

Press release

RHODIA LAUNCHES *EOLYS POWERFLEX*[™]: THE RESPONSE TO NEW FUEL TYPES, FOR CLEANER AND MORE ECONOMIC DIESEL VEHICLES

IAA, Frankfurt – September 22, 2009 ----- Rhodia, the world leading supplier of catalytic materials for the automotive industry, has launched its new performance additive *Eolys Powerflex*[™]. This latest generation catalyst has been specifically designed for new diesel engines as a proactive response to future developments in the automotive market. *Eolys Powerflex*[™] aims at providing solutions that will comply with forthcoming regulatory requirements regarding pollutant emissions (Euro5 as well as Euro6) as well as a reduction in greenhouse gas emissions.

Eolys[™] technology enables fast regeneration of particulate filters at low temperature therefore optimizing fuel consumption and reducing CO₂ emissions by 3 to 5% compared with other technologies.

Specifically designed to work with new fuel types that include different proportions of biodiesel blends, *Eolys Powerflex*[™] completely eliminates soot particles, while enabling new diesel engines to retain performance levels throughout their lifecycle. This is achieved by ensuring optimum cleanliness of injection systems at all times, dramatically reducing vehicle maintenance requirements.

"This new generation of catalysts brings car manufacturers enhanced freedom of choice in emission processing systems and how they are integrated into the vehicle", says Olivier Touret, Director of Rhodia's Automotive Catalysis business.

"A technological breakthrough that enables manufacturers to both comply with regulatory requirements and improve competitiveness of diesel-fueled vehicles, compared with other engine alternatives." With more than 4 million vehicles equipped with *Eolys*[™] technology today, the "*Powerflex*[™]" generation is the result of Rhodia's unique and world recognised expertise in vehicle emission control. *Eolys Powerflex*[™] technology will equip Euro5 compliant diesel vehicles coming on the European market starting January 2010.

In addition Rhodia is working with carmakers on integrating its additive technology for particulate filters in pollution control systems for vehicles that meet Euro 6, in 2014.

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

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