

News Release

Celanese Corporation
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Celanese Encourages ‘Revolution over Evolution’ in Keynote at Auto Engineering Plastics Conference

Celanese to exhibit thermoplastics that lower weight, costs at SPE AutoEPCON

DALLAS and TROY, MI (April 29, 2015) – The global automotive manager for Celanese Corporation (NYSE: CE), a global technology and specialty materials company, will address attendees at the [Society of Plastics Engineers Automotive Engineering Plastics Conference](#) (SPE AutoEPCON) on the topic of “Innovation in the Automotive Value Chain for Cost and Weight Savings.” AutoEPCON takes place on May 5 in Troy, Michigan, and features the newest thermoplastic and thermoset engineering plastics for the automotive industry.

In the keynote address, Jeff Helms, global automotive manager for Celanese, will push the industry to apply innovation for revolutionary technology change rather than the traditional evolutionary model. In spite of the automotive ecosystem’s complexity, partnerships focused on developing the right technology will accelerate development cycles and foster collaboration throughout the automotive value chain. Celanese will share how it uses this model to deliver cost and weight savings and how it has overcome perceived technology development risk.

Celanese is also the premier sponsor, an exhibitor, and will present at two sessions during the day-long technical conference at the Detroit Marriott in Troy:

- **9:35 a.m. Track 1 - Materials**
“Hostaform® SlideX™ the New Tribological Grade of Hostaform POM for Challenging Sliding Conditions” by Leslie Rubcich, platform development manager, Celanese.
- **12:30 p.m. Lunch Keynote**
“Innovation in the Auto Value Chain for Cost and Weight Savings” by Jeff Helms, global automotive manager, Celanese.

Celanese studies of the tribological behavior of various thermoplastics show that engineering polymers are ideal for use in automobiles because they are light weight, resistant to wear, have low friction coefficients and allow for dimensional accuracy through precision molding.

Automotive manufacturers use cost-effective Celanese polymers to develop innovative, tailor-made products and solutions that help make vehicles lighter, more fuel efficient and safer. Examples include ignition systems, highly stressed structural components including instrument panels, head restraints, pedal systems and fuel systems.

Visit the Celanese exhibit at SPE AutoEPCON to see innovative specialty material applications in automobiles. For more information, visit the [Automotive and Transportation](#) section of the Celanese website to see how engineered materials help automotive original equipment manufacturers and tier suppliers improve quality while reducing weight and lowering production costs.

About Celanese

Celanese Corporation is a global technology leader in the production of differentiated chemistry solutions and specialty materials used in most major industries and consumer applications. With sales almost equally divided between North America, Europe and Asia, the company uses the full breadth of its global chemistry, technology and business expertise to create value for customers and the corporation. Celanese partners with customers to solve their most critical needs while making a positive impact on its communities and the world. Based in Dallas, Texas, Celanese employs approximately 7,500 employees worldwide and had 2014 net sales of \$6.8 billion. For more information about Celanese Corporation and its product offerings, visit www.celanese.com or our blog at www.celaneseblog.com.

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