

## Press release

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### **RHODIA'S AUTOMOTIVE OFFER: MORE INNOVATION, LESS CO<sub>2</sub>**

**IAA, Frankfurt – September 22, 2009** ----- Rhodia, a chemical company working in partnership with automotive manufacturers, showcases a range of innovative solutions for reduced greenhouse gas emissions at the Frankfurt Motor Show. These new technologies expand Rhodia's current portfolio of solutions for reducing CO<sub>2</sub> vehicle emissions by more than 20 grams per kilometer.

#### **Catalysis materials – more emissions control for less CO<sub>2</sub>**

Rhodia's catalysis materials have been developed to minimize the environmental impact of CO<sub>2</sub> emissions, beyond the elimination of primary pollutants. The new *Eolys PowerFlex™* technology has been designed to fully eliminate soot particles from engines running on bio-fuels, whatever the type of fuel mix. This technology enables fast regeneration of particulate filters at low temperature, resulting in a 3 to 5% higher CO<sub>2</sub> reduction compared with other technologies.

In addition, Rhodia's *Acilys™* product line, a joint development with MEL, is used to formulate efficient catalysts for NO<sub>x</sub> reduction systems with urea injection technology, that enables diesel engines to run at very low rpms, thereby emitting little CO<sub>2</sub>. For gasoline engines, Rhodia's *Actalys™- OPtalys™* mixed oxides and its *Stabilys™* range of aluminas enable the development of high durability catalyst formulations with a low content of precious metals, which are ideally suited for downsized engines that have a low CO<sub>2</sub> impact.

#### **Engineering plastics – less weight for less CO<sub>2</sub> emissions**

The fuel consumption of a vehicle is directly related to the vehicle's weight, thereby making it the primary factor of CO<sub>2</sub> emissions. A vehicle's weight can be reduced by using engineering polyamide plastics to replace metals in body, structural and under-the-bonnet applications. The new generation of Rhodia's *Technyl Star™ AFX* polyamides exhibit unique mechanical performance combined with outstanding high-flow properties, thereby reducing weight by more than 10% in applications submitted to the most stringent performance requirements. *Technyl Star™ AFX* polyamides open up new opportunities in the production of lightweight cars with reduced CO<sub>2</sub> emission levels.

### **Silica Technology – less rolling resistance for less CO<sub>2</sub> emissions**

High performance silica, invented by Rhodia, is the key-component in energy-efficient tires, reducing rolling resistance by 25% and CO<sub>2</sub> emissions by 5% (equivalent to a reduction of approx. 5 g/km). Partnering with manufacturers in the tire-making industry, Rhodia's expertise has already helped to save 20 billion liters of fuel and reduce CO<sub>2</sub> emissions – the primary cause of climate change – by 50 million tons. With *Zeosil™ Premium*, its new generation of high-surface silica, Rhodia is taking mobility to new levels of sustainability: each ton of CO<sub>2</sub> emitted to produce *Zeosil™ Premium* prevents the emission of 40 tons of CO<sub>2</sub> into the atmosphere.

### **Green house gas reduction – a strong corporate commitment for Rhodia**

The Rhodia Group began its process of reducing its greenhouse gas (GHG) emissions as early as the 1990's, with a continuous focus on the reduction of energy consumption. The Group's resources and operations in R&D and innovation are geared to reducing the environmental impact of its products and production processes. In July 2009, Rhodia announced its first investment in bio gas technology, thereby strengthening its expertise and industrial know how in the renewable energy sector. In 2008, the Rhodia Group achieved a reduction in emissions of 37 million tons of GHG, through emission cutting programs implemented in the late 1990's in France and in 2007 in Brazil and in Korea.

*Rhodia is an international chemical company resolutely committed to sustainable development. As a leader in its businesses, the Group aims to improve its customers' performance through the pursuit of operational excellence and its ability to innovate. Structured around six Enterprises, Rhodia is the partner of major players in the automotive, electronics, flavors and fragrances, health, personal and home care markets, consumer goods and industrial markets. The Group employs around 14,500 people worldwide and generated sales of €4.8 billion in 2008. Rhodia is listed on Euronext Paris.*

For further details, please visit our institutional website at [www.rhodia.com](http://www.rhodia.com)

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