

150 years



News Release

BASF opens new coatings technical competence center to support automotive customers in ASEAN

- **BASF opens new coatings technical competence center to support automotive customers in ASEAN**
- **Dedicated facilities offer world-class services including color design, product development and application expertise**

Bangkok, Thailand, Tokyo, Japan and Hong Kong – September 30, 2015 – BASF today opened an expanded Coatings Technical Competence Center ASEAN in Bangkok, Thailand. Located at the BASF site in Bangpoo, the Center spans about 2,300 square meters, and aims to serve automotive industry in the ASEAN region. The center is equipped with state-of-the-art facilities and laboratory for product development, performance testing, color design, as well as a production unit.

“We leverage our successful experiences with key customers and our global expertise to meet the increasing industry needs in the ASEAN market. We respond to our customers’ demand with the expansion of our Technical Competence Center in Thailand,” said Peter Fischer, Senior Vice President, Coatings Solutions Asia Pacific, BASF. “We believe that this center will become an important business partner to our car and motorcycle customers in the region, by providing them with innovative, reliable coatings solutions and supply capability. Our technical and production footprint follows the market needs and supports our customers’ growth plans.”

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The ASEAN region has demonstrated robust growth in automotive manufacturing and Thailand is the region's hub. By 2020, the compound annual growth rate of vehicle production in ASEAN is projected to be 4.6% from 2014 (source: LMCA August 2015).

"BASF has been active in this region since 1966, with a strong foothold in Thailand," added Boonchai Opas-iam-likit, BASF's Group Managing Director of Thailand, Vietnam, Cambodia, Laos, and Myanmar. "Thailand's position as a key player will be further strengthened with the economic development of its neighboring countries and the vision of the ASEAN Economic Community. The opening of this technical competence center reflects the increasing prominence of the ASEAN automotive market and demonstrates the strategic importance of ASEAN to BASF's coatings business."

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.