

NINE LIVES OF STEEL

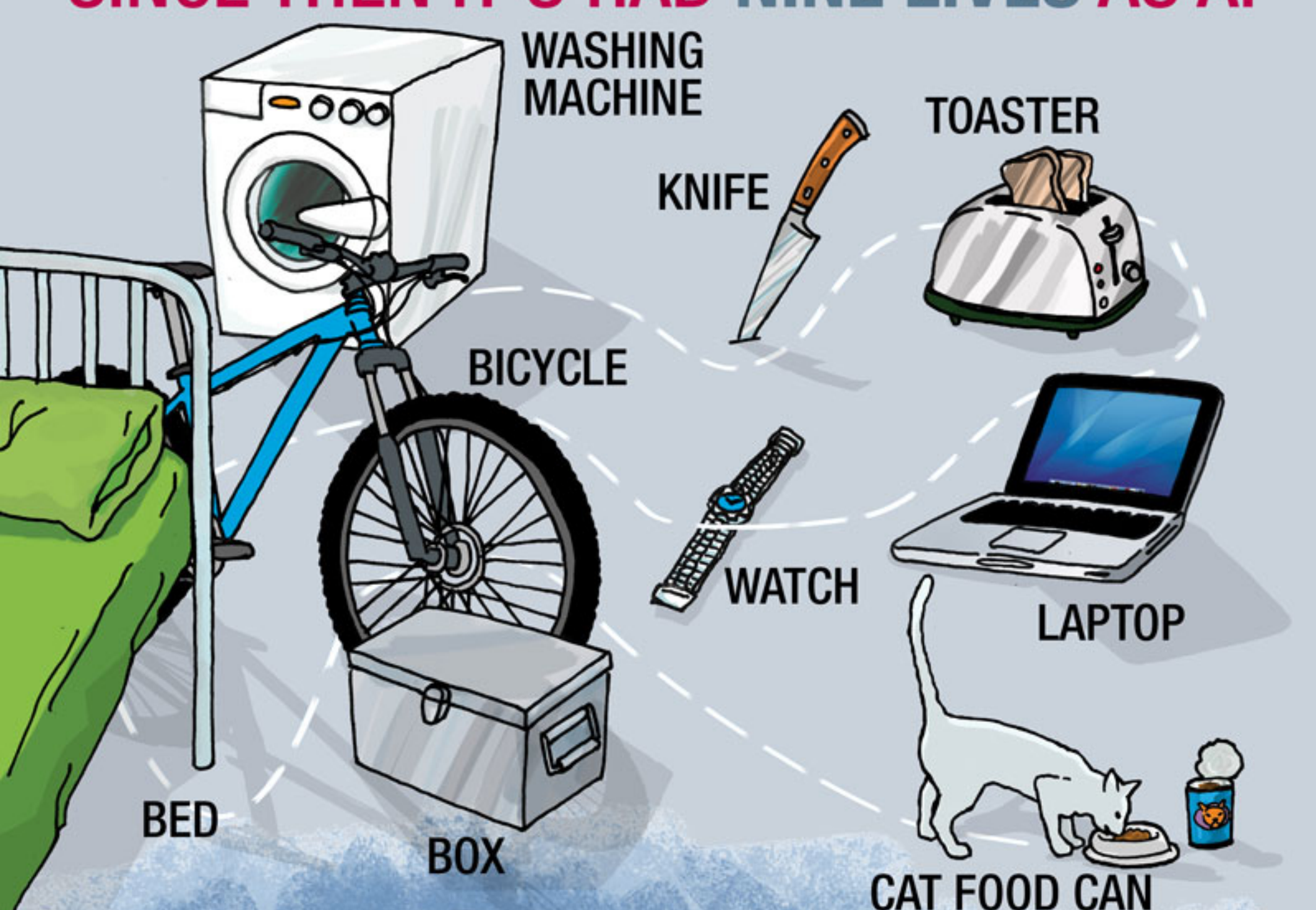
DID YOU KNOW?

THAT STEEL IS INFINITELY RECYCLABLE?

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



SINCE THEN IT'S HAD NINE LIVES AS A:



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 BOWLING BALLS

CLEANER

THE STEEL MADE DURING THE PRIMARY PRODUCTION PHASE RESULTED IN SEVEN TIMES FEWER EMISSIONS THAN ALUMINIUM

THATS 584 KG CO₂e

EQUIVALENT TO FLYING 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 RE-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