

Henkel

A Brand like a friend

Press release

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Henkel at Automechanika 2008 in Frankfurt

Terostat to present New Generation Primerless Windscreen Bonding at Automechanika 2008

Everything that keeps the future of the automobile industry on the move will be exhibited at Automechanika 2008 in Frankfurt. Following a highly successful showing in the 2006 event, Henkel will be back to give visitors a first hand look at the broad spectrum of capabilities and activities.

The Automechanika stands for innovation, internationality and a spectrum of products that is unparalleled in terms of breadth and depth. That makes it imperative for Henkel to participate and present its capabilities and concepts for success: on a spectacular stand in **Hall 9, Level 1, Walkway B**, Henkel offers a wealth of insider information on products, applications and services.

The latest advances in auto glass replacement will be a prominent theme. Successful innovations marking a major step ahead include:



Terostat 9096 PL & Terostat 9097 PL HMLC, the new DGX generation for easy, quick and safe primerless windscreen bonding.

Easy, because the single component PUR products need no primer, no activator, no active wipe and therefore leave less room for application errors;

Quick, because the ultra high viscosity material does not slip, requires no heat and is applied in a time saving two-step operation that achieves process simplification and cost efficiency;

Safe, because the products have been crash tested to US standard FMVSS, comply with the relevant safety regulations - and have built-in UV stability (passing the "Florida test" requirements)

They are fully compatible with all existing DGX products, offer a 25 min installation time and a drive away time of 1 h (9097) and 4 h (9096) respectively. Being fully primerless, they minimise the amount of solvents and isocyanate a workshop requires for auto glass replacement and therefore achieve significant environmental benefits. Production of Terostat 9096 PL and Terostat 9097 PL HMLC, as of all other Teroson direct glazing materials, is monitored by TÜV, the globally recognized testing, inspection and certification organisation.





The new **Teroson PowerLine II** air pressure gun with integrated pressure gauge is recommended for processing the above products from 310 ml cartridges. It is a very powerful tool that can handle low to very high viscosity one and two-component materials and allows for continuously variable adjustment of flow.

Windscreen bonding is only one of the highlights featured. 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.

Henkel: Competence in Motor Sports

Commitment to motorsports 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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