

Media Advisory

BASF Announces New Director of Refinish Sales

What: Troy Neuerburg announced as the new US Sales Director for Automotive Refinish at BASF

Background:

BASF announced Troy Neuerburg as the new US Sales Director for Automotive Refinish, effective immediately.

Neuerburg has been a BASF employee since 2016, working as a Sales Zone Manager where he was responsible for growing market share in the Midwest and Northeast US regions. He has worked in the Refinish industry for 18 years in various roles such as Market Manager of Business Services, Branch Manager, and Sales Representative.

“We have the best people, processes, and products in the market,” said Neuerburg.” I look forward to leading our sales organization and cross-functional groups in my new role to grow additional market share and help our customers be more productive and profitable.”

For more information about BASF Automotive Refinish, visit basfrefinish.com.

Photo:

1. Troy Neuerburg, new US Sales Director for Automotive Refinish at BASF.

Suggested caption: Troy Neuerburg, the new BASF Automotive Refinish Coatings Director of Sales for North America.

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.

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.