

Driving tomorrow

Engineering Applications
meet your mobility demands



BOREALIS

بروج

Borouge

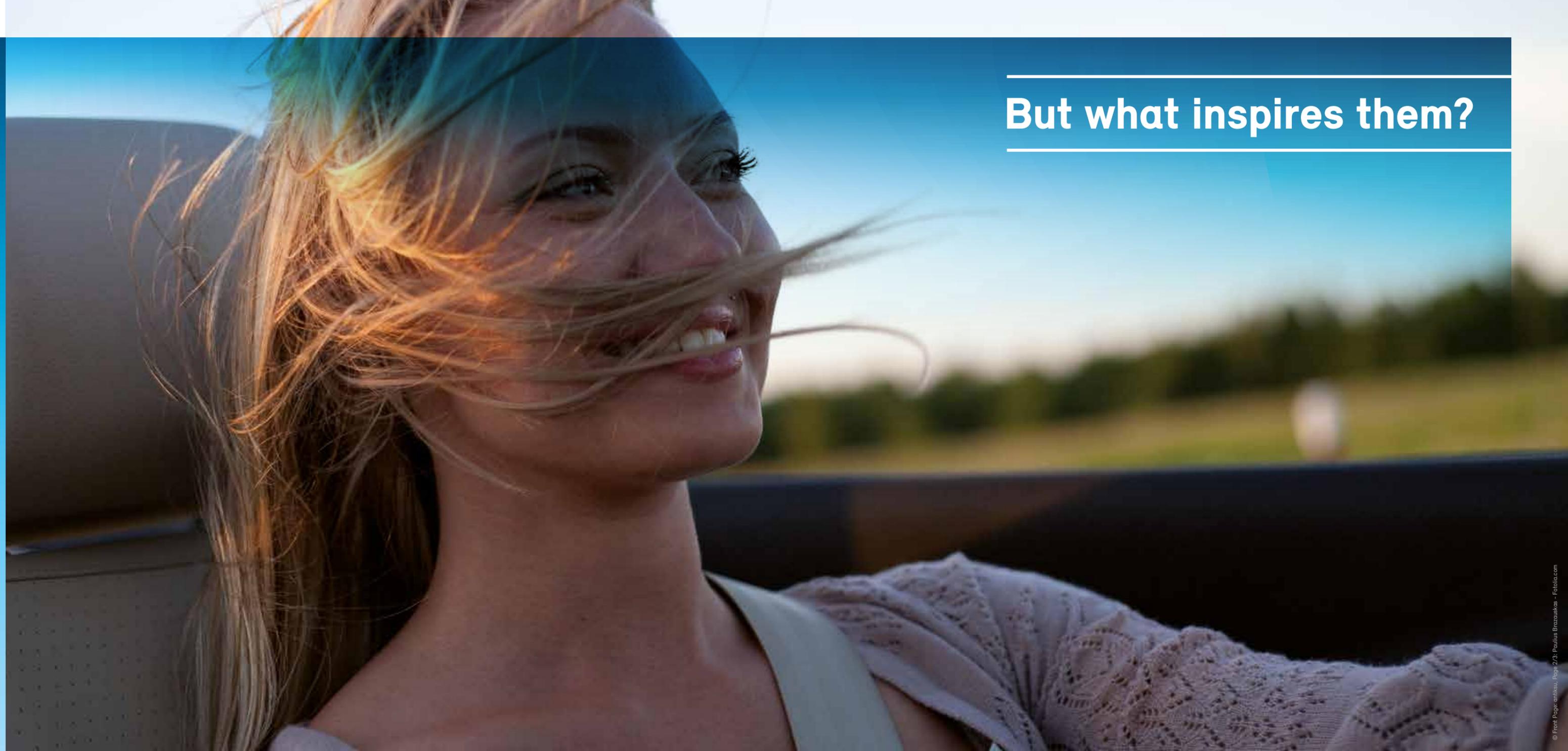


**Driving generates
many positive
emotions.**

Mobility is one of the world's most competitive industrial sectors with price, performance and timing being the critical elements of success. Your preeminent reputation as an OEM and Tiers own-moulder is built on manufacturing parts and components that are differentiated by quality and performance from alternatives in the marketplace.

Our Engineering Applications team is your committed partner, helping you continue to meet those criteria through advanced polyolefin material solutions.

But what inspires them?



NEEDS

Our comprehensive range of polypropylene (PP) compounds

are rooted in unique, proprietary **Borstar® technology**, which facilitates the tailoring and balancing of their properties to precisely match application needs and deliver **'creative innovation' solutions**. In this way they add value through the possibility to lower system costs, while providing reliable performance to the highest global industry standards, as well as enabling faster development-to-production cycles. And, no less importantly, they reduce both material and energy inputs for enhanced solution sustainability.

Our close working partnerships with OEM and Tiers suppliers over many years have given us a unique understanding of automotive value chain needs. Of special importance is that **our ongoing dialogue with partners** helps in the early identification of evolving market trends. This allows us to focus the resources and scientific skill-sets of our Innovation Centres on ensuring you have the optimal, differentiated and integrated solutions that meet tomorrow's needs, before they become tomorrow's challenges.

A man with short dark hair and a beard, wearing a dark blue t-shirt, is leaning over the side of a car. He is smiling and looking towards the camera while pointing his right index finger at a component on the car. The background is a blurred outdoor setting with blue and white tones.

“Driving tomorrow means understanding your needs today.”

QUALITY

Visual appearance

is the first and dominant influence on the perception of **vehicle quality**. Our PP compounds are developed to make a positive contribution to that perception. Whether giving an external Class-A surface and zero-gap engineered finish that radiates appeal or low gloss, scratch resistant interior trim and cladding that emphasises style, our materials give you **design freedom** and complement your **aesthetic objectives**.

“Quality enhances the pleasure
of my driving experience.”



COMFORT

Sense of touch

has a special relationship to the way we connect with our surroundings and through it our appreciation of comfort. **The haptic characteristics of our PP compounds** for passenger contact applications, such as smoothness, soft touch, stiffness or solidity, whichever is appropriate, are given special consideration in materials' development. As are the material's non-fogging and sound dampening features.

“Comfort contributes
to my quality of life.”



RELIABILITY

Ultimately it is

a combination of **day-to-day and long-term performance** that makes for reliability. For the toughest, most hard wearing applications, our reinforced PP compounds provide **the strength and durability to replace metals**. In doing so they enable significant vehicle weight savings, and greater fuel economy, without any compromises in mechanical properties and give reliable, corrosion-free performance throughout a vehicle's lifespan.



“Reliability gives me confidence
in every journey I undertake.”

SAFETY

All our automotive material developments

are informed by the **requirement of a safe driving environment for drivers, passengers and other road users**. Our PP compounds offer impact resistance in accordance with part specification; forgiving minor impacts and resisting permanent deformation. However, in the unfortunate event of an accidental collision with another vehicle or pedestrian, they absorb energy to mitigate injury.



“Safety is a prime responsibility,
knowing it’s built-in
makes me feel secure.”

RESOURCES

Engineering Applications

is one of the specialist Borealis and Borouge business segments which are dedicated to delivering **creative innovative solutions** to the global mobility, infrastructure – pipe systems, power and communications cables – advanced packaging and appliance industries.



“Sustainability and conservation
of resources today
provide the foundation for
Driving tomorrow.”

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