



**Press Release**  
Düsseldorf, January 2007

Henkel - Official Supplier to the 2007 Euromilhões Dakar Rally



## **Euromilhões Dakar Rally 2007: Helpful supplies for the Hummer H3**

The 2007 Dakar is seeing Henkel come back for the third encounter with this unique event, and there's a good reason for it: This fast-paced, high-technology environment is a perfect testing ground for Henkel's Loctite® and Teroson products.



When **Robby Gordon** (left) and co-driver **Andy Grider** (right), both from the United States, visited the Henkel stand during Technical Scrutineering in Lisbon, they lost no time to pick up some helpful supplies of Loctite® 243, 270, 3430 and the Anti Seize Stick. They knew well enough that the Dakar would be an extreme challenge again this year. Sometimes a racer's skills as a mechanic are required to save the day, and the Loctite® products' capability to provide fast and reliable repairs in the most difficult situations might surely come in useful.

At the end of the 6<sup>th</sup> leg of 414 km from Tan Tan to Zouérat in Mauritania, Robby Gordon Motorsports became the first American team to capture a stage in the Dakar Rally. Robby Gordon steered his Hummer to victory in 2:58:57, just 17 seconds ahead of the second place buggy of Jean Louis Schlessler.

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, Loctite® and Teroson branded products once again prove their capability to deliver performance to win - and keep - the competitors' confidence. The Loctite® / Teroson specialists are back to accompany the rally and offer expert assistance.

Henkel has gone to great lengths to meet the Dakar challenge with Loctite® and Teroson products, many of which have earned their "stamp of approval" in the previous events. They and other, innovative products from the Henkel portfolio are now proving their worth in the 2007 Euromilhões Dakar Rally.

**Adhesin**

**Bonderite**

**Hysol**



**LOCTITE**



**technomelt**



### **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. Nearly 200 different applications of Henkel products have been incorporated into the Team McLaren Mercedes MP4-21 for its challenge in the 2006 FIA Formula One World Championship. In North America, Henkel's NASCAR sponsorships include several brands with Roush Racing and driver Carl Edwards. For the three-week, 10,000-kilometer 2007 Dakar Raid through gruelling desert terrain, Henkel provides 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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