



Press Release
Düsseldorf, July 2007

Henkel at the 2008 Euromilhões Dakar Rally

Henkel goes to the 30th Dakar Rally with its Loctite® brand as Official Partner

Extending its commitment for the fourth encounter with the Dakar, Henkel is sending its Loctite® brand as Official Partner to the 2008 anniversary edition of this spectacular event, supported by the Teroson brand as Official Supplier.



Over the past three years, Henkel's Loctite® and Teroson power brands have established an excellent track record in the most demanding race in the world: with products that have supplied ample proof of their capability to win - and keep - the competitors' confidence.



Henkel's Partner status reflects the company's goal of highlighting its competencies as a leading supplier of industrial adhesives and sealants, pushing the limits further in pursuit of reliability, performance and innovation. The event provides an ideal testing arena for new product developments and confirms the superior quality of Henkel products even under the most extreme racing conditions. By travelling with the rally all the way to Dakar, Henkel will also support the competitors with hands-on expertise for emergency repairs and overnight maintenance work in the bivouacs.



The rally receives extensive international media coverage by radio and TV stations around the world. 250 journalists have the opportunity to accompany the Dakar live. The event captures the interest of a huge public, many of whom are motor sport enthusiasts and technology freaks - precisely the key group of Loctite® and Teroson product users.



In 2008, Henkel will have stands in all three areas – public, administrative & technical scrutineering. All competing teams will be presented with the greatly appreciated Mechanical Emergency kit of useful products and will get competent help with any urgent technical problems that may arise.

Adhesin

Bonderite

Hysol



LOCTITE



technomelt





A true service to the competitors

The team of Henkel specialists travelling with the rally all the way will be expanded. Known as the Teroson and Loctite® "Charlies" to most of the competitors and even more so to their mechanics, they will be available during scrutineering and throughout the rally to provide advice and hands-on support. Over the years, close contacts have developed into a strong relation of mutual trust and understanding, built on the competent service and the high-quality products offered for fast and efficient repairs which have helped many drivers to make it to the finish line. It comes as no surprise, therefore, that the Dakar participants give Loctite the highest score among the sponsoring companies. Within only three years, Henkel's acknowledgement among competitors has climbed to the top, reflecting the outstanding efficiency of products and the most widely praised service provided.



The Henkel portfolio offers products to prevent loose bolts, worn bearings and leaking seals, replace broken windshields, repair gaping holes in plastic components, tape up all sorts of broken parts - in short, for a huge spectrum of applications too numerous to mention.

Many products 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.



A few examples:



BMW and Nissan teams use anaerobic threadlocker Loctite® 243 for locking various bolts. Loctite® liquid threadlockers positively lock threaded fasteners against vibration loosening and protect threads against corrosion.



Loctite® Flange Sealant Stick 548 sealed the housing of the pneumatic differential lock on a Renault Truck



KTM Repsol Team used Loctite® Instant Adhesive 435 for bonding a rubber sealing ring to the radiator fan housing



Terostat-8630 2K HMLC was used to replace the broken windscreen of several MAN trucks. The safe drive away time is only five hours after bonding the windscreen



The new isocyanate-free, primerless window glazing adhesive Terostat 9000 PL was used for replacing the windscreen of this Land Rover Freelander



Sometimes there was a long queue of bikers seeking help for the plastic shells and fairings of their motorbikes, cracked, punched and broken as a result of many falls and the cruel terrain. The Teroson Plastic Repair System – adhesive Terokal 9225 SF together with Teroson FL Cleaner and Terokal 150 Plastic Primer - has lived up to the extreme challenges posed by the rally.



Henkel - A Driving Force in the Racing World

Around the world, Henkel has an extensive commitment to motorsports. 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 300 different applications of Henkel products have been incorporated into the Vodafone McLaren Mercedes MP4-22 for its challenge in the 2007 FIA Formula One World Championship. For the 16-day, 8,000-kilometer 2007 Dakar 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.

Henkel, 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 Henkel. People in 125 countries around the world trust in brands and technologies from Henkel – „A Brand like a Friend“.

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