

Media Advisory

BASF Presents Goodguys West Coast Nationals

What: BASF is the presenting sponsor at the Goodguys West Coast Nationals

Where: Alameda County Fairgrounds, 4501 Pleasanton Avenue, Pleasanton, CA 94566

When: Saturday, August 24-26, 2018

Background:

BASF is the presenting sponsor of the 32nd Goodguys West Coast Nationals in Pleasanton, CA August 24-26, 2018.

The Glasurit tent, located near BASF ambassador Roadster Shop's booth, will have a BASF team available to highlight the Refinish portfolio for collision shops and custom builders. Color Ideation will be a focus as a service offered to BASF builders, professional and amateur. This process has been used on vehicles like the award-winning 1940 Ford convertible "Lucille," built by Goolsby Customs, as well as the Roadster Shop Camaro and Greening Automotive Ford Maverick, which will debut at SEMA 2018.

BASF with Goodguys will present the Goodguys America's Most Beautiful Street Rod award on Saturday, August 25.

For more information about BASF Automotive Refinish, visit 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.