

150 years



News Release

BASF Coatings receives internationally renowned iF Design Award

■ **Global trend book “Under the Radar” convinces the jury in the communication design discipline**

Getting more color on the roads is the goal of BASF’s Coatings division. In its annual global trend book, BASF presents the color areas that will play a role in the automotive industry in the future. The current edition, entitled “Under the Radar”, has now been honored with the internationally renowned iF Design Award.

The trend book is published exclusively for the automotive manufacturers’ designers and encompasses global and regional color topics based on observations of social trends and developments. It serves both as a presentation tool and a source of inspiration. Color samples coated with original paint reflect the trends, which are communicated through meaningful imagery appearing throughout the entire book as a common theme.

Astrid Van der Auwera, Global Design manager at BASF Coatings: “Predicting trends and making colors visible is a huge challenge. For this reason, the global trend book’s visual and haptic quality is very important to us. It is at the heart of our customer communications. We feel that this distinction by the iF’s international jury of experts has confirmed our design and color competence.”

BASF Coatings’ designer Mark Gutjahr adds: “The award for ‘Under the Radar’ demonstrates that we are able to convince both our customers and a design jury and convey color trends in an innovative manner”. Since October, the trend book is already among the

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laureates of the Red Dot Award: Communication Design. With the iF Design Award, BASF is once again successfully represented among the two most prestigious international design competitions.

Nearly 5,000 submissions from 53 countries were registered for this year's iF Design Award. A high-ranking jury of experts presented the coveted award to BASF and the agency Raum Mannheim for "Under the Radar" in the communication design discipline the end of February.

About BASF's Coatings division

BASF's Coatings division develops, produces and markets innovative automotive coatings, automotive refinishes and industrial coatings as well as decorative paints. We operate sites in Europe, North America and South America as well as Asia Pacific. Within this network, we collaborate closely with our customers all over the world. In 2014, the Coatings division achieved global sales of about €3 billion. More information about the division is available at www.basf-coatings.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.