

Marketing News Industry

INTERNAL MARKETING NEWS FROM SIKA INDUSTRY

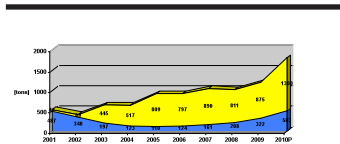
No. 36 / August 2010

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Global Automotive Award

2010 Global Automotive Adhesive & Sealants Competitive Strategy Leadership Award



Sika AG won Recognition of Best-in-Class Innovators for its Global Automotive Adhesives & Sealants Competitive Strategy Leadership.

“Based on the findings of the Best Practices research team, Frost & Sullivan is proud to present the ‘2010 Global Automotive Adhesives & Sealants Competitive Strategy Leadership Award’, to Sika Group”.

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies.

Sika joined in attendance at the 2010 European Growth, Innovation and Leadership (GIL) Congress in London last week which took place at the ever impressive Emirates Stadium, well known as home stadium Football Club of Arsenal. Sika was also in attendance at the 2010 Growth Excellence Awards Banquet which took place at the prestigious “Diamond Club” at the Emirates stadium on May 19, 2010. This was indeed a great evening, full of elegance, positive energy and good spirits. The Frost & Sullivan selection of the location for their GIL event and awards banquet – Emirates Football Stadium – in the year of FIFA World Cup Championship in South Africa, was noted as an ideal choice.



All participants were well guided through the Awards Banquet evening ceremony. Bruno Fritsche, Head of BU Industry, thankfully received the Frost & Sullivan Award Plaque on behalf of Sika AG. In the short speech Bruno dedicated the Award to our Sika team made up of Automotive OEM Management, Marketing and R&D. We are very proud of the Award especially having experienced several very tough Automotive years in the past. Sika Management believe and support the Automotive team in all important actions and activities. Success is solely the result of the hard work. Bruno has mentioned in his speech that Sika AG has its 100th anniversary with slogan "Innovation & Consistency since 1910". One reason more for us to celebrate!

As part of the awards ceremony, pictures were taken of all representatives of the awarded companies. Bruno Fritsche, Andi Finkenzeller, Jan Olaf Schulenburg and myself, once more as a team, really enjoyed the Frost & Sullivan Awards Ceremony and the recognition for our efforts in the Global Automotive Adhesives & Sealants market.



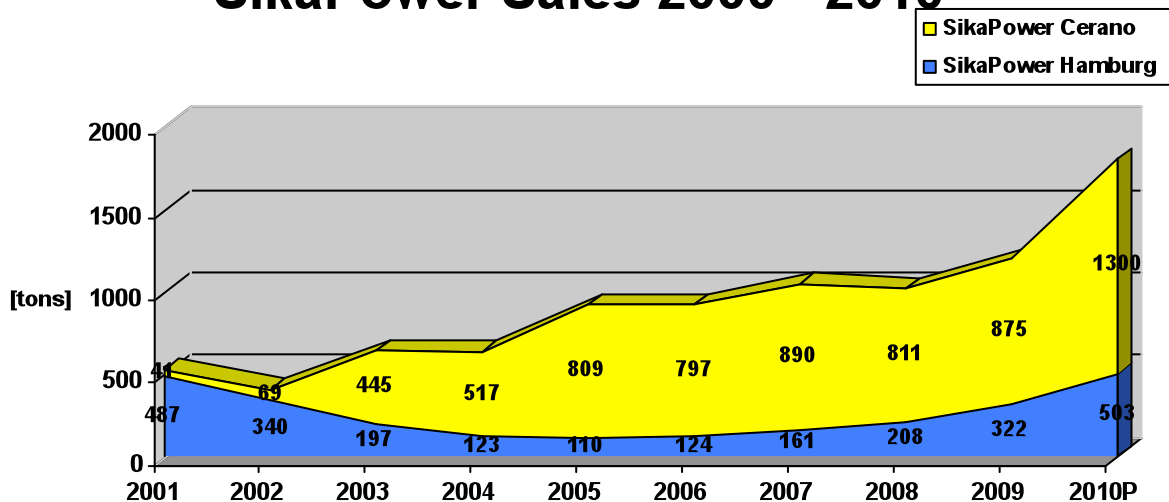
How it all started

The Success Story of SikaPower®

The SikaPower® success story started exactly 10 year ago. First tons of old SikaPower® generation have been sold to the Automotive OEM customers in the year of 2000. The volume grew slowly and real break trough came after 3 years in 2003 with high volume semi- structural and structural business at Volkswagen. In 2004 Sika has recognized that old generation SikaPower® couldn't fulfil main customer specifications. New SikaPower® generation development started in 2005. 3 years later major break trough has been done at BMW and Volkswagen with SikaPower®-498 and SikaPower®-492. The basic chemistry puzzles were developed and one quick development after another followed within the last 2 years. SikaPower®-498 PS at Mercedes, SikaPower®-480 at BMW, SikaPower®-492 G at Volkswagen Group and SikaPower®-497 at JLR successes are results of hard work, clear focused targets, great technology knowledge and right Automotive OEM customer strategy.

SikaPower® adhesives & sealants from Hamburg were well established in 2000. Due to the face-out of running models and strong price pressure of competitors with a cheap rubber based materials the volume went down. After Volkswagen global nomination for BiW sealants the business has started to grow again, especially within 2009 and 2010. Today SikaPower® BiW adhesives and sealants from Hamburg are on the similar production volume level as in the year of 2000. With longer shelf life SikaPower® products from Hamburg have big opportunities for successful implementations in the regions.

SikaPower Sales 2000 - 2010



Main applications in BiW are sealing, Semi-structural, Structural and Crash relevant applications. New generation SikaPower® adhesives moved Sika into the technology wise pole position in the market. Running roll-outs, projects and significant quick wins have moved Sika to the major player in the structural and crash relevant applications in the Body Shop. SikaPower® technology will gain the main growth for Automotive OEM Business in the future.



Sika Corporate Marketing has prepared the following package in order to help you promoting this great achievement:

Promotion Package for Automotive Award

To help you promoting the Award the following tools have been prepared.

- Award certificate and Evaluation documents
- Movie of the Award showing the actual award ceremony
- ppt foil of the award which can be included in your existing ppt-slides
- Pictures of the award including award plaque
- Advertisement example
- PR-Article and analyst quotes which can be published in Magazines
- E-mail Footer

Find all tools ready to be downloaded from the intranet:

<http://intranet.sika.com:81/edit/cmi-award>

FROST & SULLIVAN

2010 Global Automotive Adhesives & Sealants

Business Units > Industry Business

2010 Global Automotive Adhesives & Sealants Competitive Strategy Leadership Award

[Download Word File of this Article](#)

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- [Home](#)
- [Sika Power Success Story](#)
- [Award Certificate](#)
- [Award Evaluation](#)
- [Award Movie \(redirect to Internet\)](#)
- [Award Picture Download](#)
- [Advertisement Example](#)
- [Presentation](#)
- [Analyst Quote](#)
- [Hall of Fame](#)



E-mail Footer

The following footer will be distributed among the Automotive Team to promote the Competitive Strategy Leadership Award. Everyone else which would like to have this footer on its signature, please contact Laura Egli.

Sending out this footer automatically customers, suppliers, etc. will be informed.

By clicking on the footer you will be directly linked to our Internet page of the award.

**2010 Global Automotive Adhesive & Sealants
Competitive Strategy Leadership Award**

Sika AG won Recognition of Best-in-Class Innovators for its Global Automotive Adhesive & Sealants Competitive Strategy Leadership. [▶ more](#)





Internet

Inform your customers about the award by placing a link of this page in your Internet-site. Use materials provided from the Intranet to promote this achievement on magazines, newsletters, Internet, etc.

In the News box of Sika Industry a link to the following webpage has been installed.

All tools are linked to the Internet where a Award webpage has been prepared:

- visit http://www.sika.com/en/solutions_products/01/automotive_award1.html



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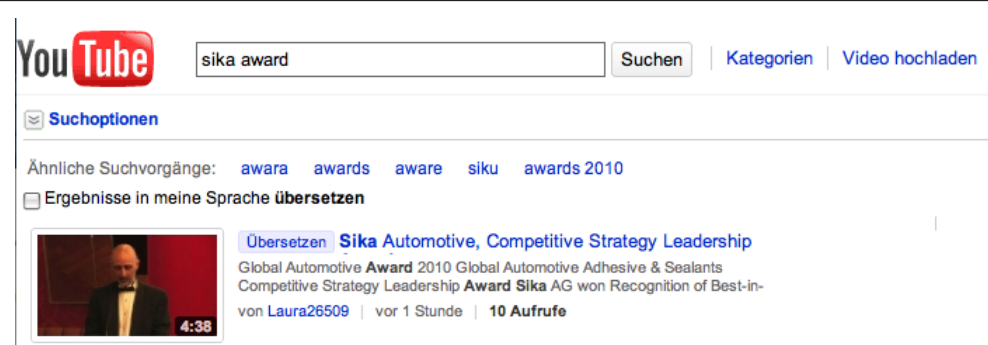
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Related Topics

- ▶ Award
- ▶ Award Certificate
- ▶ Award Evaluation Document
- ▶ Award Movie
- ▶ Hall of Fame

Award Ceremony on YouTube

Find the ceremony movie of the award on the largest video community. With YouTube you can easily share this video. <http://www.youtube.com/watch?v=ZrS2H5iFzVo>



YouTube search results for "sika award".

Suchoptionen

Ähnliche Suchvorgänge: awara awards aware siku awards 2010

Ergebnisse in meine Sprache übersetzen

Übersetzen **Sika Automotive, Competitive Strategy Leadership**

Global Automotive Award 2010 Global Automotive Adhesive & Sealants Competitive Strategy Leadership Award Sika AG won Recognition of Best-in- von Laura26509 | vor 1 Stunde | 10 Aufrufe

And whenever you have the chance to come to Widen, find the award plaque exhibited directly in the entrance hall.

Dobrovoje Jovanovic

Laura Egli

