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“A Car Made Entirely of Plastic is no Longer Unthinkable”

Sushmita Datta, Business Unit Head, HPM, LANXESS India

LANXESS is a leading specialty chemicals company with a core business of development, manufacturing and marketing of plastics rubber intermediates and specialty chemicals. LANXESS India Private Limited, a wholly owned subsidiary of LANXESS Deutschland GmbH, has more than 100 years of history of operations in India. The company has its registered office in Thane, sales offices in New Delhi and Chennai and production facilities in Nagda, Madhya Pradesh and Jhagadia, Gujarat with around 1000 employees across its operations. All fourteen business units are represented in LANXESS India, of which six have manufacturing units here.

Anthony Georg Asct Edtr, MPIM in discussion with Ms. Sushmita Datta , BU Head, HPM, LANXESS India.

The High Performance materials (HPM) business unit of LANXESS is one of the leading suppliers of high-tech plastics for the automotive and electronic industries. The business unit holds a global market position as one of the top companies with > 1b sales with around 1700 employees worldwide operating through 7 production facilities in Europe, USA, India, China and Brazil. With its wide range of high performance materials under brands namely Durethan®, Pocan® and TEPEX®, LANXESS develops solutions that are making vehicles lighter and safer. LANXESS' hybrid technology combines plastics with metals, which has already been implemented in several vehicle models worldwide. This technology thus constitutes intelligent lightweight construction with outstanding material properties, which reduces both consumption of fuel and CO2 emissions. Known for its backward integration, the HPM business unit prides in offering high-end solutions to its stakeholders.

What is the present manufacturing capacity in this Plant in India and what are the products manufactured in this Plant?

Thanks to our efficient production facilities and intensive product and application development processes, we are one of the prominent suppliers in our field. The HPM compounding plant in Jhagadia, Gujarat has a total capacity of 20,000MT and produces non-reinforced, reinforced and colored grades of Durethan® polyamide 6 and 66 and Pocan®, engineering plastics based on polybutylene terephthalate.

fuel tank, thermostat housing, fuel rail, roof frames, brake pedal blocks etc have been successfully replaced with Durethan® and Pocan® from LANXESS.

Does this HPM Jhagadia plant cater to only the needs as per the Indian Markets or you Export Globally?

We serve a wide range of domestic & export customers from the LANXESS Jhagadia site. Our innovative products from HPM business unit are introduced to Indian customers at the same time as they are launched globally. We also have strong local technical expertise and our dedicated team ensure quality services for our customers.

Automobile Manufacturing is growing in India how do LANXESS view India as a Manufacturing for Engineering Plastics for Automobile?

Today, almost all the major multinational OEM's are present in India. Everybody is looking into increasing their presence and market share in India. Although the Indian market is relatively small compared to the other countries but there is a huge potential for growth mid to long term. Also many OEMs are making India as their export hub especially for small cars. Currently we see a big trend towards localization with all the MNCs looking out for good technical support, expertise and quality products. The Indian OEM are also becoming very innovative and active and trying to be at par or even outperform their MNC counterparts. Also with the norms becoming stringent and demand for reduction in emissions are factors contributing to the need for high quality and high performance products for the automotive industry.

As a key global supplier to the automotive and commercial vehicle industries, we continue to strengthen our market position in order to capitalize on



Ms. Sushmita Datta, Business Unit Head, High Performance Materials, LANXESS India

For example: Pocan® 1203 unfilled PBT grade and Durethan® A30S unfilled PA66 grade is used for automotive and non-automotive applications in India. Durethan® and Pocan® are widely used to manufacture technically demanding components that comply with the highest specifications in terms of load resistance, functional reliability, and long-term performance. More than 40 million hybrid components in 70 vehicle classes can now be found on roads around the world. In many countries, metal car parts like air intake manifolds, oil module, door handles, oil pans, coolant water pipes,

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this growth. Moreover to serve the customer efficiently, the HPM business unit also offer HiAnt® support, a brand which provides service and hand holds to the customer helping them to shift from metal to plastics conveniently. The value-enhancing combination of customized high-tech plastics and intensive engineering know-how is a key performance pledge by LANXESS High performance Material business unit. This combination ensures that our material is used to the maximum potential in order to meet customer need.

The HiAnt® brand represents the engineering expertise as part of an integrated service portfolio. This includes five services area that cover the entire development chain from raw material to finish components is series production:

- Material development
- Concept development
- Computer aided engineering CAE
- Process development
- Component testing

Today Car Manufacturers are talking about Lightweight Car to increase the fuel Efficiency, how has LANXESS products helped in achieving the performance of the light weight car?

One of the primary benefits of high-tech plastics is that they make cars lighter by replacing metal parts that are many times heavier. Less weight means lower fuel consumption and lower carbon dioxide emissions. This is kinder on the wallet and, above all, on the environment – a real recipe for success.

High-tech plastics also play a key role in one of the automotive industry's most important areas of activity for the future – the development of cutting-edge electric vehicles. For example LANXESS' TEPEX® is used successfully and effectively in automotive engineering, IT

technology, sports equipment and electronics applications. Despite its very low weight, TEPEX® combines impressive stiffness with outstanding strength. In many cases, it is far stronger than steel, aluminum and magnesium.

Do you think that LANXESS High Performance Plastics like DURETHAN and POCAN which has helped in replacing Metal in Cars

A car made entirely of plastic is no longer unthinkable. Products such as LANXESS' high performance plastics have embedded themselves in the automotive value chain, providing highly innovative engineered solutions to meet growing fuel economy, increased life cycle, increased safety, of an ever more demanding consumer market.

In the last two decades, front-ends that use hybrid technology for example, in the Audi A6, have developed from unusual exceptions to an industry standard. This technology has now also become an attractive alternate for the components such as roof frames and pedal systems. Highly reinforced polymers play a key role in an ongoing development of plastic metal and hybrid technology.

They allow for reducing for reducing wall thickness of metal inserts and minimizing the amount of plastic used in injection molding. Thus they enable more filigree designs without losing stiffness. The weight of a front end can therefore be cut again significantly compared to the previous state of the art. Here is another example of our expertise in lightweight construction: the all-plastic front end carrier of the new Skoda Octavia. It is made from aeasy flow highly reinforced Durethan® grade which is BKV 60 EF (60 percent glass filled).

Is LANXESS working with High Performance Plastics only in the field of

Automobile or are you trying to work with other Applications?

Apart from the automotive industry we also cater to the non-automotive segment very well. We offer a wide range of products which goes into various applications e.g. power tools, Electronics and Electrical, white goods, farming and gardening, toys, construction, furniture railways etc.

What are the high Temperature Resistant Material Products Manufactured by LANXESS?

We at LANXESS, have recently launched two new high-tech heat stabilizing systems – the XTS1 and XTS2 (Xtreme Temperature Stabilization) – for the Durethan® polyamide product family. Their key feature is that they boost the continuous service temperatures from 180 C to 220 C. These grades were developed primarily to respond to the trend towards more efficient combustion engines where plastic parts are subjected to sharp increase in thermal stress under the vehicle engine hood. Today's engine are reducing in size and becoming more compact and efficient which is leading to lower fuel consumption and CO2 emissions.

LANXESS will be participating in 9th PLASTIVISION 2013 what new products due you plan to showcase during the show?

At PLASTIVISION 2013, LANXESS plans to display products catering to the Under-the-Hood applications along with products for Blow Molding, Hybrid Technology and Electronic & Electrical applications. Some of the examples are 'all-plastic Front End Module' of Skoda Octavia, Daimler truck 'Oil Pan', Lightweight Air Bag Housing, Hybrid Pedal Module, Air Duct, LED-Lamps and Mini Circuit Breaker etc.

For more details: www.lanxess.com