



Brands of BASF – We create chemistry

VISIT BASF BOOTH #20353 DURING SEMA

FOR EXCLUSIVE SNEAK PEEKS

As the world's leading chemical company, BASF sets the standard for excellence in all industries — especially automotive. At SEMA 2019, BASF Automotive Refinish Coatings will showcase the latest builds from some of the industry's most talented icons, along with solutions for businesses that go well beyond paint.

BOOTH VEHICLES

Follow us on social media at **#BASFSEMACollection19!**

Cruzer's Customs '64 Buick Riviera

Painted with Glasurit Cruzer's Edition colors, this build was dedicated to Bill Mitchell, the VP of Design at General Motors from 1958-1977.

Foose Designs '74 Jaguar E Type

The latest creation by reknowned designer/builder Chip Foose, featuring a custom Foose color in Glasurit 90 Line.

Ringbrothers '69 Camaro

Known as the Valkyrja, this Camaro has been completely redesigned and painted with Glasurit 90 Line TOTOPKG Green.

KC's Paint Shop '68 F100

This vehicle will be driven to the show all the way from Forth Worth, TX, featuring R-M Onyx HD. Follow its journey on social media: **#ispyKC**

ACTIVITY HIGHLIGHTS

Exclusive Autograph Sessions

Richard Petty, KC Matthieu and Bogi Lateiner will be on hand to sign autographs.

World-Class Vehicles

Nearly 100 vehicles will be on display throughout the show floor that feature Glasurit and R-M paint lines. Stop by the BASF booth to get a complete list.

Glasurit Best Paint Award

Presented and judged by Chip Foose on Thursday, 9:30 a.m. at the BASF booth.

The Builders' Game Show

Who will be able to take the most heat? Watch BASF builders battle it out in "The Hot Seat" at the BASF booth on Friday afternoon. You won't want to miss Jonathon Goolsby, the Ringbrothers, Kurt from KTL, Alan from Roadster Shop and many others.

The journey of two builds

Go behind the scenes with KC Mathieu on Tuesday at 2 p.m. and the Ringbrothers on Wednesday at 10:45 a.m. as they take you through the journey of each of their builds.

TOOLS, PRODUCTS AND EDUCATION

OEM Toolbox

A growing OEM influence in the industry is reshaping how shops operate. Stop by the booth for a demo on this new tool that can help collision centers build their OEM strategy. Demos will be ongoing by BASF team members every day during show hours.

eLearning

Skilled technicians = quality repairs. Learn how BASF's eLearning platform takes education to the next level, offering in-person, digital and hybrid courses. Demos will be ongoing by BASF team members every day during show hours.

New Products

Glasurit, R-M and Limco expanded their portfolios and introduced a variety of new products to the North American market this year. Stop by the New Product Showcase and check them out.

CLASS SCHEDULE AND DESCRIPTIONS

RD4: Position Yourself for Sustainability - Monday, November 4, 3:30 PM - 5:30 PM

An interactive discussion about the changes in the collision industry and how they affect shop owners, the need to adapt to these changes and the consequences if shop owners do not move past status quo.

Speaker: John Shoemaker, Business Development Manager, BASF | Held in Upper North Hall, N241

RD14: Offset Tech Shortages with Improved Efficiency - Wednesday, November 6, 9:30 AM - 11:30 AM

This panel will discuss strategies to streamline your shop, maximize your current resources, adapt staffing requirements, and what to expect during implementation.

Speaker: John Shoemaker, Business Development Manager, BASF | Held in Upper North Hall, N233

RD20: Do I or Don't I? OEM Certifications - Wednesday, Nov. 6, 3:00 PM - 5:00 PM

This panel will include a variety of industry professionals involved at different aspects of the certification process, from OEM to collision shop, and will describe the ins and outs and what to expect.

Speaker: Jeff Wildman , OEM Relations, BASF | Held in Upper North Hall, N233

SEMA 2019 BOOTH #20353 SCHEDULE

Tuesday, Nov. 5

9:30 AM - 10:30 AM

Vehicle Unveils

2:00 PM - 4:00 PM

KC Mathieu -
Facebook Live on
Truck Journey and
autographs

Wednesday, Nov. 6

9:30 AM - 10:30 AM

Richard Petty autographs

10:45 AM - 11:45 AM

Ringbrothers FB Live -
Building the Camaro

1:00 PM - 2:00 PM

Ralph Holguin from RMD
Garage autographs

Thursday, Nov. 7

9:30 AM - 10:00 AM

Glasurit Best Paint Award
presented by Chip Foose,
Jane Niemi & Tina Nelles

1:00 PM - 2:00 PM

KC Mathieu autographs

Friday, Nov. 8

10:00 AM - 11:00 AM

Classic Car Studio
autographs

1:00 PM - 2:00 PM

Bogi Lateiner from Bogi's
Garage autographs

2:00 PM - 3:00 PM

BASF Family Hot Seat