

SECRETARY OF TRANSPORTATION ANDREW H. CARD, JR.
INTRODUCTION TO JOE COORS, JR.
MARCH 24, 1992
ORLANDO, FLORIDA

- Joe Coors Jr., comes from a remarkable family and business -- the Adolph Coors Company. He is the son of Joseph Coors and the great grandson of Adolph Coors, the brewery's founder.
- Joe Coors, Jr. is Chairman and CEO of Coors Ceramics Company -- the leading advanced high-temperature materials company in the U.S. and a proven international competitor.
- Joe Coors, Jr. recently joined with President Bush and Energy Secretary James Watkins in signing a \$3.6 million, three year Cooperative R&D Agreement between Oak Ridge National Laboratory and Coors Ceramics Co. Coors moved to Oak Ridge two years ago precisely to take advantage of the high tech facilities there.
- This successful pairing of government and industry will dynamically improve U.S. manufacturing techniques for advanced ceramics. In particular, this pact will lead to ceramic parts that will help make possible longer-lasting and more efficient engines of the future. Breakthroughs in machining ceramic auto

parts could increase the U.S. GNP by \$11 billion annually.

- Joe Coors, Jr. is a member of many organizations -- he currently is President of the U.S. Advanced Ceramics Association and a Trustee to the Colorado School of Mines. His most recent achievement was receiving his pilots license from Bell Helicopter School.
- Joe Coors, Jr. is an avid golfer and an active participant in the Coors sports program. As a result of these interests he originated the concept of an ceramic putter -- one that won't crack with age or use as do alloy putters and is 20 percent lighter than conventional ones.

###