



We create chemistry

News Release

BASF connects future designers from the College for Creative Studies with a firsthand look at chemistry, materials science, and automotive design

WYANDOTTE, MI, October 26, 2026 – BASF recently welcomed emerging automotive designers from the [College for Creative Studies](#) (CCS) for a behind-the-scenes look at how chemistry, materials science, and design come together in the automotive industry.

The visit was part of a senior design program sponsored by the [American Chemistry Council's](#) Automotive Subcommittee. Through collaborations with industry partners, CCS provides students with opportunities to apply classroom concepts to real-world challenges and explore potential career paths.

During their visit, the students met with BASF experts, toured the facility, and gained insight into how BASF technologies and products are used in automotive applications. CCS is a nationally recognized Detroit-based institution focused on art, design, and creative innovation. Its strong industry partnerships allow emerging designers to collaborate with leading companies and apply their skills to challenges across a variety of sectors, including automotive and manufacturing.

“Welcoming these future automotive designers to BASF and giving them a firsthand look at how innovation, science, and collaboration can solve real-world challenges

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was a rewarding experience,” said Staci Wegener, Business Director of Polyurethanes for BASF Performance Materials. “Investing in the next generation of talent is an important part of who we are, and we are proud to open our doors and provide opportunities to learn from our world-class scientists, engineers, and innovators.”

About BASF’s Performance Materials Division

BASF’s Performance Materials division drives the transformation of the plastics industry by uniting sustainability with high performance. Our materials expertise, deep industry know-how, and broad product portfolio make us the preferred partner for comprehensive solutions across the plastics lifecycle. With dedicated material-focused teams, strong R&D power, and a global production network close to our customers, we deliver tailored offerings that meet regional and industry-specific needs. Our products enhance performance and efficiency in key sectors such as automotive, construction, consumer goods, and industrial applications. Together with our partners, we embark on #OurPlasticsJourney towards a more circular and sustainable future. In 2025, the Performance Materials division achieved global sales of €6.4 billion.

Join #OurPlasticsJourney on LinkedIn https://on.basf.com/PM_LinkedIn and in our newsletter https://on.basf.com/PM_Newsletter

Further information at <https://www.performance-materials.basf.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 13,300 employees in North America and had sales of \$18.1 billion in 2025. For more information about BASF’s North American operations, visit www.basf.com/us.

At BASF, we create chemistry for a sustainable future. Our ambition: We want to be the preferred chemical company to enable our customers’ green transformation. We combine economic success with environmental protection and social responsibility. Around 95,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises, as core businesses, the segments Chemicals, Materials, Industrial Solutions, and Nutrition & Care; our standalone businesses are bundled in the segments Surface Technologies and Agricultural Solutions. BASF generated sales of around €60 billion in 2025. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at www.basf.com