

## News Release

### **BASF names Micro Auto Paint & Supplies Distributor of the Year at 2018 ColorSource Conference**

SOUTHFIELD, MI, June 8, 2018 – Micro Auto Paint & Supplies (Micro) won the [BASF Automotive Refinish](#) 2017 Distributor of the Year award at the annual [ColorSource](#) conference. Approximately 135 single-line distribution partners attended the conference in Scottsdale, AZ.

“Micro has been a critically important BASF partner in the Midwest for over 30 years,” said Denise Kingstrom, Distribution Director, Automotive Refinish at BASF. “In 2017, they went above and beyond to grow with BASF and support us in getting our best-in-class products into new markets, while maintaining our Customers First strategy with new and existing customers.”

“We are constantly pushing the envelope to keep our customers informed and ahead of the competition,” said Howard Hicks, Micro CEO. “We have a great team with BASF, and ColorSource allows us dedicated Business Development Specialists and Technical Service reps, which gives us an extra edge over our competition.”

The four-generation, family-run distributor recently celebrated its 70<sup>th</sup> year in business, opening its doors in 1948 as a re-chrome bumper business, followed by expansion into automotive paint. Hicks attributes the long-run success to his Micro-BASF team that works together to constantly improve service to customers. Micro is a second-time winner of the BASF Distributor of the Year award.

---

Media Relations contact  
Susan Jackson  
Phone: 734-324-6546  
susan.jackson@basf.com

Additional contact  
Tina Nelles  
Phone: 734-486-9988  
tina.nelles@basf.com

BASF Corporation  
26701 Telegraph Road  
Southfield, Michigan 48033  
[www.basf.com](http://www.basf.com)

The ColorSource Elite Diamond Award was also presented to distributors with three years of consecutive growth:

- A&F Paint & Supply
- Capital Paint & Refinish LLC
- Colortone Automotive Paint
- Southeast PBE
- Motorcar Colors
- James Hess LTD
- West Penn Laco, Inc.

ColorSource is a network of BASF single-line distributors dedicated to offering innovative BASF products backed by the highest levels of customer service. To learn more about joining the winning team and becoming a ColorSource distributor, please contact Shefali Cromer at [Shefali.cromer@basf.com](mailto:Shefali.cromer@basf.com).

**For press photo, please click on the link below:**

[https://www.basf.com/press-photos/us/en/photos/2018/01/06-08-18\\_BASF\\_ColorSource\\_2017DistributoroftheYear.jpg](https://www.basf.com/press-photos/us/en/photos/2018/01/06-08-18_BASF_ColorSource_2017DistributoroftheYear.jpg)

**Suggested caption:** 2017 ColorSource Distributor of the Year Award presented to Micro Auto Supplies. (Left to Right): ColorSource Business Development Manager Paul Barnes, ColorSource Senior Manager Shefali Cromer, Micro CEO Howard Hicks, Micro CFO Tammy Packer, Micro Sales Manager Steve Gruchla, Micro Sales Manager Shane Sisk, BASF Refinish VP Marvin Gillfillan, BASF Coatings Senior VP Chris Toomey, and BASF Distribution Director Denise Kingstrom.

#### **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 18,200 employees in North America, and had sales of \$17.9 billion in 2017. For more information about BASF's North American operations, visit [www.basf.com](http://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 115,000 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 €64.5 billion in 2017. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at [www.basf.com](http://www.basf.com).