

News Release

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Innovative Celanese Polymers Help Automakers Create Designs to Improve Vehicle Appearance, Weight and Performance

Celanese showcasing engineered materials that improve electric, hybrid and gasoline-powered vehicles at K 2016 plastics show

DALLAS and DÜSSELDORF, Germany (September 30, 2016) – With electric and hybrid vehicles becoming more common, and auto manufacturers being challenged to attract buyers with better systems and designs, automakers are seeking a global materials partner with technical and application expertise. Celanese Corporation (NYSE: CE), a global technology and specialty materials company, will display polymers that help original equipment manufacturers (OEMs) secure a competitive edge with more attractive, lightweight, better-designed vehicles at the K 2016 plastics show in Düsseldorf, Germany as the company showcases the *Art of Material Selection*.

“Automakers answer to government regulators, investors and drivers around the world, who collectively never stop improving design, safety and performance, all while keeping costs down,” said Todd Elliott, vice president of Material Solutions, Celanese. “As a result, many interior, exterior and under-hood components in cars and trucks are now made with plastic rather than metal, which helps fulfill regulatory and financial requirements and thrill drivers while giving auto makers the freedom to design for the future.”

Automotive OEMs, tiers and molders worldwide use Celanese polymers as effective and less expensive metal replacements for interior and exterior parts. Components made with injection molding typically allow designers and engineers the freedom to create high-performing, visually appealing vehicles while reducing manufacturing steps.

Auto OEMs are seeking a materials partner who can achieve three key manufacturing strategies:

- **Performance and Energy Management:** Efficient energy consumption is critical to electric vehicles and for any vehicle to handle extreme driving conditions. Celanese polymers help lighten battery housings while also improving battery performance and thermal management to help any car or truck boost performance and better handle the rigors of the road.
- **Appearance solutions:** Designers and engineers have the freedom to replace metal to improve interior and exterior components. Celanese MetaLX® metal-effect and mold-in-color polymers create high-gloss or matt finishes that are UV and scratch resistant and lightweight without sacrificing dimensional stability or mechanical properties. Polymer seating components, overhead bins and consoles are easier to mold into precise shapes, stronger and less expensive to produce, while thermally conductive plastics in LED headlamps are lightweight and safer and allow for efficient, high-output lighting.
- **Simplifying complex systems:** Celanese engineers apply their collective experience to help auto OEM designers and engineers think about how to design critical, multi-part,

complex systems with chemical resistant, dimensionally stable and lightweight solutions. Many materials enable smaller engines to lower fuel consumption and emission levels, while other polymers facilitate higher flow, complex part manufacturing. As automakers address complex, thin wall part systems, Celanese is launching at K 2016 an innovative polymer, Celstran® high flow LFT, specifically designed for high mechanical profile long fiber thermoplastics (LFT) that meets component design specifications.

Each Celanese engineered material reflects nearly a century of Celanese technical experience, as well as industry expertise and a global perspective. Celanese engineers work locally with automotive OEMs, tiers and molders around the world to learn their specific needs and identify the right polymers to simplify part design, reduce weight and improve durability while reducing costs and development time.

“Drivers expect dazzling designs and superior performance at practical prices without compromising safety, durability or functionality. Manufacturers must meet these demands while also staying true to their goals,” said Elliott. “We’re our customers’ first choice solution source for engineered materials because we fulfill their immediate needs but also inspire them to revolutionize how they design vehicles to stay ahead of regulations and driver demand – and get better vehicles to market first.”

To learn more about Celanese engineered materials for the automotive industry and the *Art of Material Selection*, explore the Celanese booth at K 2016 in Hall 6 stand #6A07.

To learn more about K 2016, visit www.k-online.com/.

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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. Our two complementary business cores, Acetyl Chain and Materials Solutions, use the full breadth of Celanese’s global chemistry, technology and business expertise to create value for our customers and the corporation. As we partner with our customers to solve their most critical business needs, we strive to make a positive impact on our communities and the world through The Celanese Foundation. Based in Dallas, Celanese employs approximately 7,000 employees worldwide and had 2015 net sales of \$5.7 billion. For more information about Celanese and our product offerings, visit www.celanese.com or our blog at www.celaneseblog.com.

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