

Media Advisory

BASF announces eLearning training modules

Background:

BASF Automotive Refinish Coatings has launched BASF eLearning, online training courses for collision and restoration centers.

Glasurit and R-M recertification were the first courses to go digital. Certified technicians whose two-year certification is set to soon expire, can log on, take the appropriate course through online learning modules, and have their certification renewed immediately.

In addition to course access, technicians have individual profiles that enable BASF to send advanced reminders regarding expiring certifications, and suggest additional courses such as BASF's Color Adjustment Techniques or Time Reduction Repair.

"Restructuring our program and offering select courses online allows us to keep our customers at peak efficiency," said BASF Training Manager Sebastian Grajales. "They can now learn at their own pace, ensuring that they keep their skills at a high level, while minimizing the time they are pulled out of the booth.

"Providing course content online to our customers helps ensure that they have all of the knowledge necessary for proper repairs, and they have the right training and certifications that the premier shops and premier consumers expect," said Grajales.

BASF's online training launch in Q3 will be followed by enhanced offerings in Q4 2018 online. New specialty courses will launch, too, at the BASF North American Competency Centers.

“BASF is uniquely positioned to support the safe-car initiative demanded by drivers due to our market-leading OEM certifications, ” said US Sales Director for BASF Automotive Refinish Troy Neuerburg. “Providing the right training to meet and exceed OEM and driver expectations in a more accessible form will promote our premier customers, elevating them above and beyond competition in their markets.”

To learn more about BASF Refinish, go to BASFrefinish.com.

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.