

Media Advisory

BASF brands getting a facelift

Background:

BASF Automotive Refinish is updating its brand images, beginning with new product labels for productivity brand R-M®, in Q3 2018. A newly designed logo for economy brand LIMCO®, as well as new labels for both Limco and BASF's premium brand, Glasurit®, will follow later in the year.

“As the world’s largest chemical company, our primary focus is on R&D and innovation,” said Marketing Director Dan Bihlmeyer. “We are also a twenty-first century organization, focused on leading edge facets of business from technology to communications to design. These new labels express BASF’s commitment to market leadership.”

Glasurit’s newly designed labels are accompanying its 130th birthday in 2018 and R-M’s newly designed labels are arriving in time for its 100th birthday in 2019.

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

Photo:

1. 7-23-18_BASF_NewBranding_photo1.png

Suggested caption: BASF’s new R-M® product labels on the popular UR50 Reducer, Onyx HD basecoat and DC5335 Glamour Clear containers.

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.