

**Henkel**

*A Brand Like a Friend*

**Press Release**  
Munich, January 2006

Henkel - Official Supplier to the 2006 Euromilhões Dakar Rally

## Help to get past scrutineering



**Loctite® and Teroson branded products from the Henkel portfolio have been designed to withstand the toughest conditions, making them ideal partners for the 2006 Euromilhões Dakar Rally. As Official Supplier to 28th edition of the event, the company supports the more than 500 competitors during their 16-day tour across six countries.**

Before the big start of the 2006 Euromilhões Dakar Rally on New Year's Eve, the competitors had to go to the Belem Cultural Centre in Lisbon for the administrative checks and technical scrutineering, where every single vehicle (bike, car and truck) and all drivers were inspected to determine that they all met the standards and requirements established by ASO. Safety, of course is the primary concern.



Nicolas Gonzalez Josep needed to get a tube fixed that had come loose on the air filter of his Wildcat 200 Bowler race vehicle. The Henkel specialists used Loctite® Teroson 5080 FIX & REPAIR TAPE to fix and seal the plastic tube. The extra strong, 100% waterproof tape with integrated fabric layer is very convenient as it is easy to tear by hand. So with a little help from Henkel and their Loctite® and Teroson products, car no. 429 passed scrutineering without a hitch.



The Baldiris in their Nissan Patrol GR 3 OD had a similar problem when a tube of the intake air filter of their car had come loose. The solution: The tube was sealed with Loctite® 5910, a permanently flexible, long lasting instant seal gasket which is one of the items included in the Mechanical Emergency kit of useful Loctite® and Teroson products the competitors were given during scrutineering.



For José Manuel Pellicer it was a bolt that had loosened on the chassis of his KTM 660R motorbike. The Henkel specialists knew what to do: Loctite® 248, a medium strength threadlocker that comes in a very convenient Stick form, was applied to the bolt and easily solved the problem. As was to be expected, bike 179 then went through scrutineering with no worries whatsoever.

Adhesin®

Bonderite®

Hysol®



**LOCTITE**



**technomelt**



Henkel brought numerous other Loctite® and Teroson products to the rally, some of them Dakar-proven in the previous year, some of them representing the latest innovations in the product line. Each item has been chosen to ensure that the drivers' efforts to reach Dakar are not delayed by a loose bolt, worn bearing, damaged housing, leaking seal, broken windshield – or any other unexpected incident. The Dakar is an exceptional adventure which demands unconditional passion, optimum performance and maximum perfection from the people involved, the machines used and the materials employed. Henkel is making a vital contribution to ensure that the competitors can meet these challenges.

### **Henkel – A Driving Force in the Racing World**

Around the world, Henkel has an extensive commitment to motor sports. 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. More than 100 different applications of Henkel products have been incorporated into the Team McLaren Mercedes MP4-20 for its challenge in the 2005 FIA Formula One World Championship. In North America, Henkel's NASCAR sponsorships include several brands with the No. 66 Ford Taurus from Brewco Motorsports - driven by Greg Biffle, a rising NASCAR star boasting three career NEXTEL Cup Series wins - and the Loctite® brand with Robert Yates Racing and the No. 38 M&M'S® Ford. For the three-week, 10,000-kilometer 2005 Dakar Rally Raid through gruelling desert terrain, Henkel provided each racing team with an essential mechanical emergency kit containing a wide range of adhesives, sealants, maintenance products, cleaners and bonding tapes. In addition, a Henkel engineer accompanied the Rally, providing the teams with technical back-up and support at each of the bivouacs.

The Henkel Group, 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 the Henkel Group worldwide. People in 125 countries around the world trust in brands and technologies from Henkel – „A Brand like a Friend“.

#### Country Contact info

**Henkel Loctite Adhesives Ltd**  
**Technologies House**  
Wood Lane End  
Hemel Hempstead  
Hertfordshire HP2 4RQ

Tel. 01442 278100  
Fax 01442 278071  
**[www.loctite.co.uk](http://www.loctite.co.uk)**