

Henkel

A Brand Like a Friend

Press release

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Henkel - Official Supplier to the 2009 Dakar Rally in Argentina and Chile

Loctite® threadlockers give Dakar competitors a winning edge

The Dakar Rally sends man and machine through some of the most gruelling terrains in the world, on nearly every surface imaginable: asphalt, gravel, dirt and hundreds of kilometres of sand dunes, rocks and steppe. The fast-paced, high-technology environment is a perfect testing ground for Henkel's Loctite® and Teroson products, confirming their capability to provide fast and reliable repairs in the most difficult situations.

In addition to being an incredible adventure, the Dakar is also a race of endurance, bravery, determination and meticulous planning. In addition, it is the ultimate test for Henkel's Loctite® and Teroson products.

Many of them have earned their "Dakar-proven" stamp of approval in the previous years' events. Used by almost all the drivers competing on bikes, cars and trucks, Loctite® anaerobic threadlockers exemplify those small yet very important items that can make the difference between victory and defeat. They perform reliably where mechanical devices fail.



Loctite® liquid threadlockers come in low, medium and high strength formulas, as well as a penetrating version. They have been carried along in the tool boxes of amateurs and the famous top teams alike, and were used for threadlocking applications ranging from Bowler transmission axles to belt tighteners for the Nissan team, crank arms on BMW cars, and Mitsubishi wheel supports, to name but a few.



Loctite® liquid threadlockers positively lock threaded fasteners against vibration loosening and protect threads against corrosion, eliminating the need for lock nuts and washers.

Used for applications ranging from delicate fuel injection components to heavy-duty transmission and engine assemblies, threadlockers must meet the most exacting demands.





The question if and how frequently a threaded joint has to be disassembled must be answered for deciding on the selection of a high-strength, a medium-strength or a low-strength product. Whenever maintenance and repair work is a key requirement, only low or medium-strength products should be considered. Size and type of thread (coarse thread, fine thread, etc.) are also important criteria for selecting the appropriate type of threadlocker.

High strength threadlocker Loctite® 270 was used by the KTM team for securing fasteners against heavy shock, vibration and extreme environmental conditions, such as the competitors can encounter at the Dakar Rally, with snow and sub-zero temperatures as well as sandstorms and searing heat in the desert.

— Henkel has supported the Dakar competitors as an Official Supplier since the 2005 event, true to the motto: "Products from the Henkel range – Designed for everyday use – Tested on the world's toughest events". In the 2007 Euromilhões Dakar Rally on the African Continent, Loctite® and Teroson branded products have once again proved their capability to deliver performance to win - and keep - the competitors' confidence.



— **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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