THE STEEL IN SARAH'S CAR WAS FIRST USED IN AN AEROPLANE

SINCE THEN IT'S HAD NINE LIVES AS:

- Washing machine
- Knife
- Toaster
- Bicycle
- Bed
- Box
- Laptop
- Watch
- Cat food can

FOR HER NEW CAR, SARAH WANTED SOMETHING SAFER, MORE ENVIRONMENTALLY FRIENDLY BUT ALSO AFFORDABLE

TODAY THANKS TO ADVANCED HIGH STRENGTH STEEL HER CAR IS...

- LIGHTER: HER CAR IS 100 KG LIGHTER THAN CONVENTIONAL STEEL EQUIVALENT TO THE WEIGHT OF 25 ASMALL BAGS
- CLEANER: THE STEEL MADE DURING THE PRIMARY PRODUCTION PHASE RESULTS IN 11 TIMES FEWER EPB EMISSIONS THAN ADVANCED STEEL THAT'S 584 KG CO₂-EQUIVALENT TO FUELING ECONOMY FROM PARIS TO AMSTERDAM
- MORE EFFICIENT: SHE VISITS THE FUEL STATION 11 TIMES FEWER DURING THE VEHICLE'S LIFE THAN HER MOTHER DID WHEN SHE USED TO BE-FILL HER OLD CAR MADE OF CONVENTIONAL STEEL

AND IN 2095 WHEN SARAH'S DAUGHTER TELEPORTS TO WORK THE CAR WILL BE RECYCLED FOR ANOTHER NINE LIVES

OVER 650 MILLION TONNES OF STEEL ARE RECYCLED ANNUALLY, MAKING IT THE MOST RECYCLED MATERIAL ON EARTH

STEEL'S RECYCLABILITY MAKES IT THE COMPETITIVE MATERIAL OF CHOICE IN A SUSTAINABLE WORLD

Worldsteel Association

For more information on steel's recyclability, visit worldsteel.org