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Coatings

News Release

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Mercedes-Benz renews BASF's Glasurit and R-M refinish brands as Global Trusted Partners in Asia Pacific

Mercedes-Benz has reaffirmed its trust in BASF's coatings competence by renewing its partnership with Glasurit and R-M, two of BASF's premium refinish brands, across the Asia Pacific region.

Glasurit has been approved for use throughout the Mercedes-Benz authorized repair network in China (Mainland and Taiwan), Australia, Malaysia, South Korea and Thailand, reinforcing BASF's role as a Global Trusted Partner, with a refreshed collaboration with Mercedes-Benz in China.

The partnership also continues in Japan, where R-M remains a long-standing, trusted brand. In addition, Glasurit has been recognized as a preferred partner in Malaysia and Thailand.

Under this renewed agreement, BASF will support Mercedes-Benz with its most sustainable solutions. They include the innovative waterborne basecoat portfolio Glasurit 100 Line and the Body Shop BOOST consultancy program powered by Refinity®, which has been launched in Asia in June to enhance body shop performance and profitability while minimizing environmental impact.

"We are honored to strengthen our long-term partnership with Mercedes-Benz, a testament to our strong collective strategic focus in the highly competitive Asia Pacific region," said Susann Kluge, Vice President Automotive Refinish Coatings Asia Pacific at BASF. "This partnership highlights our commitment to providing cutting-edge solutions while advancing sustainability and digital transformation."

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This renewal underscores BASF's dedication to innovation and excellence, ensuring exceptional service for Mercedes-Benz customers across the Asia Pacific region. In addition to the contracted markets, BASF continues to service Mercedes-Benz and their certified shops in Hong Kong SAR, Indonesia, Mongolia, and Singapore.

"This renewed partnership reflects the strength and trust of our global collaboration with Mercedes-Benz, built on shared values of innovation, sustainability, and excellence," said Michael Hill, Global Strategic Account Management for Automotive Refinish Coatings at BASF. "We are proud to support Mercedes-Benz and deliver the highest standards of quality and efficiency across their repair network worldwide."

About BASF Coatings

The Coatings division of BASF is a global expert in the development, production and marketing of innovative and sustainable automotive OEM and refinish coatings, decorative paints as well as applied surface treatments for metal, plastic and glass substrates in a wide range of industries. We create advanced performance solutions and drive performance, design and new applications to meet our partners' needs all over the world. BASF shares skills, knowledge and resources of interdisciplinary and global teams for the benefit of customers by operating a collaborative network of sites in Europe, North America, South America and Asia Pacific. In 2024, the Coatings division achieved global sales of about €4.3 billion.

Solutions beyond your imagination – Coatings by BASF. For more information about BASF Coatings and its products, visit www.basf-coatings.com.

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 112,000 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 €65.3 billion in 2024. 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.