

**FOR IMMEDIATE RELEASE**

FOR MORE INFORMATION,

PLEASE CONTACT:

Brian Stubbs

Zeon Chemicals Telene® Market Development

(o)703.430.2411 (c)502.435.3347

bstubbs@zeonchemicals.com

VDL Bus and Coach selects Telene® pDCPD and Mitras Automotive for its newest Futura coach

LOUISVILLE, KY – September 28, 2010 – The forward-thinking engineers behind Futura, a new coach model for the European market – will use an innovative technology for superior molding of its fascia and bumper parts. VDL Bus and Coach will work with Mitras Automotive in Winsford, Cheshire, United Kingdom to create the parts out of Telene® pDCPD.

TELENE KEY ADVANTAGES: DESIGN FREEDOM AND INTEGRATION OF FUNCTIONS

“Our designers promoted this technology as Futura features such an aggressive design. Telene was not only making their creative ideas possible, but also allowed an easy integration of functions. Besides, Telene offered a very good dimensional reproducibility, compared to the traditional GRP hand-lay-up or spray-up processes, virtually eliminating costs associated with poor-fitting of parts on assembly lines,” said Erik Schell, Project Manager at VDL Bus and Coach.

“We have been manufacturing body panels using the Telene technology on a growing number of parts over the last few years, so we knew that we could meet the budget and time-to-market constraints at the same time,” said Dave Montague, Sales Director at Mitras Automotive UK.





INCREASING PARTNERSHIP WITH BUS AND COACH MANUFACTURERS

This project illustrates Telene's growing use in the Bus & Coach industry. Telene already had an excellent track record in the Agriculture, Construction Equipment and Truck markets.

"Telene RIM molders focused on yearly series from 1,000 up to 25,000. Like several pioneer bus manufacturers, VDL Bus & Coach is confirming that Telene grades which offer a fast pay-back time can now often be preferred to smaller series processes like Hand-Lay-Up or Resin Transfer Molding," said Alexander Daemen, President of Telene SAS.

TELENE, AN ENVIRONMENTALLY SENSIBLE MATERIAL

Using Telene offered another advantage that helped designers at VDL Bus & Coach make up their minds: Telene's closed aluminum mold process reduces VOCs. Moreover, all Telene grades offer a favorable Life Cycle Energy Analysis compared to other material solutions. For instance, the energy balance – the total energy consumed to produce a Telene part – is four times lower than that of Polypropylene and ten times lower than that of Polycarbonate.

The Telene team will be available for discussions at Composites 2011 in Ft. Lauderdale, Florida, February 2-4, 2011 in booth #1031. The VDL Futura coach premiered at the IAA show September 2010.

About Rimtec

Rimtec is a 60/40 joint venture between Zeon Corporation and Teijin, and a global leader in the formulation of DCPD resins used to create high-performance polymers via the RIM (Reaction Injection Molding) process. Using Rimtec products and processes allows companies to cost-effectively create small to medium series of large, complex design parts that are resistant to hostile environments. Rimtec's headquarters are located in Tokyo, with a European subsidiary Telene SAS in Drocourt, France. North American sales are handled by Zeon Chemicals L.P. in Louisville, Kentucky. www.telene.com

About Zeon Chemicals L.P.

Zeon Chemicals L.P. is a wholly owned subsidiary of ZEON Corporation of Tokyo, Japan, a world leader in specialty elastomers, polymers and specialty chemicals. ZEON Corporation is one of the top producers of polymers in the world with plants in Asia, North America and Europe, and Research and Development laboratories in Kawasaki (Japan), Louisville (KY, USA) and Barry (UK). www.ZeonChemicals.com.

###