements.

SUMMARY: High-performance STRANDFOAM polypropylene foam made an important advance in automotive EA design and safety technology possible. Team collaboration resulted in the specification of a superior EA solution compared to traditional EA materials while meeting tough FMVSS-201U requirements.

This is just one example of Dow Automotive’s commitment to listening to our customers’ needs, and delivering innovative solutions for the most demanding challenges.