



Press Release
Düsseldorf, March 2007

Henkel - Official Supplier to the 2007 Euromilhões Dakar Rally

Euromilhões Dakar Rally 2007: Henkel's 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. 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.

Adhesin

Bonderite

Hysol



LOCTITE



technomelt



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, Loctite® and Teroson branded products have once again proved their capability to deliver performance to win - and keep - the competitors' confidence.



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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