

## **SDCmaterials says Heightened Scrutiny on Emissions Compliance will Drive Adoption of Emerging Catalyst Technology**

- ***Manufacturer of high-performance catalyst materials sees tipping point in advancement of emission-control systems***
- ***SDC's Nano-on-Nano™ catalytic materials cut consumption of costly platinum-group metals in half***
- ***Emerging technologies offer more options for catalyst and engine designers in balancing emissions control with cost, fuel efficiency, and performance***

**TEMPE, AZ.**, October 28, 2015 – SDCmaterials, a U.S. manufacturer of high-performance automotive catalytic materials, today said the heightened regulatory scrutiny on emissions compliance will inevitably drive advances in catalyst technology. SDC Executive Chairman William Staron issued the following statement as context on the issue and to provide background on innovations coming to the fore in emissions control:

“Today’s headlines are being driven by overt non-compliance. This is not an issue of emissions-control system capabilities; the attention, however, will inevitably accelerate the adoption of stricter environmental enforcement, which will drive emerging technologies.

“At SDC, we have created a breakthrough that substantially improves the efficacy of the primary, and most expensive, active ingredient used in emissions abatement. Specifically, SDC’s patented Nano-on-Nano™ formulation, which, when used in exhaust after-treatment catalysts, requires just half the amount of platinum group metals compared to traditional catalysts. Our proprietary catalytic powders have been subjected to rigorous internal, OEM, and independent testing; and results to date have reinforced expectations for early 2016 commercialization.

“The conventional automotive catalyst is a technological marvel, having withstood the test of time for more than four decades. Despite its many advances, the use of basic ‘wet’ chemical composition in making the catalytic layer has remained virtually unchanged. The time is right for a new chemical composition in catalyst design – to help the auto industry meet the myriad challenges presented by an unprecedented confluence of rising regulation, growing complexity in engine design, and never-ending pressures to cut costs.”

### **Additional Background**

SDC’s patented materials open an array of new options for catalyst and engine designers – whether it’s to deliver the same catalytic performance at half the cost or to improve the catalytic performance at the same cost. Such innovations will be essential in helping automakers balance emissions control, fuel efficiency, performance, and cost – which typically are competing objectives in engine design.

This delicate balance will become even more challenging over the next decade as manufacturers strive to comply with increasingly stringent standards globally in carbon reduction and fuel economy. U.S. manufacturers of passenger cars and light trucks will be required to achieve 54.5 miles per gallon in sales-weighted average fuel economy by 2025. To achieve this type of performance, a new wave of engine performance and exhaust after-treatment innovation will be required.

**About SDCmaterials, Inc.**

SDCmaterials develops and commercializes advanced catalyst products based on their novel materials fabrication and integration platform. Founded in 2004, the company's headquarters and R&D center are in Tempe, Arizona. It also owns and operates a production facility in Schwarzheide, Germany.

SDC's investors include the venture capital arms of General Motors, Volvo Group, and SAIC Motor Corp., China's largest automaker, as well as Emerald Technology Partners, a leader in cleantech venture capital; and Invus Financial Advisors. For more information, visit <http://www.sdcmaterials.com>.

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