

March 5, 2015



Novelis And Henkel Partner On Advanced Bonding Technology For High-Volume Aluminum Vehicles

BONDERITE® M-NT 8453 surface pre-treatment poised to set new standard in the global auto industry, bringing added performance and versatility to the manufacturing process

ATLANTA and MADISON HEIGHTS, MI, March 5, 2015 – [Novelis](#), the world leader in automotive aluminum sheet, and Henkel Adhesive Technologies today announced the signing of a long-term agreement to collaborate on the development of advanced bonding technologies for the use of aluminum in high-volume vehicles.

“Through a partnership built on a shared commitment to technology innovation, Novelis and Henkel are developing industry-wide solutions, without barriers to adoption, to make more aluminum-intensive vehicles a reality,” said Jack Clark, Senior Vice President and Chief Technical Officer, for Novelis. “Our goal is for these next-generation solutions to be adopted broadly by the aluminum supply base, free from licensing, because it’s the right way to ensure long-term success for our industry and our OEM partners.”

The first product to launch as a result of this partnership is BONDERITE® M-NT 8453, the latest evolution in aluminum surface pre-treatments, providing a cost-effective adhesive bonding system for the most demanding vehicle requirements.

BONDERITE® M-NT 8453 is a chrome-free conversion coating that improves the adhesion and durability of bonded joints in vehicle structures as well as paint finishes on exterior components. While other solutions may be limited in their methods of application, BONDERITE® M-NT 8453 can be applied using all of the most popular application methods, including immersion, spray coating and roll coating. This flexibility makes it a highly versatile and efficient solution for high-volume applications.

BONDERITE® M-NT 8453 is designed to outperform other available pre-treatments in its compatibility with the new thermal treatment processes being introduced by automakers to achieve elevated levels of strength from aluminum alloys. BONDERITE® M-NT 8453 will be made available by Henkel across the globe, with no licensing or royalty requirements.

“The collaboration between Henkel and Novelis allows us to combine our respective areas of expertise – surface treatment and aluminum – to address aluminum processing and application challenges for use in vehicles,” said Eric Slamans, vice president, metals and coil, Henkel Adhesive Technologies, Transport and Metal Global. “BONDERITE® M-NT 8453 extends the bonding performance and cost effectiveness of aluminum solutions to help automakers achieve their lightweighting and fuel economy goals.”

“In partnership with Novelis, we will continue to advance bonding technologies to establish new standards of performance in the marketplace,” added Slamans.

BONDERITE® M-NT 8453 was jointly developed by scientists at Henkel's Madison Heights, Michigan facility and at the Novelis Global Research and Technology Center in Kennesaw, Georgia. The product is commercially available today and is currently being qualified with several global automakers. BONDERITE® M-NT 8453 is initially being manufactured at Henkel's Warren, Michigan, plant and will be offered by Novelis to all of its global customers.

Both Novelis and Henkel have extensive automotive experience. Novelis is the world's largest producer of aluminum automotive sheet and a technology partner to OEMs worldwide. The company has played a pioneering role in the development of adhesive bonding solutions used by OEMs for more than a decade, including across the full range of the Jaguar Land Rover fleet. Henkel is a leader in innovating technologies for light metal applications, including aluminum. Its BONDERITE® C-IC 243 aluminum cleaner is the standard among OEMs for use in current aluminum coating applications.

Henkel in North America

Henkel markets a wide range of well-known consumer and industrial brands in North America, including Dial® soaps, Purex® laundry detergents, Right Guard® antiperspirants, got2b® hair gels, and Loctite® adhesives. Visit www.henkelna.com for more information.

About Henkel

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 47,000 people and reported sales of \$21.8 billion and adjusted operating profit of \$3.3 billion in fiscal 2013. Henkel's preferred shares are listed in the German stock index DAX.

www.henkelna.com/press

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and the world's largest recycler of aluminum. The company operates in 11 countries, has approximately 10,900 employees and reported revenue of approximately \$10 billion for its 2014 fiscal year. Novelis supplies premium aluminum sheet and foil products to transportation, packaging, construction, industrial and consumer electronics markets throughout North America, Europe, Asia and South America. The company is part of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information, visit novelis.com and follow us at facebook.com/NovelisInc and twitter.com/Novelis.

Henkel Contacts: Contact: Carrie Cioffi - Henkel Phone: 248-840-6879 E-mail: carrie.cioffi@henkel.com Contact: Katie Rebella – MCCI, on behalf of Henkel Phone: 248-318-4303 E-mail: krebella@mccicorp.com Novelis Contacts: Neil Hirsch, Communications Phone : 404-760-4465 E-mail: neil.hirsch@novelis.com Megan Cochard, Investor Relations Phone: 404-760-4170 E-mail: megan.cochard@novelis.com