

Press release

RHODIA INSPIRES SUSTAINABILITY AT CHALLENGE BIBENDUM 2011 WITH INNOVATIONS FOR AN ECO, CLEAN AND SAFE MOBILITY

Paris, May 19, 2011 ----- At Challenge Bibendum 2011, organised by Michelin, Rhodia is highlighting its latest innovative solutions for the automotive industry to meet the challenges of sustainable mobility. This year's event is held in Berlin, Germany (May 18-22), at the site of the Tempelhof Airport.

Rhodia's global leadership and staunch commitment to sustainability are characterized by important diverse and sophisticated technologies that can reduce vehicle fuel consumption, CO₂ emissions and promote higher air quality. By combining innovative engineered polyamide products, rare earth-based material solutions and silica technology Rhodia delivers ecological, clean and safe mobility in millions of vehicles across the world.

"As the global automotive industry continues to make significant progress in sustainability, Rhodia is proud to play an important role by supplying innovative technologies that address top challenges such as weight reduction, rolling resistance and air quality," said Jean-Pierre Clamadieu, Chairman and CEO of Rhodia. *"As a long-standing partner to automotive manufacturers and tier producers, we are investing in targeted technologies that proactively address market trends as well as regulatory requirements."*

Rhodia is a long-standing associate sponsor of the Challenge Bibendum which focuses exclusively on sustainable mobility. In 2011, Rhodia's presence at the Challenge Bibendum encompasses 3 themes:

- ✓ **'Inspiring Eco Mobility'**: Rhodia's polyamide solutions and silica technology to preserve natural resources and limit CO₂ emissions;
- ✓ **'Inspiring Clean Mobility'**: Rhodia's rare earth-based formulations enabling emission control systems for better air quality;
- ✓ **'Inspiring Safe Mobility'**: Rhodia's advanced materials and competencies providing enhanced safety.

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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 11 Global Business Units (GBUs) within 5 business clusters, 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 14 000 people worldwide and generated sales of €5.23 billion in 2010. Rhodia is listed on Euronext Paris.

For more information, please visit our website www.rhodia.com

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