



Press Release
2010-11-17

NORMA Group Contributes to Ford Winning the US SPE Innovation Award

Maintal, Germany -- November 12, 2010 -- NORMA Group, a strategic development partner and global solution provider of innovative Engineered Joining Technologies, is pleased to announce that Ford, one of its major customers, has won the US Innovation Award from the Society of Plastics Engineers (SPE) for its Diesel Exhaust Fluid (DEF) System.

Being one of the key development partners, NORMA Group made a significant contribution towards this achievement. "The NORMA Group is very proud to be part of this successful project which was rewarded from the SPE for the high degree of innovation", says Werner Deggim, CEO NORMA Group.

Key technological features of the innovative selective catalytic reduction solution (SCR), that was created to considerably lower emission rates, include:

- Electrically-heated, plastic, Diesel Emission Fluid line is light weight with efficient heat transfer
- Friction weld provides robust sealing connection to prevent leaks without the need for clamps
- Heated quick connector with overmold provides faster thaw time and robust protection of quick connector and electrical connections
- Compact design and ability to thermoform plastic line provides easier packaging within the tight confines of the vehicle

The award underlines the great innovative power of NORMA Group's Engineered Joining Technology products and solutions as well as the prime focus of the company on client services and customer satisfaction across the globe.

"This award is another example how NORMA Group continues to be a leader in innovative solutions and helps our customers meet their day to day challenges," comments Michael Russel, President and CEO, NORMA Americas, "and we are already field testing the second generation of this future technology to further reduce emission rates."

About NORMA Group

NORMA Group is a leading manufacturer and distributor of innovative engineered joining technologies in Europe and North America with a strongly increasing presence in Asia. The company is headquartered in Germany and operates across 60 countries, encompassing 24 subsidiaries and 12 manufacturing facilities in Western Europe, CEE, USA, Mexico, and Asia. With an expected turnover of over 400 million Euro (2010) and more than 3,400 employees worldwide, NORMA Group offers in excess of 35,000 products for a variety of industrial applications ranging from cooling systems, air intake & induction, emission control, ancillary systems, and infrastructure to distribution services. NORMA Group's strong brand portfolio includes the well-known brand names ABA®,

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BREEZE®, NORMA®, R.G.RAY®, Serflex®, Serratub®, TERRY® and Torca®. NORMA Group serves customers in industry and distribution. The company's global presence, decades of know-how and complete system solutions from one source, contribute to the sustainable success of its customers satisfaction.

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