

PRESS RELEASE

São Paulo, April 3, 2017

INEOS STYROLUTION SELECTED BY CAR MANUFACTURER AND AUTOMOTIVE OEMS IN BRAZIL FOR INNOVATIVE HOT STAMPING TECHNOLOGY

- New front grills use Luran[®] S 777K UV BK61066GM with hot stamping technology
- Hot stamping technology reduces complexity of production process

INEOS Styrolution, the global leader in styrenics, has been chosen as exclusive supplier of ASA material by several leading solution providers in the automotive industry in Brazil to develop new auto parts taking advantage of the innovative hot stamping technology. One leading global car manufacturer is pioneering the technology in Brazil and two more OEMs have started using the same technology working in projects with other major automotive brands. The new technology will allow the companies to take advantage of reduced complexity of their production process.

Luran[®] S is INEOS Styrolution's acrylonitrile styrene acrylate copolymer (ASA) brand of choice for unpainted exterior applications. It offers outstanding properties for long-term use and for a high quality surface appearance. In particular, it offers weathering stability for outdoor applications even when unpainted. Luran S 777K has been selected due to its compatibility with hot stamping. The colors Piano Black, Silver and Chrome, supplied by KURZ do Brasil, a producer of decorative sheets, will be used in one of the projects.

For several years, INEOS Styrolution has been closely aligning with the development departments of OEMs resulting in various new solutions and innovations of production processes. The hot

stamping technology is just one example of such an innovation. In cooperation with INEOS Styrolution, it was spearheaded by several premium brand car manufacturers in Europe and in Asia and attracted the attention of OEMs in Brazil since it was introduced during Feiplastic 2015 in São Paulo. The technology provides a finish similar to chrome plating and can be applied regardless of the surface color, reducing mounting complexity as well as costs on decoration processes and tooling.

“Automotive industry customers demand styrenic copolymers that offer better project flexibility, improved performance and surface finish excellence. Special requests like a robust and sporty appearance, taking into account outdoor enthusiasts and transport needs, add on to the demands for the used materials. These factors increase the need for a high performance material, which makes Luran S the ideal polymer. This pioneer application of a local customer is an excellent opportunity for INEOS Styrolution to showcase our products and expertise in styrenics for high-end automotive applications,” says Paulo Motta, South America Business Director.

“The new hot stamping technology has been adopted by many OEMs worldwide to create high quality and aesthetic front grills. The technology does not only allow new designs, but also reduces manufacturing cost. Luran S is the material of choice since it offers an excellent surface quality that cannot be achieved by other materials,” adds Christophe Ginss, Sales Director Automotive EMEA with global coordination role.

Visit us at Feiplastic 2017 in Sao Paulo on booth J70 (April 3-7, 2017).

About INEOS Styrolution

INEOS Styrolution is the leading, global styrenics supplier with a focus on styrene monomer, polystyrene, ABS Standard and styrenic specialties. With world-class production facilities and more than 85 years of experience, INEOS Styrolution helps its customers succeed by offering the best possible solution, designed to give them a competitive edge in their markets. The company provides styrenic applications for many everyday products across a broad range of industries, including Automotive, Electronics, Household, Construction, Healthcare, Packaging and Toys/ Sports/ Leisure. In 2016, sales were at 4.5 billion euros. INEOS Styrolution employs approximately 3,200 people and operates 16 production sites in nine countries.

More information: www.ineos-styrolution.com

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