

# News Release



## **BASF opens its first automotive coatings production plant in Thailand**

- **New production facility to serve growing demand for automotive coatings in ASEAN**
- **Complements BASF's Coatings Technical Competence Center ASEAN, opened in 2015**

Bangkok, Thailand – December 13, 2017 – BASF's Coatings division today inaugurated a new automotive coatings plant at its Bangpoo manufacturing site, Samutprakarn province, Thailand. The new plant is the first BASF automotive coatings manufacturing facility in ASEAN, and will produce solventborne and waterborne automotive coatings to meet growing market demand in the region.

“BASF is a trusted partner of all major automotive manufacturers around the world, with a broad competence in all coating layers,” said Dirk Bremm, President of BASF's Coatings division. “The inauguration of the new plant demonstrates our commitment to meeting customer expectations for advanced coating technologies and products in ASEAN, for ASEAN.”

According to the LMC Automotive Report from November 2017, this year's total car production in ASEAN is anticipated to reach around 3.9 million. Thailand will account for more than 50% of this market, representing the largest coatings market within ASEAN, followed by Indonesia and Malaysia. With an increasing number of automotive OEMs (Original Equipment Manufacturers) engaging in production and technology development activities in ASEAN, there is also a growing need for local innovation in coatings solutions and products,

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as well as a high degree of technical service. “With our robust capabilities in Thailand, we meet the increasing demand for sustainable and eco-efficient solutions,” said Peter Fischer, Senior Vice President, Coatings Solutions Asia Pacific, BASF. “Working closely with our automotive customers globally and regionally, we are committed to be the partner of choice and drive for growth and success in the highly competitive ASEAN market.”

The new production plant in Bangpoo complements the facilities at the Coatings Technical Competence Center ASEAN, which was opened in September 2015 at the same location. The technical center includes a laboratory for product development, high performance application facilities, color design, as well as a small batch production unit. The co-location of production and technical facilities enables operational efficiency and speed to market. The new plant’s design not only allows BASF to offer customized service, it also has the potential for future expansion and the flexibility to adapt to new production requirements and changing industry trends.

“BASF has been active in ASEAN for over 50 years, with a strong footprint in Thailand,” added Andrea Frenzel, President South & East Asia, ASEAN & ANZ, BASF. “With our new automotive coatings plant, we aim to help Thailand strengthen its role as a key market and production hub for the automotive industry in ASEAN, and to support the economic development of the neighboring countries.”

BASF has been active in the automotive coatings industry in ASEAN for more than ten years. Today, BASF is the number one motorcycle coatings supplier in Thailand.

#### **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, as well as decorative paints. 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 2016, the Coatings division achieved global sales of about €3.2 billion.

In 2016, BASF acquired Chemetall, a leading global supplier of applied surface treatments for metal, plastic and glass substrates in a wide range of industries and end markets. With this expansion in portfolio, BASF becomes a more complete solution provider for coatings.

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).

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