



FOR IMMEDIATE RELEASE

## **BioFoam™ Automotive Seat Cushioning Introduced to FIAT and IVECO Vehicles in Brazil**

Mississauga, Canada, October 14, 2008 – **The Woodbridge Group** is proud to announce the introduction of **BioFoam** seat cushioning, in several popular **FIAT** vehicles and **IVECO** trucks. **BioFoam** products utilize a Polyol derived from plant materials, rather than petroleum, without compromising comfort performance or durability.

**Martin Mazza**, Senior Vice President of Marketing and Global Sales, The Woodbridge Group mentions, “Woodbridge is receiving broad marketplace acceptance of its green products. Several 2008 vehicles launched in North America also feature **BioFoam** technology, which is one of our environmentally focused initiatives. Another is our recently launched **GreenLite™** low mass solution, offered to help customers looking to improve fuel efficiency and reduce CO2 emissions. Woodbridge continues to receive growing interest from numerous vehicle manufacturers and seat assemblers, around the world.”

**Airton Cicchetto**, Director & General Manager, South America, The Woodbridge Group states, “Several **FIAT** vehicles assembled in Brazil, will soon feature **BioFoam** seating components. They include the Palio, Strada, Uno, Siena, Idea and the Punto nameplates. **IVECO** trucks will also benefit from this technology. Their decision to utilize **BioFoam** technology to this extent is yet another example of how **FIAT** and **IVECO** continue to demonstrate their strong commitment to protect the environment.”

**BioFoam** technology was the first mass production ready, plant seed oil based polyurethane foam solution, for automotive applications including seat cushions, head-restraints, arm-rests and overhead systems. Today, **BioFoam** products represent the highest available green content, for automotive polyurethane applications. Over the next 3 years **Woodbridge** targets green inclusion to reach; 35% for overhead components, occupant protection foams, seat cushions, and up to 50% for head restraints. 100% Bio-Polyol samples have been successfully produced in laboratory trials, and **Woodbridge** aims to offer this level of “Green” polyurethane in the future, to one day reduce fossil oil dependence by millions of barrels annually. **The Woodbridge Group** will continue to innovate green automotive foam technologies and help customers develop and validate improved environmentally sensitive solutions, at equal or better performance and cost.

**The Woodbridge Group** operates 64 facilities in 21 countries, as the global leader in the development and production of polyurethane products. Automotive applications include components for seating, structural support, occupant protection, headliner systems and acoustical management, as well as a full range of value added services including engineering and design, supply chain management, assembly, sequencing and JIT delivery solutions. For more information, visit [www.woodbridgegroup.com](http://www.woodbridgegroup.com)

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