

# News Release

August 30, 2022

## **BASF launches Thermoplastic Polyurethane Paint Protection Film from RODIM® for improved car paint protection**

- **BASF offers long-term and solid quality assurance with its Thermoplastic Polyurethane Paint Protection Film**
- **Certified as official supplier of paint protection films for FAW-Volkswagen**
- **Now accepting online orders through the RODIM WeChat account and BASF's flagship store on Tmall**

Shanghai, China – August 30, 2022 – RODIM®, a paint-related product brand of BASF, has launched its new invisible Thermoplastic Polyurethane (TPU) Paint Protection Film (PPF) in Asia Pacific. It provides multifaceted and long-lasting protection for automotive coatings.

Car owners can expect to benefit from extra protection with the RODIM TPU PPF. The product has been proven to offer superior resistance against nature's elements, such as high temperature and extended exposure to the sun during an accelerated UV test lasting 3,000 hours. RODIM TPU PPF can effectively protect vehicles from tree sap, bugs, bird droppings, acid rain and more that can leave stains on the surface. Thanks to the use of TPU, the film features excellent self-healing capability when there are light scratches or scuffs. It is also highly resistant to yellowing. The material is optically transparent enabling automotive surfaces to be preserved flawlessly for an extended period of time.

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"Due to the surging demand from our customers in China, BASF decided to make a new attempt by launching RODIM TPU PPF to broaden our product range and better serve the aftermarket automotive industry," said Terry Su, Director, Business Management, Automotive Refinish Coatings Solutions Greater China, BASF who underlined the strategic significance of PPF to the company.

The product was officially certified by FAW-Volkswagen in May 2022. RODIM TPU PPF is now supplied to nearly 2,000 Audi and Volkswagen distributors throughout China, which has helped to elevate their brand image and improve end-user satisfaction.

RODIM TPU PPF is available in a variety of thicknesses, colors and finishes including gloss or matte. Customized versions are also available to meet personal preferences. Customers can search for "BASF RODIM Invisible PPF" on WeChat to send an inquiry or place orders. The product is also available on BASF's online flagship store on Tmall. For details, please visit <https://basf.tmall.com>.

#### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. Around 111,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €78.6 billion in 2021. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at [www.basf.com](http://www.basf.com).

#### **About BASF's Coatings division**

The Coatings division of BASF is a global expert in the development, production and marketing of innovative and sustainable automotive OEM and refinish coatings, decorative paints as well as applied surface treatments for metal, plastic and glass substrates in a wide range of industries. This portfolio is supplemented by "Beyond Paint Solutions", which enable new applications with innovative surfaces. We create advanced performance solutions and drive performance, design and new applications to meet our partners' needs all over the world. BASF shares skills, knowledge and resources of interdisciplinary and global teams for the benefit of customers by operating a collaborative network of sites in Europe, North America, South America and Asia Pacific. In 2021, the Coatings division achieved global sales of about €3.44 billion.

Solutions beyond your imagination – Coatings by BASF. For more information about the Coatings division of BASF and its products, visit [www.basf-coatings.com](http://www.basf-coatings.com).