



Press release

Madison Heights, Mich. April 7, 2008

SAE display will show vast portfolio of new and innovative solutions to the automotive industry; technical presentations will demonstrate advances in product technology

Henkel Showcases Automotive Innovations at SAE World Congress

MADISON HEIGHTS, Mich. – Henkel will display its innovative automotive solutions at the 2008 SAE World Congress at Cobo Center in Detroit. These technologies significantly help to decrease customer costs, improve quality, and in many cases, reduce the environmental impact. Henkel will feature the industry's first proven non-phosphate nanoceramic pretreatment for automotive metals; the first multifunctional, titanium-based process for aluminum, titanium, and aluminized surfaces; as well as the latest advances in gasketing, NVH and autodeposition coating solutions.

"Our products help customers reduce costs and environmental impact while improving performance and quality," said Don Findley, vice president, Sales, Henkel. "We are excited to introduce our most innovative solutions that support all segments of the industry."

In booth 1745 at SAE World Congress, Henkel's display will include many of its automotive solutions and advanced technologies, including:

- **TecTalis™** — proven and adopted by automotive manufacturers globally, this is the world's first non-phosphate nanoceramic conversion coating process for metal pretreatment that streamlines processes, reduces cost and environmental impact.
- **Aquence™ Coating Technology** — a water-based autodeposition coating technology that helps customers realize a 40 percent footprint reduction in their paint shop, reduce capital expenditures and paint shop complexity while decreasing energy consumption, eliminating heavy metal sludge, and improving inside-out corrosion performance.
- **Alodine® EC²™** — formed through electro-deposition of titanium oxides, this tough, flexible coating provides exceptional chemical, corrosion, temperature and abrasion resistance at process costs lower than traditional coating methods.
- **Multan® B Series** — water soluble semi-synthetic fluids designed for machining and grinding ferrous, aluminum and exotic alloys in multiple applications to provide improved performance, quality and profitability.

AQUENCE



FREKOTE

Hysol®

LOCTITE



- **Liquid Gasketing Products** — Loctite® chemical gaskets offer lower cost, higher quality sealing solutions compared to traditional molded gaskets for automotive sealing applications. Chemical gaskets also offer increased reliability and simplified processing, as using them in applications seals all surface imperfection, allows true metal-to-metal design, adds structural integrity and eliminates fastener loosening.
- **High Damping Foams (HDF)** — portfolio of Terophon® high damping foams provide NVH solutions for a number of automotive applications, including considerably improving in-vehicle acoustics and reducing noise in the interior, helping manufacturers meet NVH requirements and create a quiet interior environment for consumers.

Additionally, Henkel technical experts will deliver technical sessions in the areas of corrosion prevention and advances in coating technology. Sessions include:

- **An Update on New Conversion Coatings for the Automotive Industry, Wednesday, April 16 at 1:30 p.m., Room W2-65** — Henkel experts will examine the advantages of a new generation conversion coating based on zirconium oxide and its performance and process cost savings. Results of commercial line trials will be shown and the future of the technology will be discussed.
- **Aqueous Electrodeposition of Titania for Enhanced Corrosion Resistance and Durability, Thursday, April 17 at 10:30 a.m., Room W2-66** — Henkel experts will deliver information on a new electrolytic method for the treatment of aluminum surfaces for corrosion protection and decorative finishing. Performance data using the electrodeposited titania coating as a primer for thermal spray and other application areas will also be discussed.
- **Next Generation Formed-In-Place Gasket (FIPG) Liquid Sealant for Automotive Powertrain Applications, Thursday, April 17 at 1:30 p.m., Room O2-35-36** — Henkel experts will compare the next generation FIPG technology to FIPG liquid sealants used today for vehicle powertrain gasketing applications.
- **Autodeposition Coatings: New Commercial Applications, Thursday, April 17 at 1:30 p.m., Room W2-66** — Henkel experts will review the general chemistry of autodeposition, commercial automotive applications of several newly developed autodeposition coatings, and the unique properties and advantages of autodeposition coatings in meeting stringent automotive corrosion and appearance requirements.

Henkel is the market leader in adhesives, sealants and surface treatments to the transportation industry. Backed by extensive design capabilities, a broad product range, specific application knowledge and technical expertise, the company delivers solutions to all segments of automotive development – automotive body, interior, chassis, electronics and powertrain production. Through powerful brands like Loctite®, Teroson®, Aquence™, Bonderite®, Frekote® and Multan™, Henkel provides significant economic and environmental advantages for today's vehicles, making them safer, more comfortable and extending vehicle value.

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 \$19.218 billion and operating profit of \$1.975 billion. 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.

Contact

Henkel Corporation

Keena Toth

Phone: 248.589.4828

Fax: 248.577.2155

keena.toth@us.henkel.com

www.henkel.com/press

###