

150 years



# News Release

## **New Chevrolet concept car draped in dazzling color from BASF**

- **New Chevrolet-FNR concept car unveils at Auto Shanghai 2015**
- **Exclusive “Mid-night Glimmer” coating highlights futuristic design**

Shanghai, China – April 24, 2015 – With its streamlined design featuring BASF’s exclusive “Mid-night Glimmer” coatings, Chevrolet-FNR concept car has made its stunning global debut at Shanghai GM Gala Night before Auto Shanghai 2015. The car’s special design is attributed to Pan Asia Technical Automotive Center Co., Ltd. (PATAC), a design and engineering joint-venture between General Motors and SAIC Motor, also known as the design and engineering center of Shanghai General Motors (SGM).

The Chevrolet-FNR concept is powered by electricity. “FNR” stands for “Find New Roads”, which means exploring unlimited possibilities. Adopting multiple cutting-edge intelligent technologies, such as self-driving technology, the car design aims at exploring the design and development trend for the future. The “Mid-night Glimmer” is a customized color developed by the color design experts from BASF’s Coatings Division in collaboration with the design team at PATAC. It is consistent with the car’s design concept and enhances the unique high-tech and futuristic design of the Chevrolet-FNR concept car.

Min Cao, PATAC Chief Designer & Advanced Design Director said, “PATAC and BASF have a long cooperation history in the

April 24, 2015

P215/15e

### **Media Contact**

Phoebe Tsang (Hong Kong)

Phone: +852 27316089

[phoebe.tsang@basf.com](mailto:phoebe.tsang@basf.com)

Joanna Shen (China)

Phone: +86 21 2039-3053

[joanna.shen@basf.com](mailto:joanna.shen@basf.com)

Joerg Zumkley (Germany)

Phone: +49 2501 14-3453

[joerg.zumkley@basf.com](mailto:joerg.zumkley@basf.com)

BASF (China) Co. Ltd.  
No. 300, Jiang Xin Sha Road  
Pudong, Shanghai 200137  
Phone: (021) 2039 1000  
[www.basf.com](http://www.basf.com)

development of automotive coatings. BASF has an outstanding technical team and a local color design team in China, which are capable of developing special car colors and fits the design concept of PATAC's designers. We will continue to work closely with BASF to create the fantastic future of car development.”

Dr. Thierry Herring, General Manager of BASF Shanghai Coatings, added, “We are proud to contribute to the striking exterior design of the Chevrolet-FNR concept car with our innovative color and coating. It can only be achieved by the joint efforts of our global coatings team. This is another success story of our excellent partnership with Shanghai General Motors and PATAC.”

The collaboration between SGM-PATAC and BASF in developing automotive coatings and colors goes back a long way. The two companies partnered in 2005 to launch the first waterborne basecoat in China. In 2013, they developed a unique Ice Cyan-jade coating for the Buick Riviera concept car.

#### **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](http://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](http://www.basf.com).