**Lower Friction, Weight and Emissions**

**Freudenberg BlueSeal Helps Trucks and SUVs**

**Plymouth, Mich., Jan. 15, 2019. Freudenberg-NOK Sealing Technologies has begun supplying innovative, lightweight radial shaft seals to a major Detroit-based vehicle manufacturer for installation on the V6 and V8 engines powering its newest pickup trucks and sport utility vehicles (SUVs). Freudenberg-NOK runs the business operations for Freudenberg Sealing Technologies in the Americas.**

The BlueSeal, part of Freudenberg’s award-winning Low Emission Sealing Solution (LESS) portfolio of engine, transmission and E-Mobility product solutions, provides significant weight, friction and installation advantages over traditional radial shaft seals. Under the contract, Freudenberg-NOK will produce more than 2 million BlueSeals annually. Production is expected to increase further to more than 4 million units annually with orders from additional customers.

From turbocharged engines and 10-speed transmissions to electrified and electric vehicle systems, the propulsion technologies on display at the 2019 North American International Auto Show (NAIAS) offer evidence that fuel economy, emissions and performance are still top of mind with manufacturers and consumers alike. Freudenberg’s BlueSeal offers customers a way to help achieve better fuel economy and lower emissions in large displacement internal combustion and turbocharged engines. The BlueSeal is 40 percent lighter than conventional radial shaft seals and requires 50 percent less space to install.

 “Vehicle manufacturers are looking at every possible way to increase fuel efficiency and reduce weight, especially in trucks, SUVs and turbo-charged performance vehicles,” said Jeff Nelson, vice president, Automotive Sales, Freudenberg-NOK. “Even the smallest components can have a dramatic impact on the function and efficiency of vehicle powertrains.”

The BlueSeal is made of a single material – a steel-reinforced Polytetrafluoroethylene (PTFE) – designed to withstand harsh engine fluids while providing an axial space reduction, which allows manufacturers to downsize the engine. The seal has a low-friction Power Optimized Polytetrafluoroethylene (POP®) lip design that insures smaller dissipation loss, reduces the temperature in the contact area between the seal and shaft and performs flawlessly under different engine conditions.

The BlueSeal increases durability through its perfect sealing behavior and has a higher resistance to pressure than traditional seal designs. Its R-Tight® technology results in near-zero air leaks during assembly tests, allowing manufacturers to isolate other potential leak paths in the system.

 Freudenberg is pursuing a dual product development strategy that supports continued development of advanced materials and components for internal combustion powertrain applications while pursuing new technologies that address emerging challenges associated with alternate mobility options like lithium-ion batteries and fuel cells. The BlueSeal, like many of Freudenberg’s LESS products, offers system benefits in both arenas.

 “The automotive industry is undergoing profound transmission and driveline changes,” Nelson said. “It is our job to provide customers with exceptional component solutions that address the needs of all mobility platforms regardless of the fuel they use. The need to harness energy effectively and efficiently is a common denominator across our development efforts.”

More information on Freudenberg’s LESS portfolio is available at <https://less.fst.com>.

*Image: FST Blue Seal.png*

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**About Freudenberg Sealing Technologies**

Freudenberg Sealing Technologies is a longstanding technology expert and market leader in sealing technology and electric mobility solutions worldwide. With its unique materials and technology expertise, the company is a proven supplier for demanding products and applications, as well as a development and service partner to customers in the automotive industries and in general industries. In 2017, Freudenberg Sealing Technologies generated sales of about €2.3 billion and employed approximately 15,000 people.

In the Americas, Freudenberg-NOK Sealing Technologies runs the business operations of Freudenberg Sealing Technologies. The company is a joint venture between Freudenberg and NOK Corp. in Japan, is headquartered in Plymouth, Mich. and operates more than 20 facilities across the Americas. More information at www.fst.com.

The company is part to the global Freudenberg Group with its Business Areas Seals and Vibration Control Technology, Nonwovens and Filtration, Household Products as well as Specialties and Others. In 2017, the Group generated sales of approximately €9.3 billion and employed more than 48,000 associates in around 60 countries. More information is available at www.freudenberg.com.

**Media Contact**

Freudenberg-NOK Sealing Technologies

Cheryl Eberwein, Director, Media Relations

office: +1 734 354 7373

email: cheryl.eberwein@fnst.com

Freudenberg Sealing Technologies

Ulrike Reich, Head of Media Relations

Office: +49 (0)6201 80 5713

Email: ulrike.reich@fst.com

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