



Press Release
Düsseldorf, March 2007

Henkel - Official Supplier to the 2007 Euromilhões Dakar Rally

Euromilhões Dakar Rally 2007 competitors profit from pocket-sized power of Henkel's Loctite® Sticks

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, confirming their capability to provide fast and reliable repairs in the most difficult situations.

Many of these 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® Stick products exemplify those small yet very important items that can make the difference between victory and defeat. They perform reliably where mechanical devices fail.

Henkel offers a range of eight products for locking threaded fasteners, for sealing metal threaded joints and surfaces, for lubrication and protection against seizure and corrosion. The semi-solid formula makes them suitable for almost every application. There are no leaks, drips or spills, and they can be applied quickly, easily, and exactly where it's needed.



← The Henkel specialist luckily was at hand to help out with **Loctite® Threadlocker Stick 248** when no official assistance was allowed during the marathon stage, and the KTM Gauloises team urgently needed to lock some vital bolts for emergency repair work on the gearbox and engine.

Some suspension bolts came loose on the MAN team truck although they had been tightened at very high strength (>400 Nm). In Ouarzazate the team used Loctite® 248 – successfully, as after 2 special stages the bolts were still in place when the truck arrived in Zouerat .→



Adhesin

Bonderite

Hysol



LOCTITE



technomelt





←Loctite® **Flange Sealant Stick 548** was used for sealing the housing of the pneumatic differential lock on a Renault Truck.

Loctite® **8065 C5-A® Copper Anti-Seize** Stick was applied on Isuzu brake bolts. →



This range of Loctite® products is packaged in self-feeding stick applicators that can be conveniently transported and stored. Their colour-coded caps make them easy to carry in a pocket or for neat and tidy storage in toolboxes. The new drip-proof and leak-proof formula delivers the same results as traditional liquid adhesives and sealants. Many satisfied mechanics confirmed: "These Sticks truly do the job that they are supposed to do!"

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“.

Contact

Local address
Tel
Mail: