

Press release

ZEOSIL® HIGHLY DISPERSIBLE SILICA FROM RHODIA INSPIRES A SAFE ROUTE TO “A” RATED TIRES

New European Legislation Driving Demand for Energy-Efficient Solutions

Paris, May 19, 2011 ----- The ever increasing global need for energy efficient solutions coupled with new European tire labelling legislation - coming into effect on November 1, 2012 - is driving world-wide demand for Highly Dispersible Silica (HDS) which is estimated to grow by 10% over the next five years.

Rhodia's benchmark range of Zeosil® HDS is the key component in energy-efficient tires worldwide. Utilized in tire tread, Zeosil® HDS reduces rolling resistance by 25% thereby decreasing fuel consumption and CO₂ emissions by up to 7%. In addition, Zeosil® HDS in tires enables manufacturers to achieve wet grip improvement, while guaranteeing optimum wear resistance and sport handling performance.

“Our Zeosil® Premium range presents an unmatched performance on the market, pushes back those limits even further and provides a reduction by up to 30% in rolling resistance whilst improving road-holding and tire wear resistance,” says Christian Léger, Silica Global Business Director for Rhodia. *“This demonstrates how Rhodia’s innovative, leading-edge technologies can improve both CO₂ reduction and safety, thus inspiring the automotive industry to meet and overcome the challenges of sustainable mobility.”*

Only the most energy-efficient tires will be attributed an “A” rating on a scale similar to the “A to G” classification system used on European energy labels in a wide range of consumer applications. In addition to this, the label will provide the tire’s all-important safety performance in wet conditions

Rhodia is the inventor and leading global provider of Highly Dispersible Silica. Rhodia manufactures Highly Dispersible Silica at eight production facilities spread across four continents – Europe, Asia North America and South America - all operating at the highest quality standards to serve the growing global demand for energy-efficient tires.

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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