Chinaplas 2015: BASF, SAIC and YFJC jointly present next generation lightweight concept car seat

- China’s first all-plastic backrest frame and seat pan
- 20% lighter with more space for second row passengers
- Concept car seat display at “Design x Innovation”: Booth A21 in Hall 13.2 and Viewing Deck outside Hall 9.3 in Zone B, China Import & Export Fair Complex, Pazhou, Guangzhou, from May 20-23, 2015

Guangzhou, China – May 18, 2015 – The next generation lightweight concept car seat from SAIC Motor Corporation Limited (SAIC), the largest auto maker in China, Shanghai Yanfeng Johnson Controls Seating Co., Ltd. (YFJC) and BASF will be showcased for the first time at Chinaplas 2015 from May 20-23, 2015. Designed based on one of SAIC’s recent car models, the lightweight, slim front concept seat demonstrates the breakthrough in all plastic backrest frame and seat pan technologies achieved jointly by the three partners. Making its first appearance at Auto Shanghai 2015, SAIC’s IGS Concept Car has highly impressed the industry and consumers for its technical advantages and unique styling.

Another successful co-creation activity between SAIC and BASF

As long-standing partners, BASF and SAIC have been driving innovations for more than a decade. The joint development represents yet another successful co-creation between the two companies. BASF’s Ultracom™ – a thermoplastic composite system using continuous fiber reinforced plastics – is used to replace metal in this lightweight car seat. As a result, the front seats are up to 20% lighter, and provide 2.5cm more knee space for second row
passengers compared with conventional design. In addition to passenger comfort and weight reduction (and subsequent fuel consumption), BASF’s Ultracom™ also offers excellent strength, rigidity and toughness that meet stringent regulatory requirements.

“In order to respond to the customers’ demand for energy-efficient, safe and comfortable cars, original equipment manufacturers are going lightweight,” said Mr. Raimar Jahn, President Performance Materials, BASF. “Leveraging BASF’s strong innovation capability, plastics expertise and the strengths of its partners in China and globally, we jointly make innovative lightweight solutions for automotive parts possible.”

An important part of the Ultracom™ system is the overmolding compound Ultramid®. The very high scratch resistance and remarkable surface quality of this BASF polyamide allow a visible use of the seat structure, making it an important design element. Injection molding of the all-plastic backrest frame enables freedom in seat design and comfort with the ergonomic shape, providing more possibilities for personalized seats and interiors. Furthermore, the particular Ultramid® grade is especially low in volatile organic compounds emission.

**BASF to further strengthen its automotive R&D in China**

With a number of investments, BASF has significantly strengthened its research & development (R&D) capabilities and production footprint in China in the last decade – and will continue to do so.

“This is the only joint development project on seating for BASF with an original equipment manufacturer and an automotive supplier in China. It signifies our commitment and competencies to support the indigenous innovation of SAIC with our strong R&D force,” said Dr. Albert Heuser, President, Functions Asia Pacific, President and Chairman Greater China, BASF. “We will continue to expand our automotive R&D and manufacturing investment in China. In the future, the global headquarters of our Advanced Materials & Systems Research will also be located in Shanghai to fully support the
innovation cooperation with our Chinese automotive partners and help boost the innovation as well as the sustainable development of China’s automotive industry.”

For details of BASF at Chinaplas 2015, visit our website at 
http://www.chinaplas.basf.com

About BASF’s Performance Materials Division

BASF’s Performance Materials division encompasses the entire materials know-how of BASF regarding innovative, customized plastics under one roof. Globally active in four major industry sectors - transportation, construction, industrial applications and consumer goods – the division has a strong portfolio of products and services combined with a deep understanding of application-oriented system solutions. Key drivers of profitability and growth are our close collaboration with customers and a clear focus on solutions. Strong capabilities in R&D provide the basis to develop innovative products and applications. In 2014, the Performance Materials division achieved global sales of € 6.5 bn.

More information online:  www.performance-materials.basf.com

About BASF

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world’s leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of over €74 billion in 2014 and around 113,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.