



Press Release
Düsseldorf, March 2008

Henkel at the 2008 Dakar Series

The legend goes on!

Henkel continues its successful partnership with off-road racing as Official Partner to the Central Europe Rally: The company's Loctite® and Teroson power brands will again give convincing proof of their performance



Over the past three years, Henkel – as Official Partner to the Dakar Rally – has established an excellent track record in a highly demanding race: with products that have confirmed their capability to win – and keep – the competitors' confidence.

After the cancellation of the 2008 Dakar Rally in Africa – a decision which is fully supported by Henkel – the partnership will now go on, starting with the first “Dakar Series” event: the 2008 Central Europe Rally from April 19 to 26. The 3000 km track will lead the competitors through challenging grounds from the Hungarian capital city Budapest through Romania back to the Balaton Lake in Hungary. Among the 250 competitors are top teams like Mitsubishi, VW, BMW and KTM.



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. With hands-on expertise for emergency repairs and overnight maintenance work in the bivouacs the Henkel specialists provide valuable help to all competitors.



The rally will again receive extensive international media coverage by radio and TV stations around the world. Journalists from around 30 media stations in 11 countries will take the opportunity to accompany the rally 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.





A true service to the competitors

"The Desert Knights", the team of Henkel specialists, is travelling with the rally all the way to the Balaton Lake. Known as the Teroson and Loctite® "Charlies" to a number of international rally participants and their mechanics, they will be available throughout the race 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.



They benefit from fast and easy repairs in the fields of threadlocking, sealing, windscreen bonding or plastic repair. 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 products exemplify those small yet very important items that can make the difference between victory and defeat. They perform reliably where mechanical devices fail. Newcomer product this year: the highly innovative threadlocker Loctite® 278 – temperature resistant and oil tolerant.

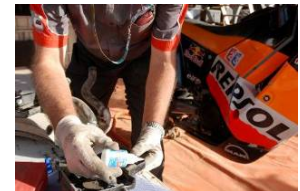
A few examples:



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 Freelanders



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 motor sports where reliable performance must be delivered in the most extreme conditions. As Official Partner and Supplier to the Dakar Rally for several years, Henkel has supported the competing teams with products that reflect the company's dedication to innovation, performance and perfection. The driving force behind the success of this relationship lies with the implementation of Henkel's cutting-edge technology, and the never-ending quest to confirm the superior quality of Henkel products even under the most extreme racing conditions.

For more than 130 years, Henkel has been a leader with brands and technologies that make people's lives easier, better and more beautiful. Henkel operates in three business areas – Home Care, Personal Care, and Adhesives Technologies – and ranks among the Fortune Global 500 companies. In fiscal 2007, Henkel generated sales of 13.074 billion euros and operating profit of 1,344 million euros. Our 53,000 employees worldwide are dedicated to fulfilling our corporate claim, "A Brand like a Friend," and ensuring that people in more than 125 countries can trust in brands and technologies from Henkel.

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