

# Visit BASF Booth #20353 at SEMA For Some Exclusive Sneak Peeks

As the world's leading chemical company, BASF sets the standard for excellence in all industries — especially automotive. At SEMA 2018, BASF Automotive Refinish Coatings will showcase Value Beyond Paint through the Vision+ suite of value-add tools and services.

The BASF Press Conference takes place on Tuesday, October 30 at 9:30 a.m. at booth #20353 in the Racing & Performance area of Central Hall. The **#BASFFantasticFour** vehicles will be unveiled for the first time:

- Chip Foose '57 Chevy Bel Air Convertible**  
 The latest creation by reknowned designer/builder Chip Foose, featuring a custom Foose color in Glasurit 90 Line.
- Customs by Kilkeary '56 Pontiac Star Chief Convertible**  
 Customized from bumper to bumper, this convertible features a custom-mixed 90 Line using Carizzma tints.
- Goolsby Customs '74 Plymouth Duster**  
 One-of-a-kind Goolsby design—a 1974 Duster drag-raced for decades and restored for owner and driver Beth Hazelwood, featuring a custom Color Ideation Glasurit 55 Line color.
- Roadster Shop '70 Chevy Camaro Widebody**  
 First look of the custom-engineered widebody build, featuring a custom Glasurit 90 Line color.

In addition, BASF experts will be at our booth to demonstrate how BASF's strategic partnership can drive growth, productivity, and profitability for our customers and distribution partners. Highlights include:

- Exclusive Autograph Sessions**  
 Chip Foose, Richard Petty, RMD Garage, and others will be on hand to sign autographs.
- World-Class Vehicles**  
 Custom car designs on display from the top builders, featuring Glasurit paint lines.
- Family Feud—SEMA Style**  
 BASF's own builders will battle it out at the BASF booth Friday afternoon in Family Feud. Come see Jonathan Goolsby, Jeff & Jesse Greening, Mike & Jim Ring, and more to hear what the SEMA survey says.
- Glasurit's Rudy appearances**  
 Glasurit turned 130 years old this year! And to celebrate, mascot Rudy is attending SEMA. Find him on the show floor, snap a picture, and post it on social media with the hastag **#Rudy130**.
- Glasurit Best Paint Award**  
 Presented and judged by Chip Foose.
- Vision+ Value Beyond Paint**  
 BASF has expanded its Vision+ value-added services to create a fully comprehensive suite of services designed to optimize body shop operations, deliver improved shop productivity, and maximize profitability.

Stop by SEMA booth #20353 and follow **#BASFSEMACollection18** on Instagram, Twitter and Facebook.

**TUESDAY OCTOBER 30<sup>TH</sup>**  
 9:30 AM – 10:00 AM  
 Press conference and vehicle unveils  
 12:45 PM – 2:15 PM  
 Richard Petty Autograph Session  
 4:00 PM – 4:15 PM  
 Driving for Growth through Digital Marketing, *Auto Shop Solutions*

**WEDNESDAY OCTOBER 31<sup>ST</sup>**  
 9:30 AM – 9:45 AM  
 Gaining Value from Market Data, *Sebastian Grajales*  
 10:30 AM - 10:45 AM  
 Maximizing Use of Your Data, *Craig Seelinger*  
 11:00 AM – 12:00 PM  
 Ralph Holguin from RMD Garage Autograph Session  
 1:00 PM - 2:00 PM  
*Speed is the New Black* Appearance  
 2:00 PM - 2:15 PM  
 Preparing for the Autonomous Car, *Jeff Wildman*  
 2:30 PM - 2:45 PM  
 Color-Match with Ease, *Ralph Leija*  
 3:30 PM - 3:45 PM  
 Perks of Partnership: Hedson, *Shefali Cromer*  
 4:00 PM - 4:15 PM  
 Perks of Partnership: Goliath Carts, *Shefali Cromer*  
 4:30 PM - 4:45 PM  
 Perks of Partnership: My Shop Traffic, *Shefali Cromer*

**THURSDAY NOVEMBER 1<sup>ST</sup>**  
 9:00 AM – 9:30 AM  
 Tech Deficit Panel Discussion  
 Chip Foose, Bogi Lateiner, Jonathan Goolsby, and Jennifer Maher, CEO Tech Force Foundation  
 9:30 AM – 10:00 AM  
 Glasurit Best Paint Award  
*Presented by Chip Foose*  
 10:00 AM – 11:00 AM  
 Chip Foose Autograph Session  
 11:15 AM – 11:30 AM  
 eLearning, *Sebastian Grajales*  
 11:30 AM – 11:45 AM  
 Maximizing Use of Your Data, *Craig Seelinger*  
 1:30 PM – 1:45 PM  
 Advanced Process Solutions, *John Shoemaker*  
 2:00 PM – 3:00 PM  
 Ringbrothers Appearance

**FRIDAY NOVEMBER 2<sup>ND</sup>**  
 10:00 AM – 10:15 AM  
 Color-Match with Ease, *Ralph Leija*  
 10:30 AM – 10:45 AM  
 Driving Growth through Digital Marketing, *Auto Shop Solutions*  
 12:30 PM – 12:45 PM  
 Advanced Process Solutions, *John Shoemaker*  
 1:00 PM – 2:00 PM  
 Bogi Lateiner Autograph Session  
 2:00 PM – 3:00 PM  
 Family Feud—SEMA Style

BASF AUTOMOTIVE REFINISH COATINGS

