

Press release



A brand of
BASF – We create chemistry

Glasurit

May 6, 2020

Glasurit Automotive Refinish

BASF Coatings GmbH

Samantha Chan

Phone: +49 2501 14-2212

Email: glasurit.autorefinish@basf.com

www.glasurit.com

Glasurit® premium automotive refinish brand again confirmed as recommended supplier for BMW in 44 markets worldwide

Glasurit®, BASF's premium refinish brand, continues to be a recommended supplier of paint solutions for BMW in 44 markets around the world where the car company operates. In 2020, Glasurit is approved for refinish paint repairs of BMW and Mini cars at all BMW authorized dealers and body shop networks.

The agreement includes the Glasurit brand's dynamic portfolio of paint, training and digital color solutions as well as its advanced bodyshop management tools. "This new agreement with BMW gives proof of Glasurit's overall strength and reputation as a reliable business partner," said Uwe Bauschulte, Global Key Account Management BMW Group, BASF Automotive Refinish Coatings Solutions. "We are confident that our comprehensive paint and color expertise will meet the expectations of BMW's loyal car customers."

During the same period, BASF becomes an approved supplier of BMW's ColorSystem refinish paint system in dedicated markets in Asia Pacific, including China and Japan.

Glasurit waterborne solutions are the perfect solution for every vehicle and every color offering outstanding hiding power, easy application and optimal process times. Glasurit 90 Line series is a leading choice among automotive coatings both for solid and for metallic and special-effect colors, guaranteeing an optimal refinishing solution every time.

To optimize the brand's color excellence and to ensure that BMW body shops can offer its customers the best refinish results, Glasurit will provide training to BMW's body shop spray painters and body shop owners in the use of its state-of-the-art "Glasurit Know-how" online learning platform. Glasurit Know-how contains production information, technical data sheets, e-books and over 100 training videos covering everyday questions that arise in the body shop. Whether it is spraying pressure, temperature, the distance to the object or the paint system, all of the processes are clearly explained and broken down into small steps with a wealth of tips and tricks provided by Glasurit technicians. "The premium learning platform Glasurit Know-how offers world-class and consistent training for every BMW body shop painter around the world. We ensure our customers have access to us anytime of the day, anywhere in the world, whatever job or color they are working on, which is very important as the agreement covers 44 markets around the world," said Fabien Boschetti, Head of Global Marketing Automotive Refinish Coatings Solutions.

Press release



A brand of
BASF – We create chemistry

As part of the complete offer to BMW, Glasurit offers a range of digital color management tools, including the integrated Color Profi System. Millions of color formulas can be reproduced quickly, easily and practically using Glasurit's RATIO Scan 12/6 next generation hand-held spectrophotometer which precisely measures and optimizes the color on the car and quickly and easily.

The markets and regions where BMW recommends Glasurit automotive refinish paints in Asia Pacific include:

- Taiwan
- Hong Kong
- Thailand
- Malaysia
- Singapore
- Vietnam
- Indonesia
- Philippines
- India

www.glasurit.com

Glasurit Automotive Refinish: An important part of BASF's Coatings division

Under the Glasurit brand, BASF markets a comprehensive range of automotive refinishing paint systems, focusing on eco-efficient waterborne basecoats and high-solids paints. By using these systems all legal solvent-reduction requirements can be complied with anywhere in the world, and with regard to appearance and durability, the products meet the same quality standards as solvent-borne paints. In this area, the company offers a wide variety of services to support its customers. Glasurit Automotive Refinish Paints is approved by most of the leading car manufacturers for aftermarket repair worldwide and chosen by them for its color expertise.