

News Release

BASF Automotive Refinish launches new website

SOUTHFIELD, MI, March 6, 2018 – [BASF Refinish Automotive Coatings](#) launched a new, completely mobile-friendly website with updated images and content, and unique tools, including an asset cart and an advanced product catalog.

“Every word, every image and every tool on the Refinish site was created with the customer in mind,” said Tina Nelles, BASF Marketing Services Manager. “Our goal was to create a journey for our customers – how BASF provides more than paint and, most importantly, the benefits we offer to our customers.”

Users can filter the product catalog based on country, brand, paint system, product type, volatile organic compounds, and keywords, or they can simply scroll through BASF’s products. The site also includes technical manuals, technical data sheets, safety data sheets and more.

The distinctive asset cart, which can be used in conjunction with the product catalog or independently, offers a unique advantage to BASF Refinish website visitors by allowing them to “shop” throughout the site. Visitors can add assets to the cart from anyplace in the website, not just from product pages, similar to a shopping cart on a clothing or grocery retailer’s website. Customers then have the option to download all cart contents, or email them to anyone.

Available in three languages, the new site also features a section dedicated to showcasing

BASF Refinish customers and brand ambassadors, the recently launched Vision+ suite of business services and live social media feeds.

For press photo click on the link below:

<https://www.basf.com/press-photos/us/en/photos/2018/01/03-06-18- BASF RefinishWebsitePhoto.jpg>

Suggested caption: The completely redesigned BASF Refinish website is mobile-friendly with a distinctive user experience and all new content.

About BASF Automotive Refinish

BASF's Automotive Refinish business manufactures and markets coatings for the collision repair, commercial fleet and automotive specialty markets. Its paint products are supported by technical training programs, advanced color information systems, business management and planning tools. For more information visit <http://www.basfrefinish.com>

About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 17,500 employees in North America, and had sales of \$16.2 billion in 2016. For more information about BASF's North American operations, visit www.basf.com.

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The more than 114,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of €58 billion in 2016. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.