



Press release

December 17, 2009

Join Henkel in the heart of Dakar Rally

Welcome back, Amigos!

The sixth time in a row the Henkel brands Loctite® and Teroson are official suppliers of Dakar Rally. On January 1, 2010 the starting signal for probably the most sensational rally raid will be given in Buenos Aires. This also marks the beginning of very busy times for the Henkel service team that is accompanying the drivers. Night by night their fast and efficient repairs ensure that the contestants will be able to make it to the starting line the next day.

The Dakar is justifiably considered to be one of the biggest challenges for man and machine and moving the rally to South America did not change this the slightest bit. On the contrary: With the Atacama desert probably the driest place on earth will be an integral part and highlight of the challenging 2010 route. And indeed, this desert is dry: Some weather stations in the Atacama have never received one single drop of rain. But also the passage across the Andes Mountains and the other stages of the 9000 kilometers loop through the continent put the ability of drivers and their mechanics to an acid test.

Indispensable helpers in the background

To ensure that the more than 500 competitors of the rally starting New Year's Day 2010 won't be delayed by a loose bolt, worn bearing, leaking seal, broken windshield or any other unexpected incident, the "Henkel-Charlies" are reporting for duty again. During the 16-day ride through Argentina and Chile the technical service specialists provide for expert support on emergency repairs and nighttime maintenance work in the bivouacs. Thanks to them a countless amount of drivers have crossed the finishing line in the past six years who otherwise maybe never have made it there.



This year too the "Charlies" will be joined by photojournalist Stefano Levi, reporting every day live from the bivouacs and from the track in his blog at www.dakaradventure.com. Plenty of additional information can be found at www.henkel.com/dakar. Henkel's online package is rounded off by the option to follow the course of the rally live at http://tracking.dakar.com/henkel/index_us.html.

Stay on track with Henkel

Where things get really tough and you must prove your capability to deliver performance, products from the Henkel portfolio have demonstrated to be ideal partners for rally competitors. Loctite anaerobic threadlockers are a good example for those small yet very important items that can make the difference between victory and defeat, as they perform reliably where mechanical devices fail. Broken windscreens occur frequently while cars and trucks race through rugged terrain, so drivers have come to rely on Teroson direct glazing sealants which achieve extremely fast drive-away times - a must for a quick replacement allowing them to continue the race in good time. Plastic parts, often badly cracked, punched and broken during the race, can be restored quickly and reliably using Teroson Plastic Repair products.

"Dakar Rally is not only an ideal testing arena for new product developments, like the new Loctite Quick Gasket or our Terostat 9320SF, it also confirms the performance of our proven quality products even under the most extreme racing conditions," says Christian Scholze, Head of Marketing Communication. "This many products have earned their 'Dakar-proven' stamp of approval in the previous events."

Henkel has been committed to making people's lives easier, better and more beautiful for more than 130 years. A Fortune Global 500 and Germany's most admired company according to a recent Fortune survey, Henkel offers strong brands and technologies in three areas of competence: Home Care, Personal Care and Adhesive Technologies. Each day, more than 52,000 employees in 125 countries are dedicated to fulfilling Henkel's claim "A Brand like a Friend." In fiscal 2008, Henkel generated sales of 14,131 million euros and adjusted operating profit of 1,460 million euros.

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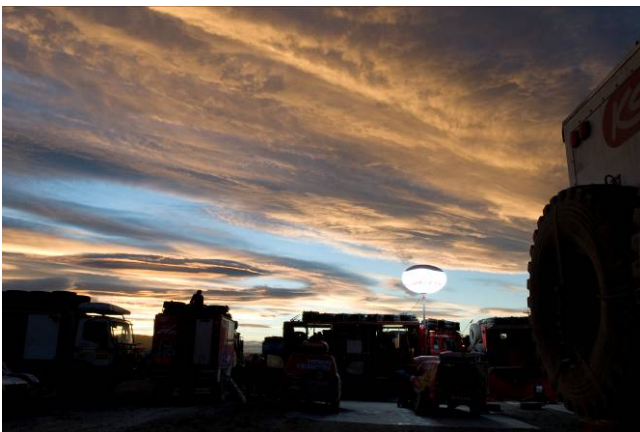
The following photo material is available at <http://www.henkel.com/press>



Nothing but dunes: The stages in the Atacama desert mark one of the highlights of this year's Dakar Rally.



Always reporting for duty: the „Henkel-Charlies“.



The bivouacs know no nights: Thanks to the expert nighttime support of Henkel's technical service specialists many contestants will be able to make it to the starting line the next morning.