

News Release

BASF powers Hyundai's IONIQ concept car 'EARTH Concept' with Elastollan® TPU for 'Air Hug' seat modules

- **Inflatable 'Air Hug' seat in Hyundai's latest 'Earth Concept' car, presented at Auto China 2026**
- **Elastollan TPU in 'Air Hug' seat modules produced at BASF's Zhanjiang Verbund site**

Shanghai, China – May 19, 2026 – BASF has partnered with Hyundai Design China to develop inflatable 'Air Hug' seat modules made with Elastollan® TPU for the 'EARTH Concept' car within the IONIQ range of Sport Utility Vehicles (SUV). Unveiled at Auto China 2026, the concept vehicle underscores Hyundai Design China's commitment to localized new energy vehicle (NEV) mobility solutions in China, supported by BASF's materials expertise and local production at the Zhanjiang Verbund site.

Elastollan TPU combines mechanical strength with stable extrusion processing, providing puncture resistance, durability, weldability and reliable air-sealing performance for repeated inflation cycles in the inflatable 'Air Hug' seat modules.

The innovative material solution expands design freedom, enabling structured color effects through photonic crystal technology and supporting Hyundai EARTH Concept's focus on comfort, aesthetics and functionality with a distinctive interior look. Elastollan TPU also contributes to the 'EARTH Concept' sustainability-driven approach, as it can be recycled both mechanically and chemically.

"Inspired by the vitality and biological balance of our planet, the interior features soft

touch surfaces and supportive forms designed for comfort. Elastollan TPU fits this vision perfectly, enabling both ergonomic performance and a distinctive ‘Air’ aesthetic,” said Simon Loasby, Senior Vice President and Head of Hyundai Design Center at Hyundai Motor Company. “Our collaboration with BASF has been extremely positive, driven by a shared can-do spirit.”

Through close collaboration with Hyundai Design China, BASF’s Creation Center translated complex ideas into reality, unlocking new possibilities with Elastollan TPU in the ‘EARTH Concept’.

“With Elastollan TPU, BASF incorporates new functional and design concepts for future automotive interiors while meeting stringent performance requirements,” said Rohit Roop Ghosh, Vice President, Business Management TPU, Performance Materials Asia Pacific, BASF. “Through co-creation at the BASF Creation Center, we combine materials expertise with application know-how under one roof to support our partners with innovative mobility solutions.”

About BASF

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 108,000 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.

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.

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