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# PSA Group Gives Full Approval to ENVIRO-PRIME EPIC Electrocoat by PPG

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*Metal-free technology meets environmental, cost, performance criteria of automaker*

PITTSBURGH--(BUSINESS WIRE)--Jun. 23, 2016-- PPG (NYSE:PPG) today announced that ENVIRO-PRIME® EPIC electrocoat (e-coat) technology has received full approval from the PSA Group following production line conversions and testing at two of the automaker's facilities in Europe.

*Enviro-Prime* EPIC e-coat is a patented, metal-free catalyst technology that offers superior smoothness, corrosion resistance and thin-film pretreatment performance. Available in high- and hyper-throwpower versions, the e-coat helps automotive original equipment manufacturers (OEMs) comply with global environmental standards while avoiding the cost volatility of e-coats using metals that are in limited supply, such as bismuth.

"*Enviro-Prime* EPIC e-coat fulfills our expectations for corrosion resistance, adhesion and general performance," said Rodolphe Anquetil, head of the anticorrosion department for PSA Peugeot Citroen. "It provides us with best-in-class appearance. We consider the conversion to *Enviro-Prime* EPIC e-coat a success."

The PSA Group launched the technology at its plant in Mangualde, Portugal, in October 2014, and, based on that success, at its largest European plant in Vigo, Spain, in August 2015. Significant testing and analysis, including a vehicle with *Enviro-Prime* EPIC e-coat that underwent 60 testing cycles, confirmed the e-coat's performance in appearance, mapping sensitivity, bacteria sensitivity, thin-film pretreatment compatibility, film-build distribution and throwpower. The testing also proved a 10 percent reduction in the amount of e-coat product required compared to the plants' previous technologies.

"*Enviro-Prime* EPIC e-coat is setting the tone for increased market expectations because of its outstanding appearance at a low exterior thickness," said Luis Aragon, PPG global account director, automotive OEM coatings. "Its proprietary organic catalyst also ensures sustainability by providing a low-temperature cure capability without negative environmental impact. Overall, it provides a great combination of premium performance at an optimized cost per vehicle."

For more about *Enviro-Prime* EPIC e-coat and PPG's full line of e-coat solutions for automakers, visit [www.ppgautocoatings.com/Products/Electrocoat](http://www.ppgautocoatings.com/Products/Electrocoat).

## About the PSA Group

With its three world-renowned brands, Peugeot, Citroën and DS, the PSA Group sold 3 million vehicles worldwide in 2015. Second-largest carmaker in Europe, the PSA Group recorded sales and revenue of 54 billion euros in 2015. The Group confirms its position of European leader in terms of CO2 emissions, with an average of 104.4 grams of CO2 per kilometer in 2015. With a fleet of 1.8 million connected vehicles on the road worldwide, the Group is on the cutting edge of innovation in this field, and is expanding its services as a mobility provider. It is also involved in financing activities (Banque PSA Finance) and automotive equipment (Faurecia). For more information, please visit [groupe-psa.com](http://groupe-psa.com).

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At PPG (NYSE:PPG), we work every day to develop and deliver the paints, coatings and materials that our customers have trusted for more than 130 years. Through dedication and creativity, we solve our customers' biggest challenges, collaborating closely to find the right path forward. With headquarters in Pittsburgh, we operate and innovate in more than 70 countries and reported net sales of \$15.3 billion in 2015. We serve customers in construction, consumer products, industrial and transportation markets and aftermarkets. To learn more, visit [www.ppg.com](http://www.ppg.com).

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