

Henkel

A Brand Like a Friend

Press Release
Munich, January 2006

Henkel – Official Supplier to the 2006 Euromilhões Dakar Rally

Back in the saddle



Loctite® and Teroson branded products from the Henkel portfolio have been designed to withstand the toughest conditions, making them ideal partners for the 2006 Euromilhões Dakar Rally. As Official Supplier to 28th edition of the event, the company supported the more than 500 competitors during their 16-day tour across six countries.

The Dakar is the most physically gruelling motor sport event in the world. During the 16-day marathon, competitors battle the toughest terrain imaginable and test their skills to the ultimate limit. Bike riders face long days in the saddle, and the durability of bike seats is a key concern.



Daniel Vermeloux, riding a KTM EXC 450 for Team DVO Dakar, and Miran Stanovnik from Slovenia on his LC 4 RALLYE KTM, had battled through the long and hot special stages in Mauritania and Mali when they noticed that the leather covering of their Kevlar bike seats was coming off in several places. The cover had originally been bonded with a solvent-based contact adhesive that had disintegrated in the heat. The Henkel specialist had a better solution:



Loctite® 401, a general purpose Instant Adhesive that withstands temperatures up to 80°C and is particularly suitable for bonding porous materials. The two bikers had their comfort restored – and both made it to the finish line: Daniel Vermeloux in 91st position, and Miran Stanovnik even in 24th position.



Janis Vinters from Latvia had a totally different problem: When he took a fall, a ragged hole as big as a fist was punched into the saddle of his 525 EXC KTM bike, making it unfit for continuing his quest to conquer the desert.

Working with the team late into the night, the Henkel specialist saved the day:

Cleaning the surface with Loctite® 7063 was the first step. This cleaner and degreaser is recommended as a pre-treatment for all surfaces to be bonded. The next step was priming with Terokal 150, a plastic primer which is compatible with all types of plastics and paints used on vehicles. A reinforcement mat was then positioned over the hole and bonded with Teromix-

Adhesin® Bonderite® Hysol®



LOCTITE



technomelt





6700, a high strength 2K PUR adhesive easily applied directly from the dual cartridge through a static mixer. After allowing some time to cure the product, the hole was covered from outside to finish the repair job.

Janis Vinters completing the rally in 63 hours 30 minutes and 31 seconds, taking 10th place overall in this tough endurance event.

Henkel brought numerous other Dakar-proven products to the rally, plus some of the latest

innovations in the product line. Each item has been chosen to ensure that the drivers' efforts to reach Dakar are not delayed by a loose bolt, worn bearing, damaged housing, leaking seal, broken windshield – or any other unexpected incident, as these examples illustrate. The Dakar is an exceptional adventure which demands unconditional passion, optimum performance and maximum perfection from the people involved, the machines used and the materials employed. Henkel is making a vital contribution to ensure that the competitors can meet these challenges.

Henkel – A Driving Force in the Racing World

Around the world, Henkel has an extensive commitment to motor sports. In 2004, the Henkel logo appeared for the first time on the rear wing of the Team McLaren Mercedes race cars, thereby continuing the technical association with the team, which began in 1995 through the Loctite® brand. As Official Supplier, Henkel provides a wide variety of innovative solutions to the team. More than 100 different applications of Henkel products have been incorporated into the Team McLaren Mercedes MP4-20 for its challenge in the 2005 FIA Formula One World Championship. In North America, Henkel's NASCAR sponsorships include several brands with the No. 66 Ford Taurus from Brewco Motorsports – driven by Greg Biffle, a rising NASCAR star boasting three career NEXTEL Cup Series wins – and the Loctite® brand with Robert Yates Racing and the No. 38 M&M'S® Ford. For the three-week, 10,000-kilometer 2006 Dakar Rally Raid through gruelling desert terrain, Henkel provided each racing team with an essential mechanical emergency kit containing a wide range of adhesives, sealants, maintenance products, cleaners and bonding tapes. In addition, two Henkel engineers accompanied the Rally, providing the teams with technical back-up and support at each of the bivouacs.

The Henkel Group, a Fortune Global 500 company, operates in three strategic business areas – Home Care, Personal Care, and Adhesives, Sealants and Surface Treatment, which serves the transportation, electronics, aerospace, metal, durable goods, consumer goods, maintenance and repair and packaging industries, and offers a broad range of products for the craftsman and consumer. Henkel is a leader with brands and technologies that make people's lives easier, better and more beautiful. More than 50,000 employees work for the Henkel Group worldwide. People in 125 countries around the world trust in brands and technologies from Henkel – „A Brand like a Friend“.

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