

Henkel

A Brand like a friend

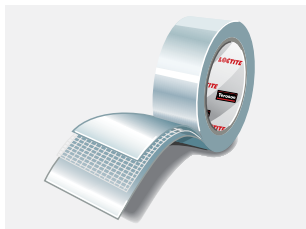
Press Release
Munich, February 2006

Henkel – Official Supplier to the 2006 Euromilhões Dakar Rally

All taped up and ready to go



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 battled the toughest terrain imaginable and many vehicles did not come through unscathed. The ultimate material, invaluable to have along, turned out to be the Loctite® Teroson 5080 FIX & REPAIR TAPE.

Known by many as the handyman's best friend, this extra strong, 100 % waterproof tape is composed of three layers. The top layer is a resilient plastic. The bottom layer is a rubber-based adhesive. The middle layer is a fabric mesh. **Loctite® Teroson 5080 FIX & REPAIR TAPE** offers high tack and superior holding power – as the following photos confirm.

Every competitor was presented with a roll of the tape during the technical scrutineering in Lisbon. By the time they finished their race, 60–70 % of all the motorbikes had been fixed with the tape in one – or even in many places:

For the cars, too, **Loctite® Teroson 5080 FIX & REPAIR TAPE** was in great demand. Even the trucks couldn't do without it. The tape came in useful for fixturing a broken windshield before it was replaced:

Truly Dakar proven

The Henkel specialists who accompanied the rally for maximum support to the competitors were kept busy every night at the bivouac with requests for more of the precious stuff that repairs, reinforces, fixes, seals, protects – and has now proven its qualities in the extreme conditions of the Dakar.

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,

Adhesin®

Bonderite®

Hysol®



LOCTITE



technomelt





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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