

News Release



BASF sponsors Car Design Forum Tokyo 2017

October 25, 2017

- **Sponsorship of Car Design Forum for the second year strengthens collaboration with design community**
- **BASF's materials expertise inspires designers to combine extraordinary design with functionality**

Tokyo, Japan – October 25, 2017 – BASF showcased innovative design and material solutions for the automotive industry at the prestigious Car Design Forum Tokyo 2017, hosted by Car Design News on October 24.

“We are sponsoring the Car Design Forum Tokyo for the second time. It is an excellent platform for us to explore applications and material possibilities with designers in Japan,” said Andy Postlethwaite, Senior Vice President, Performance Materials Asia Pacific and Chairman, Industry Management Automotive Asia, BASF. “Designers constantly need advanced material solutions to bring their design ideas to life. BASF offers expert advice on our materials, provides support for the development of new material uses, and creates opportunities, as the materials company of choice for product designers.”

As part of the forum, BASF's design consultancy center, designfabrik® Tokyo, introduced advanced materials for car interiors and exteriors. BASF also presented the Automotive Color Trends 2017/2018, where the designers of BASF's Coatings division translated the question of individual data control, as well as the need for an extensive gathering of information for technical and social possibilities, into a collection of 52 new automotive colors.

designfabrik® Tokyo supports industrial designers and engineers in turning creative ideas into actual products at every stage of product development by offering expert advice on the potential application of various materials. It was established in the Yokohama Innovation Center of BASF Japan in October 2014.

BASF uses its wide product portfolio of engineering plastics, polyurethane, specialty foams, coatings, pigments, catalysts, lubricating oil, paints, transmission lubricants, fuel additives, coolants, brake fluids, and battery materials to offer solutions for the automotive industry that can address current and future industry issues, such as light weight, the shift to electric mobility, and heat management.

Car design forum 2017 website

<http://www.cardesignforum.com/events/forum/2017-2/sponsors>

Projects BASF collaborated with designers

<https://www.basf.com/jp/en/company/news-and-media/news-releases/jp/2016/11/BASF-Tama-Art-Univ.html>

<https://www.basf.com/cn/en/company/news-and-media/news-releases/asia-pacific/2016/07/yamaha-concept-vehicle.html>

<https://www.basf.com/tw/en/company/news-and-media/news-releases/tw/2015/07/wine-cooler.html>

About BASF in Japan

BASF has been a committed partner to Japan since 1888. Activities cover four business segments including chemicals, performance products, functional materials & solutions and agricultural solutions. The main production sites are in Totsuka (coatings), Chigasaki (admixtures for concrete, construction materials), Kitatone (personal care ingredients), and Yokkaichi (thermoplastic polyurethanes and polymer dispersions). Admixture plants for the Construction Chemicals division are also located nationwide. BASF maintains a strong research and development presence in Japan including the BASF Asia Composite Center, established in the Yokohama Innovation Center (engineering plastics), and the Research and Development Laboratory and Application Technology Center for Battery Materials in Amagasaki, as well as Chigasaki Technical Development Center in Kanagawa. As of the end of 2016, BASF employed 1,167 employees in Japan, and achieved

sales of about €1.6 billion to customers in Japan. For further information please visit: www.basf.com/jp.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 114,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of about €58 billion in 2016. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.