

Study shows high-quality tyres can help reduce road fatalities in India

- High quality tyres improve road grip and handling and can reduce braking distance by 50%
- About 5% of all accidents could be avoided with better tyres
- Traffic fatalities in India have been increasing at the rate of 8% annually, with no sign of slowing
- LANXESS to hold Rubber Day event in New Delhi on Dec 3, 2010

New Delhi, November 17, 2010 – High-quality tyres are one of several essential solutions that could help reduce the alarming number of road fatalities in India, according to a study made by Professor Horst Wildemann of the Technical University of Munich and Bridge to India, a consultancy that specializes in environmental technologies.

The study found that tyre quality impacts road safety, since it determines braking distance and, ultimately, collision speed. High-quality tyres improve road grip and handling and can reduce braking distance by 50%. In 30% of all road accidents resulting in personal injuries, the collision speed and the severity of resulting injuries could be reduced with high-quality tyres. In fact, roughly 5% of all accidents could be avoided with better tyres.

The study was sponsored by LANXESS, one of the world's leading manufacturers of specialty chemicals. Synthetic rubber was invented in the laboratories of LANXESS' predecessor company in 1909, and LANXESS continues to be one of the world's top producers and manufacturers of many different grades of rubber.

"The report is a part of a strategic initiative to create greater awareness of the many important applications of high-performance rubber," said Dr. Joerg Strassburger, Managing Director of LANXESS India.

According to Professor Wildemann's study, traffic fatalities in India have been increasing at the rate of 8% annually. More road accidents occur in India although there are fewer vehicles than in either Germany or China. India has the world's third-largest road network, but India's vehicle fleet

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per 1,000 people is currently one-fortieth of the figure in Germany and half that in China. With a rapidly growing population, the number of motor vehicles is expected to increase dramatically in future. Consequently, the probability of road accidents will also increase, and it is of paramount importance that India work towards preventing these disasters.

In addition to better tyres, creating a greater level of awareness and adopting elements of traffic systems from more developed countries represent additional possible ways to reduce road accidents in India, the report says. Professor Wildemann also recommends implementing higher industry standards and regulations to minimize the rate of accidents.

“We are a responsible corporate citizen, and sponsoring Professor Wildemann’s report is part of our endeavours to help the community,” Strassburger said.

Rubber Day in New Delhi

LANXESS is committed to driving growth and delivering safety on roads, and will organize a Rubber Day in New Delhi on 3rd December 2010 with top LANXESS executives and key stakeholders from the rubber industry. The goal is to continue the discussion on road safety and see what the chemical industry can do to help meet this challenge.

Additionally, LANXESS will also organize a Rubber Day in New Delhi on December 3, 2010, with top LANXESS executives and key stakeholders from the rubber industry. Rubber Day is intended to foster discussions on both commercial and environmental aspects of the manufacture and consumption of high-tech synthetic rubber. The event will bring together industry leaders from the tyre and related industries, academics, senior government officials, industry analysts, rubber-related industry associations and others. LANXESS Rubber Days have previously been held in Germany in 2009 and in China and Brazil in 2010.

About LANXESS

LANXESS is a leading specialty chemicals company with sales of €5.06 billion in 2009 and roughly 14,400 employees in 23 countries. The company is represented at 42 production sites worldwide. The core business of LANXESS is the development, manufacturing and marketing of plastics, rubber, intermediates and specialty chemicals.

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Information for editors:

100 Years of Synthetic Rubber – covering interesting information about the anniversary and the many applications of synthetic rubber – can be found at <http://www.worldrubberday.com/>.

Information on chemical products from LANXESS can also be found in our Web Magazine at <http://webmagazine.lanxess.com/>.

All LANXESS news releases and accompanying photo, video and audio material can be found at <http://press.lanxess.com/>.

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