



Science For A Better Life

MaterialScience

## Bayer R&D Investor Day 2005

December 8, 2005 | London



Bayer MaterialScience



Bayer R&D Investor Day 2005

Innovation in Automotive

Ian Paterson

Board Member Innovation & Marketing  
Bayer MaterialScience

## Forward Looking Statements



This presentation contains forward-looking statements based on current assumptions and forecasts made by Bayer Group management.

Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in our public reports filed with the Frankfurt Stock Exchange and with the U.S. Securities and Exchange Commission (including our Form 20-F). The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.

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## Key Messages



- Steady growth in polymers for automotive applications
- Providing smart solutions with polyurethane-based innovations for
  - Composites for exterior parts
  - Coated polymer parts
  - Self-healing coatings
- Technology brake-through achieved in automotive glazing based on polycarbonate

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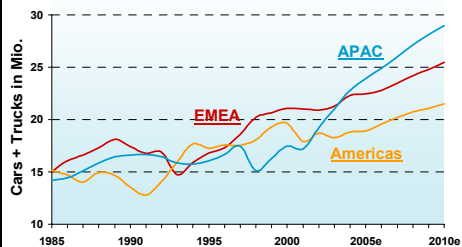
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## Attractive Growth Opportunity in Automotive

Driven by Market Growth and Material Substitution

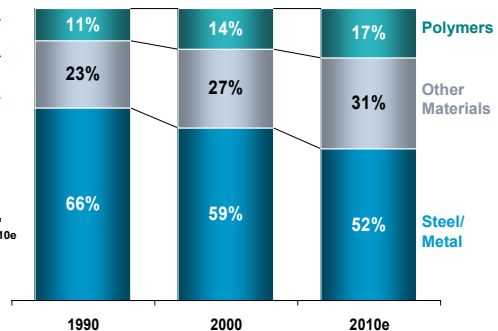


### Car & truck production



### Development of the material shares

Based on average automotive weight of 1.3 tons



- Dynamic market for car and truck production: market growth +3% CAGR (1985-2010e)
- Polymers expected to grow over-proportionally by replacing metal and other materials

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\* forecast

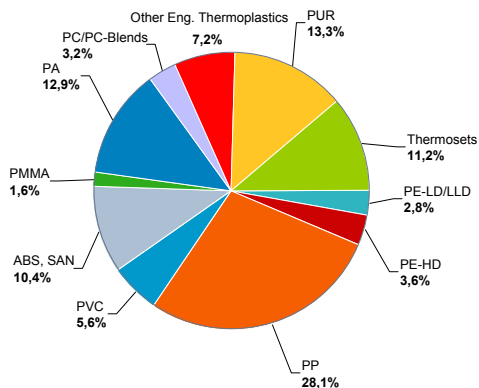
# Various Polymers Used in Automotive

## Bayer Strong in High Value Segments

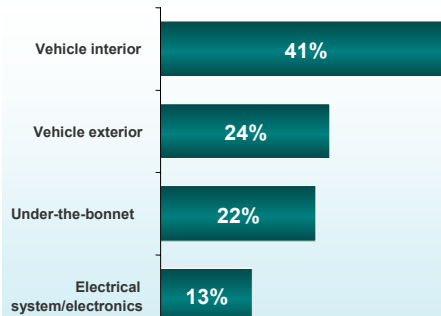


### Split by product

Total 2004: 12,500 kt



### Split by application areas



Growth of polymers in cars through substitution: CAGR 3% (1975-2005, share of total weight)

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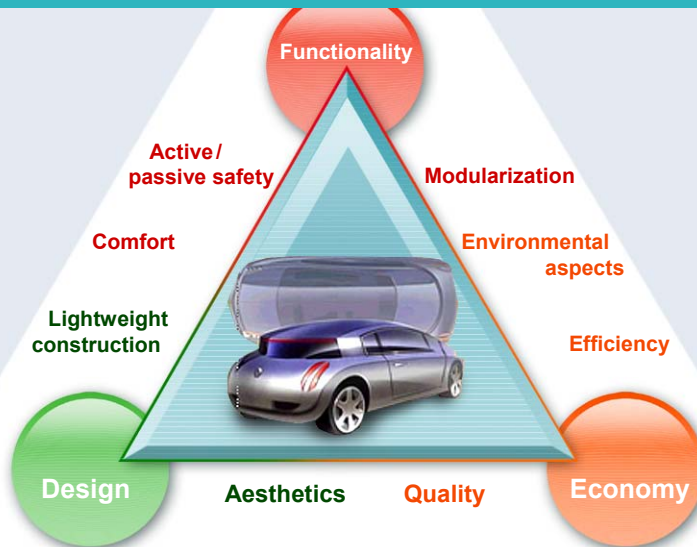


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# Innovation in Automotive

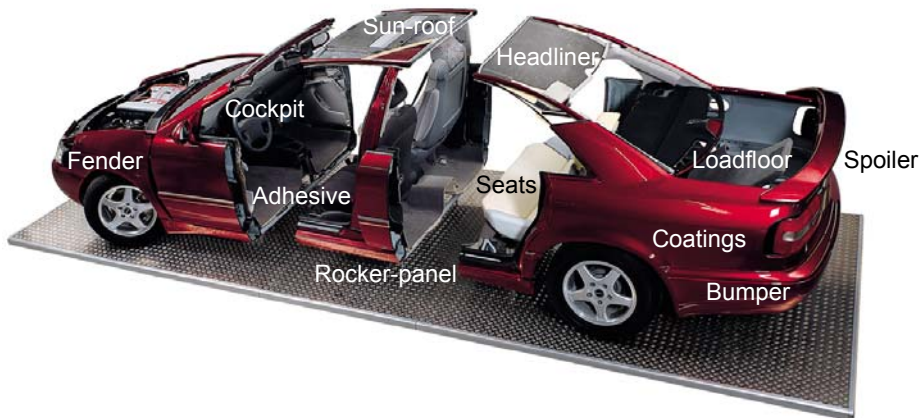
A Broad Spectrum of Requirements to Meet



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# Polyurethane Offers Multiple Solutions

Applications From Bumpers to Seats or Headliners



Polyurethane-based solutions are found in virtually every car today

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# Replacing Steel With Polyurethane

## Horizontal Composites for Exterior Parts



### Specific requirements met by polyurethane

- Integrational properties, allowing modularization of entire roof part
- Steel-like dimensional stability
- Mechanical stability through glass fiber reinforcement
- Class-A surface quality



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### Present application and expected future potential

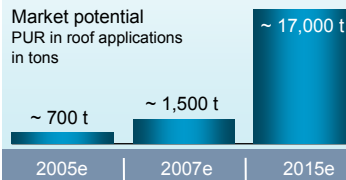


Hardtop  
Smart  
Forfour



Panorama  
roof  
Opel  
Zafira

Market potential  
PUR in roof applications  
in tons



# Lower Costs Through Integrated Solutions

## More Than Just Replacing Steel



### Advantages of PUR-based roof solutions and structural members

Material substitution:

**Cost & weight savings**

Integration & consolidation:

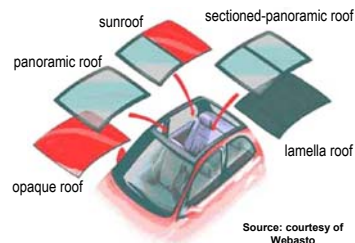
**Savings on assembly costs**

Safety:

**Lower center of gravity  
Improved crash behavior**

Sunroof solutions:

**Weight savings**



Source: courtesy of Webasto

**Modularization as competitive advantage – Coat, structural part and headliner in a single assembly**

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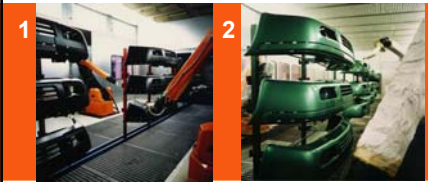


# Reverse Coatings Process Raises Efficiency

Joining Coatings and PC Film Technologies



**Technology today:** Thermoplastic molding, then spray coating



- Multiple handling steps
- Expensive paint shops
- Overspray
- Long oven drying time (30 min.)
- Complex process, risk of paint defects

**Reverse process:** Coating of PC film, then component forming



- Less investment for paint shops and oven
- No overspray for 2D film coating
- Lean process with short drying time (2 min.) and fewer paint defects

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# Reverse Coating Process: Profile and Status

Offering Customized Solutions



**Combination of PUR coatings and PC film offers high performance profile**

## Profile

- Formability and elasticity of coated PC film
- Tailor-made coating solutions for various applications:
- Automotive **exterior** parts, e.g. roof module:
  - High scratch and chemical resistance through UV post-curing of coated PC film
  - Class-A surface qualities
- Automotive **interior** applications:
  - Soft-feel haptics, e.g. velvet-like

## Status

- Patents filed
- Roof modules in pilot production
- Expected market introduction of soft-feel PC film (velvet-like touch) in 2006



Thermoformable soft feel coated PC films for automotive interiors

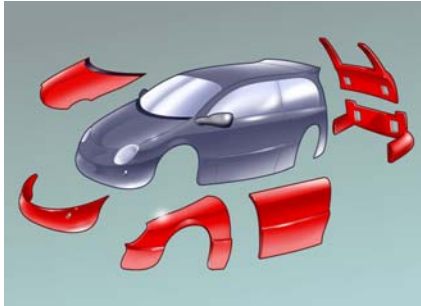


Thermoformable coated PC films for automotive exteriors

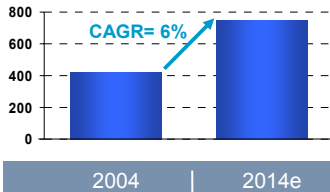
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# Coated Films Have Huge Potential

All Polymer Add-On Parts Potentially Accessible



Polymer coating raw material market for automotive in € million



All polymer add-on parts can potentially be manufactured via film based technologies

System approach using coated film technology to become new state-of-the art in automotive polymer coating

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# New Opportunities – Healing Coatings

2K-PUR Clear Coatings With Unique Properties



Deficiencies of clear coatings in practical use

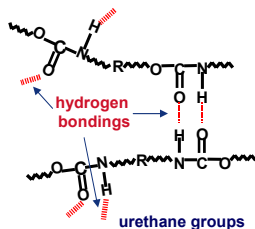


Requirements for automotive clear coatings

- High brilliance
- Excellent scratch resistance
- No etching under environmental stress

Polyurethane technology as solution provider

- Chemical and physical bonding (H-bonds)
  - High stiffness but flexible
  - Chemical resistant functional groups
- High scratch resistance  
→ Self-healing properties



Long lasting gloss through specific aliphatic isocyanate and polyol combinations

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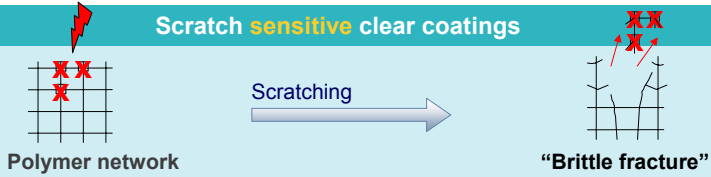


# Innovation in Self-Healing Coatings

Plastic Deformation vs. Brittle Fracture



## Scratch **sensitive** clear coatings



## Self **healing** clear coatings



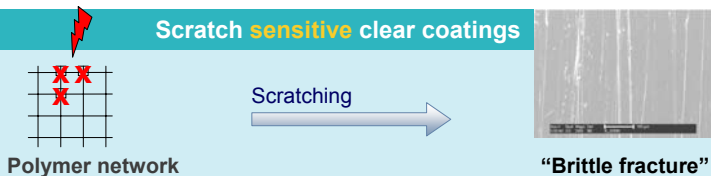
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# Innovation in Self-Healing Coatings

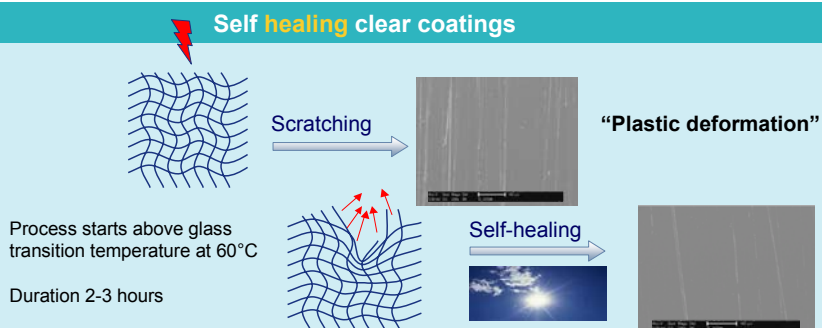
Plastic Deformation vs. Brittle Fracture



## Scratch **sensitive** clear coatings



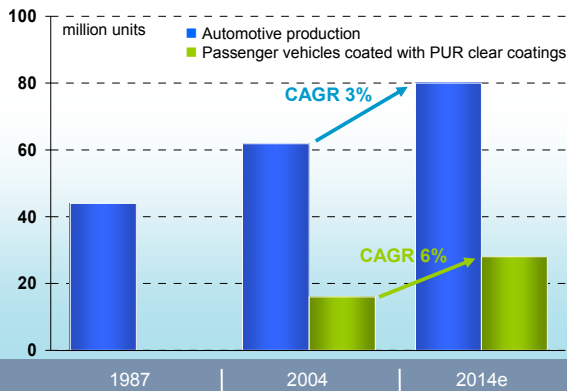
## Self **healing** clear coatings



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# Market Potential of Self-Healing Coatings

## PUR Clear Coatings Outpacing Market Growth



### Market share PUR clear coatings (of total coatings in auto)

1987	0%
2004	25%
2014e	35%

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# Matching Future Challenges in Automotive

## Bayer Materials Likely To Be Polymer of Choice



### Easy-to-clean coatings

- First waterborne graffiti resistant coatings raw materials (VOC compliant clear coats approved by Deutsche Bahn AG)
- Expected first industry application

2006



### LED head lamps

- PCS-based LED application in front lighting and backlight unit
- Maintenance-free, energy efficient, design freedom
- Expected first industry application

2008-2009



### Pedestrian protection systems

- First hybrid bonnet/hood concept, based on alu foam and a PUR system
- High energy absorption, high stiffness, low weight
- Expected first industry application

2012-2015

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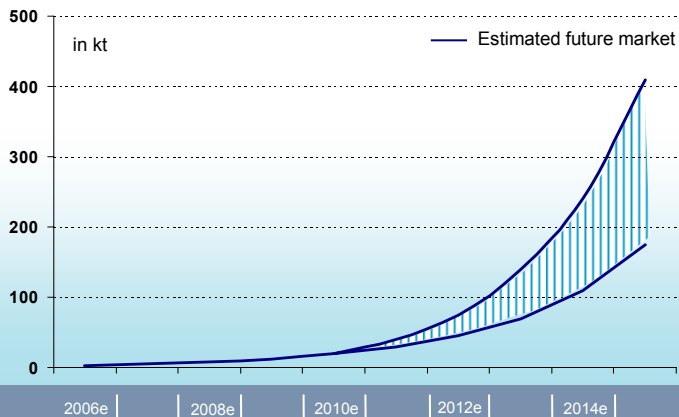
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## Not Revolution, But Evolution

### Polycarbonate Demand For Automotive Glazing



Total estimated market volume



**Business plan intact: Very attractive market with long-term growth potential**

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# PC Automotive Glazing at the Beginning

## Project Pipeline with Clear Milestones



	Estimated start of production	
Roof modules	●	Running business
Fixed side windows	●	
Transparent rear body parts	●	
Backlites	●	2008e
Rear truck sliders	●	2009e
Moveable side windows	●	2012e

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# Significant Advantages in Glazing

## Polycarbonate Properties Match Industry Demand



### Weight Saving & Environment

- Lightweight door designs
- Removable windows
- Lower center of gravity
- Fuel economy

### Safety & Security

- Passenger retention
- Anti "smash-n-grab"

### Styling and Design

- Design freedom
- Reduced assembly complexity and functional integration
- Tailor-made color matching

**Polycarbonate is the only polymer to meet broad spectrum of requirements**

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# Innovative Solution for Scratch Resistance

Bayer MaterialScience and Exatec® Deliver



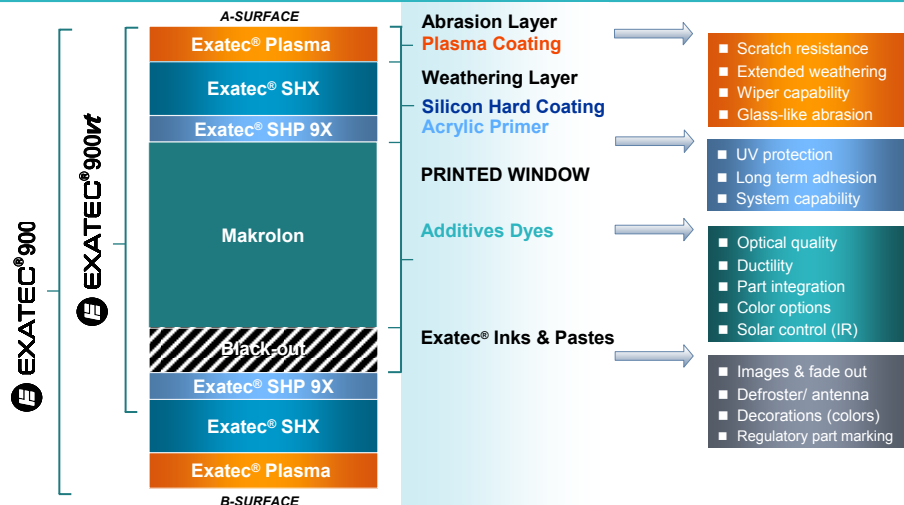
- New plasma coating provides glass-like abrasion and scratch resistance
- Long-term weatherability
- Specific Makrolon polymer grades as substrate for nano-scaled layers
- Inclusion of functionalities: defroster, IR absorption
- Cost competitiveness and higher production output



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# Technology Breakthrough With Exatec®

Highly Functional and Cost-Efficient

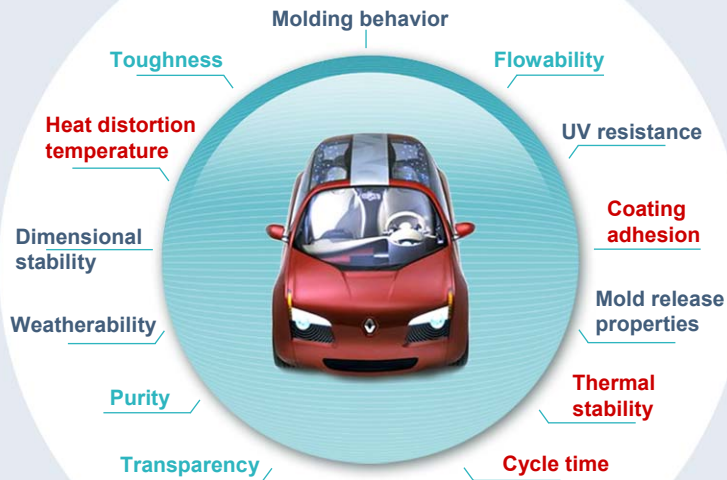


Polycarbonate glazing technology for window and vehicle top applications

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# Challenges Beyond Scratch Resistance

## Complex Resin Requirements



Specific Makrolon grades for specific automotive glazing requirements

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# Innovation in the Automotive Industry



- Bayer is well positioned in the growing market for polymer applications in automotive
- Increased modularization and inclusion of additional functionalities go beyond mere substitution of established materials
- Polyurethanes offer cost-efficient, tailor-made solutions to specific needs of automotive industry
- Technological breakthrough in polycarbonate for automotive glazing
- Transportation sector (incl. trains and planes) potentially opens up new market opportunities in Far East

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