

Henkel

A Brand like a friend

Press release

Düsseldorf, September, 2008

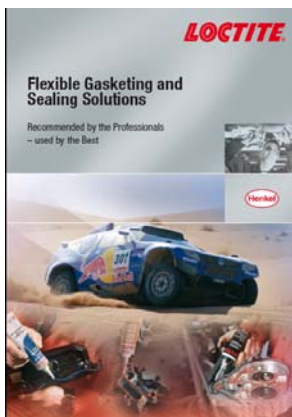
Henkel at Automechanika 2008 in Frankfurt

Loctite® Presents: Flexible Solutions for Reliable Sealing

Following a highly successful showing in the 2006 event, Henkel will be back with a spectacular stand at Automechanika 2008 in Frankfurt to showcase its professional solutions and offer insights into the latest technologies for success in the competitive environment of the future.

“Competence in Motor Sports” is the motto for Henkel's appearance at this exhibition which is unparalleled in terms of size and internationality. Podiums for live demonstration, a workshop area for hands-on action with Loctite® and Teroson products and a video screen showing Henkel's close contacts to the world of motor sports are only some of the highlights of the **stand 06 in Hall 9, Level 1, Walkway B.**

Flexible Gasketing and Sealing Solutions will be one of the key areas of focus, as Loctite engineers played a decisive role in shaping the progress of silicone sealing technology and developing the designs required for effective sealing of flanges: a very important part of automotive engineering - both on the assembly line and even more so in the repair shops. If it is left to chance, the results of leaks can be devastating.



The breadth of Henkel's product expertise has been supporting automotive assembly and the automotive aftermarket for more than 50 years. Henkel offers a new comprehensive line of excellent Loctite® repair solutions for flexible gasketing and sealing of flange assemblies made with pressed components, plastic parts or a combination of dissimilar materials.

Flanges are sealing systems that encounter small movements as a result of vibration, pressure and temperature changes, shock, impact and external loads. Specially formulated Loctite® silicone sealants can live up to these challenges as they have excellent adhesion, allowing them to flex with flange movements on engines, gearboxes, axles etc. These sealants have been thoroughly tested in cooperation with auto makers, confirming their capability to meet the exacting demands of application in repair shops, garages and service stations. In addition, Henkel performs stringent in-house quality control tests to ensure maximum quality standards.



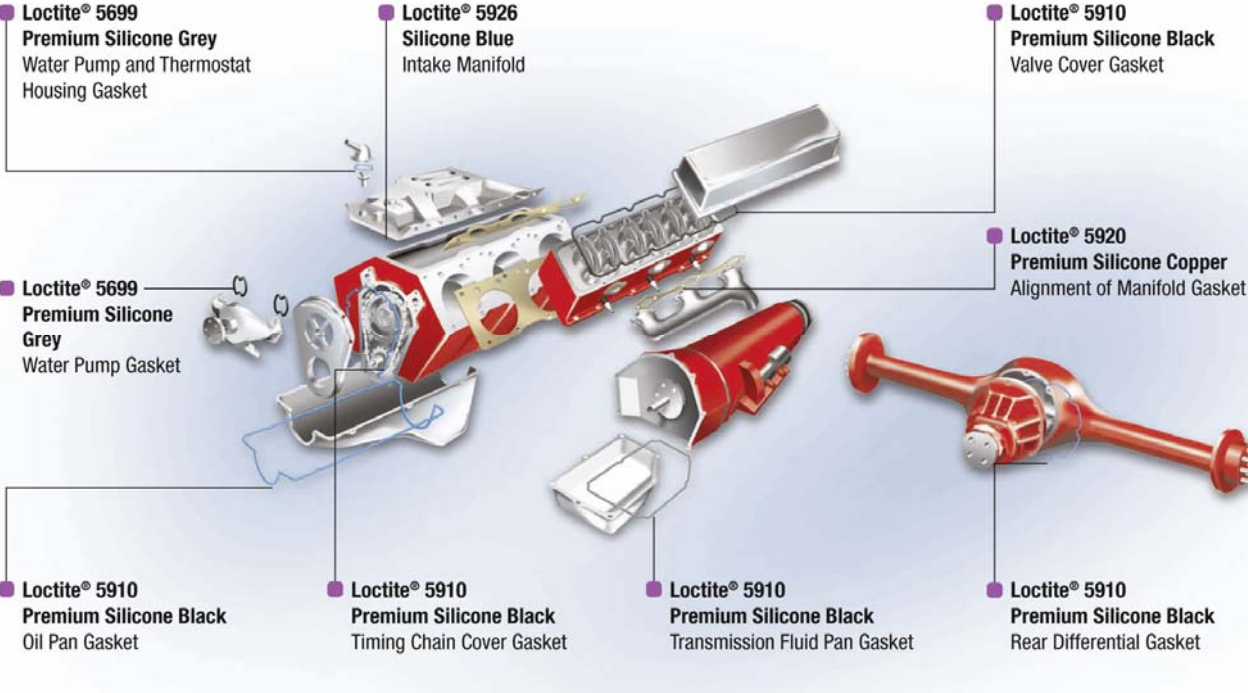
Sophisticated Technology: Automotive manufacturing has made tremendous progress in the past years. New technologies are being introduced, often in response to the challenges posed by environmental and safety regulations. Modern engines are designed to be compact, energy efficient and easy to manufacture. They require a wider range of materials and more demanding flange designs. As a result of optimized power train components and compact designs, parts are exposed to higher temperatures.



Loctite® silicone sealants are formulated to meet a broad range of complex needs for effectively sealing flexible flanges in automotive assemblies in which fluids or gases have to be either contained or excluded: engines, gearboxes, axles, manifolds are the most common ones. The sealants fill all voids with excellent fluid and temperature resistance. Repair professionals appreciate the fact that parts can be disassembled easily even after extended service.

Key characteristics of major importance in the workshop 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. Loctite® silicones meet and exceed these requirements and offer solutions for specific applications:

Examples for Silicone Gasketing Applications



Of course there will also be other themes of topical interest. Visitors will get a first hand look at the broad spectrum of capabilities and activities. They can watch live demonstrations, get "hands on" experience in the workshop area, and they can even compete in a racing challenge of their own. Trained staff will be available to answer any questions and offer a wealth of insider information on products, applications and services.

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.

Press-Contact

Peter Kreft

Phone: +49 211 797 - 1458

Fax: +49 211 798 – 11458

Expert-Contact

Isabelle Feix

Phone: +49 211 797 - 2460

Fax: +49 211 798 - 12460

Press@Henkel.com

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

Henkel AG & Co. KGaA

Head of Corporate Communications

Ernst Primosch, Corporate Vice President