



Press Release
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Henkel - Official Supplier to the 2007 Euromilhões Dakar Rally

Euromilhões Dakar Rally 2007: Henkel's toughest products for the world's toughest rally

The 2007 Dakar has seen Henkel come back for the third encounter with this unique event. The fast-paced, high-technology environment is a perfect testing ground for Henkel's Loctite® and Teroson products, allowing them to demonstrate their capability to provide fast and reliable repairs in the most difficult situations.

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. In addition to being an incredible adventure, it 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 these products have earned their "Dakar-proven" stamp of approval in the previous years' events. Among the most helpful, versatile products, used by almost all the drivers competing on bikes, cars and trucks, were two epoxies. They were applied to stop leaks on fuel and water tanks, fill holes and rebuild damaged parts. Here are a few examples:



Cracks had developed in the welded chassis of this KTM motorcycle just below the steering column, and oil pressure fell to a dangerous low. So, it was time for a little bit of Magic: in fact, for **Loctite® 3463 Metal Magic Steel™ Stick**. This is a steel filled, kneadable 2K-Epoxy adhesive that is supplied in stick form, which automatically gives correct mix proportions. When kneaded, 3463 cures to a steel-like finish and adheres even to damp surfaces. Hence it is ideal for emergency sealing of leaking pipes and tanks and repairing small cracks in castings.

Parts were cleaned with **Loctite® 7063**, a cleaner and degreaser that is recommended as a pretreatment for all surfaces, the crack was covered with an ample piece of Loctite® 3463, and after five minutes the bike was OK and ready to continue the race.



At 18h30 GMT, 121 bikes, 57 cars and 15 trucks had made it through the ninth special stage and were arriving at the bivouac in Nema, the finishing point of this stage. This was the time for the Henkel specialists to get ready for action.

These specialists were accompanying the Dakar for the third time, providing the competitors with technical advice, additional supplies of Loctite® and Teroson products, and, last not least, with hands-on practical support.



In the case of these Yamaha bikes they used Loctite® Hysol® 3455 A&B, a non-sag, aluminium filled, high strength 2-K epoxy paste, for repairing the aluminium fuel tanks which had suffered leaks in the weld areas as a result of the severe vibrations caused by the rough terrain.



The "Magic" performance of **Loctite® 3463 Metal Magic Steel™ Stick** was confirmed when the Henkel specialists sealed a crack in the kerosene pump that had put the ASO car out of service. They applied a sufficient amount of the kneadable paste to cover the cracked area, allowed a brief time for curing, and the car was able to continue on its way in perfect condition.

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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