

Henkel

A Brand Like a Friend

Press release

Düsseldorf, September, 2008

Henkel at Automechanika 2008 in Frankfurt

Loctite® and Teroson at the World's Meeting Point for the Automotive Industry

Everything that keeps the future of the automobile industry on the move will be exhibited at Automechanika 2008 in Frankfurt from September 16 to 21. Following a highly successful showing in the 2006 event, Henkel will be back to showcase its competence in motor sports with Loctite® and Teroson products. Visitors will get a first hand look at the broad spectrum of capabilities and activities.

Held every two years, Automechanika in 2008 expects over 4,600 exhibitors and around 160,000 trade visitors. The fair is unparalleled in terms of size and internationality and has developed into one of the most important meeting places for decision makers from the automobile sector. No other exhibition offers a comparable product range in such a depth and breadth.

Henkel is dedicating a spacious stand in **Hall 9, Level 1, Walkway B**, to showcase its innovative solutions and offer insights into the latest technology and concepts for success in the competitive environment of the future. There will be podiums for live demonstration, a workshop area for hands-on action, a video screen showing Henkel's close contacts to the world of motor sports, plus a wealth of insider information on products, applications and services. Trained staff will be available to answer any questions. Last but not least, visitors can participate in a special racing challenge of their own.



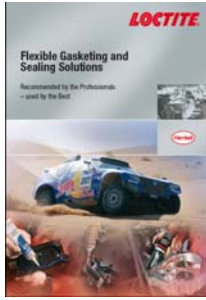
Successful innovations marking a major step ahead include:

New solutions for auto glass replacement with **Terostat 9096 PL & Terostat 9097 PL HMLC**, the new DGX generation for easy, quick and safe primerless windscreen bonding. The single component PUR products need no primer, no activator, no active wipe and therefore achieve process simplification and cost efficiency by creating a time saving two-step operation that leaves less room for application errors.



The new **Teroson PowerLine II** air pressure gun with integrated pressure gauge is a very powerful tool for dispensing one and two component direct glazing sealants from cartridges. It allows for continuously variable adjustment of flow and handles low to very high viscosity materials.

New solutions for flexible gasketing and sealing, formulated to meet a broad range of complex needs in state-of-the-art assemblies that are designed to



tolerate movement under high load, resist elevated temperatures and exposure to oils and/or coolants. Specially formulated Loctite® silicone sealants from Henkel can live up to these challenges as they have good adhesion, allowing them to flex with flange movements. They have been thoroughly tested in cooperation with auto makers, confirming their capability to meet the most exacting demands.



Characteristics include resistance to increased vibration and flange movement, resistance to mineral, semi-synthetic and synthetic oils, resistance to high temperatures near heat-carrying assemblies, and resistance to the latest coolant technology reaching up to 120°C, in assemblies made with pressed components, plastic parts or a combination of dissimilar materials.

Henkel: Competence in Motor Sports

Commitment to motor sports will be prominently displayed. Visitors can admire one of the VW Touaregs - the fastest car in the 2007 Dakar Rally with 10 out of 14 stage victories. They can watch exciting footage of live action at the Dakar and the Central Europe Rally, and even test their skills in a special 'Fast Repair' Challenge.



The **Dakar Rally** switches continents next year with a gruelling 9,000 km event in Argentina and Chile, taking drivers on a route that will be both testing and demanding. They will need all their skills to adapt to different race conditions from one day to the next.

And they will need a competent partner to support them: Henkel will be there - with professional, hands-on service and high-quality Loctite® and Teroson products for fast and efficient repairs which have helped many drivers make it to the finish line in previous races on the African continent.

Henkel and Porsche: partners who share a commitment to excellence



This year's Automechanika will serve as a platform to kick off the cooperation agreement between Henkel and Porsche, who both have a history of leadership at the forefront of their respective fields. The technology partnership brings together two premium brands for a powerful combination of unique capabilities to develop innovative solutions and achieve maximum performance under the extreme conditions of racing in the Porsche Mobil 1 Supercup. Loctite® products are widely used for production and maintenance of the 911 GT3 racing car, equipped with an engine that generates 420 hp and reaches a tremendous top speed of 310 km/h.

The **Porsche Mobile 1 Supercup** is a high-ranking race series which enjoys acceptance and appreciation not only among insiders. It is held as a supporting event within the Formula 1 World Championship. In the fastest international one-make cup, professional teams and drivers compete in powerful identical Porsche 911 GT3 Cup race cars under the same technical conditions. The 2008 race calendar covered 11 race weekends with 12 championship rounds all over Europe. Porsche and Henkel will make their first joint appearance at the Formula 1 race in Spa-Francorchamps (Belgium) on September 7, where Henkel is going to be Official Partner to the "tolimit" team: Impossible to overlook, as this team will race in a Porsche 911 GT3 designed in Loctite style.



Henkel - A Driving Force in the Racing World

Around the world, Henkel has an extensive commitment to motor sports where reliable performance must be delivered in the most extreme conditions. As Official Partner and Supplier to the Dakar Rally for several years, Henkel has supported the competing teams with products that reflect the company's dedication to innovation, performance and perfection. The driving force behind the success of this relationship lies with the implementation of Henkel's cutting-edge technology, and the never-ending quest to confirm the superior quality of Henkel products even under the most extreme racing conditions.

For more than 130 years, Henkel has been a leader with brands and technologies that make people's lives easier, better and more beautiful. Henkel operates in three business areas – Home Care, Personal Care, and Adhesive Technologies – and is ranked among the Fortune Global 500 companies. More than 60 percent of Henkel's sales are in consumer goods, while the industrial business accounts for almost 40 percent of the company's total sales. In fiscal 2007, Henkel generated sales of 13,074 million euros and operating profit of 1,344 million euros. Our more than 55,000 employees worldwide are dedicated to fulfilling our corporate claim, "A Brand like a Friend," and ensuring that people in more than 125 countries can trust in brands and technologies from Henkel.

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Further material is available at <http://www.henkel.com/press>

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