



How your car can lose 2000 pounds on the Thornel diet.

Your present car weighs a lot because there's a lot of metal in it.

Now, imagine replacing most of that metal with a material that can lead to the reduction of the weight of a car, by half.

That's the Thornel® diet.

Thornel is a remarkable carbon fiber produced by Union Carbide which, when used to reinforce high-performance plastics, creates a material that can have five times the strength and stiffness, for equal weight, of metals.

In addition, Thornel absorbs shock, dampens vibration and will not rust or corrode.

Right now, there is a study showing the feasibility of taking a 4000-pound car and reducing it to 2000 pounds by using carbon materials for such parts as

hood and trunk lids, doors, body panels, chassis and suspension members, wheels and bumpers.

While this is being developed for the future, there are things happening now. Thornel fiber is being used in space vehicles, airplane components, bicycle frames, golf clubs, tennis rackets and fishing rods.

Thornel. One day it will make a big car with the weight of a small car.

And that's no small achievement.



Today, something we do will touch your life.

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