

Another Championship Season

Magee Rieter scores 11 consecutive GM quality awards using DuPont™ Keldax®

DuPont Packaging and Industrial Polymers



DuPont™ Keldax® resins contribute to quiet ride and easy automotive assembly

Few challenges are as difficult as being recognized as the best at what you do, year after year. In sports, the standard often is a "three-peat" - winning three consecutive championships. Few teams can claim that distinction. Fewer still can say they were champions four or more times in a row.

The standard applies to business as well, so there was some justifiable pride at Magee Rieter Automotive Systems in April when it scored an "11-peat" by being named a 2002 General Motors Supplier of the Year. The company is only one of two GM suppliers among more than 30,000 worldwide and the only one in North America to receive this honor 11 years running.

General Motors started its global Supplier of the Year Award in 1992 to recognize companies that excel at meeting GM's priorities for quality, service, technology and competitive pricing. Each year GM's standards for being a Supplier of the Year become more stringent and today the company bestows the honor on fewer than 80 companies worldwide.

Based in Bloomsburg, Pennsylvania, with about 700 employees at sites in the United States and Canada, Magee Rieter provides carpets, carpet mats and other components that make up a total "interior acoustic partition system" for General Motors and other global automobile manufacturers. These systems, which incorporate nylon and DuPont™ Keldax® resins, reduce heat and noise from the engine, transmission, suspension system, tires and road.

Magee Rieter products also protect drivers by incorporating a shock absorption system into the carpet. This system helps protect drivers' legs from compression injuries during an accident.

"General Motors has very exacting standards for its suppliers," says Mike Katerman, president and CEO of Magee Rieter. "For example, suppliers are expected to have no more than 50 rejected parts for every one million



they deliver. Last year, our rejection rate was two parts per every million shipped."

Magee Rieter also provides outstanding service, ensuring all parts are delivered in the right quantity to the proper place at the right time and in the right sequence so GM can efficiently manage its own complicated production process. GM also looks to its suppliers to bring innovative technology and competitive pricing to their products.

DuPont Cooperation

"We work closely with DuPont to develop new products that help us remain a preferred supplier to General Motors," Katerman says. "Also, with the cooperation of key suppliers like DuPont, Magee Rieter continues to be a global price leader. We have to be price competitive if we want to grow our business."

The company is one of General Motors' oldest suppliers. Katerman's great-grandfather founded Magee Carpet Company in 1889 to produce hand-draped tapestries for stagecoaches and in the early 20th century began supplying tapestries to Fisher Coach, which eventually became part of General Motors.

In 1997, Magee Carpet formed a joint venture with Rieter Holding Ltd. of Switzerland to combine Magee's expertise in molded automotive carpet floor systems with Rieter's skills in producing interior trim, acoustical systems and

heat shield systems to become a global supplier of total automotive interior acoustical partition systems.

The company's relationship with DuPont dates back to 1952, when Magee Carpet began purchasing nylon for automotive, industrial and residential carpets. "We have a solid, trusting relationship with DuPont," says Katerman. "Today, companies often jump to other suppliers, but our alliance has stayed intact."

Katerman's uncle, who preceded him as president, notes that DuPont and Magee developed "a very ethical relationship based on mutual respect and trust. DuPont has been a reliable and competitive supplier for 50 years."

Magee began to focus exclusively on automotive carpets in 1975 and worked closely with DuPont to develop attractive mass-backed carpets containing Keldax® resins.

Keldax® resins are filled, ethylene-based polymers that provide economical sound barriers in automotive and industrial applications. The product enables manufacturers like Magee Rieter to pre-shape ready-to-install, mass-backed carpets that speed automotive assembly. Magee Rieter makes its own carpet, mats and other components. It colors the fiber to its customers' specifications, extrudes Keldax® on the back, then molds and shapes the system and ships it to GM or other customers in time to be installed in a new automobile.

In addition to being used in automotive carpet, Keldax® is incorporated as a sound barrier in dash insulators, wheel well covers, rear seat barriers and package trays, trunk liners, door panel water shields, seat belt refractors, small motor housings and wherever else a formed sound barrier is needed. The result is higher-quality rides with reduced noise, vibration and harshness.

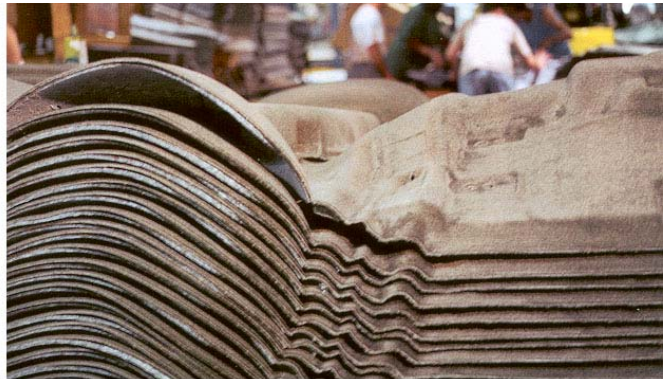
Keldax® can be processed on conventional wear-resistant extrusion and injection molding equipment. Unlike mastics and asphalt-based sound barrier materials, Keldax® can be accurately formed into complex, deep-drawn shapes that have excellent strength and durability. Because of their relatively high weight-to-volume ratio, Keldax® resins can be applied in thin, space-saving gauges. Keldax® can also be recycled and reintroduced with virgin material as feedstock for new melt processing.

Components made of Keldax® retain their shape for easy installation and a precise fit. When heated, Keldax® adheres to a variety of substrates, including sound absorbers and decouplers, without the use of adhesives. When bonded to decouplers that have no shape retention properties of their own, Keldax® helps these decouplers hold a proper shape.

"Magee Rieter is a special company," says DuPont Packaging & Industrial Polymers President Craig Binetti. "They have the same high expectations of DuPont as their customers have for them. Our long relationship gives us an opportunity to work as partners in developing new and better ways to provide products that truly add value to car manufacturers and, ultimately, the consumer."

Katerman won't predict whether Magee Rieter will have a "12-peat" as a General Motors Supplier of the Year for 2003 but one fact is clear: the company's string of championship seasons will serve as a standard of excellence few can match.

To learn more about the matchless benefits of Keldax® and other DuPont industrial polymers, go to www.dupont.com/industrial-polymers.



Magee Rieter Automotive supplies carpet and other interior components made with DuPont™ Keldax® resins for such GM models as the Chevrolet Trailblazer, GMC Envoy, Oldsmobile Bravada and the Cadillac STS (shown). Components made from Keldax® retain their shape for easy installation and a precise fit.

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Keldax® is a DuPont registered trademark for its brand of sound barrier resins; only DuPont makes Keldax®.

