

# News Release



## **BASF launches online shop in China for automotive refinish coatings**

- **Bodyshops can buy refinish paint online at new official BASF Coatings [flagship shop](#)**
- **New Yindi® Ready Mix Colors featuring 30 most popular colors among top Chinese OEM brands**
- **Exclusive color palette and price for online customers**

Hong Kong and Shanghai, China, September 27, 2017 – Bodyshops in China can now buy refinish paint online at BASF’s newly launched Coatings flagship shop on 1688.com, China’s major online business to business platform. The online shop at [basfcoatings.1688.com](#) will feature the new Yindi® Ready Mix Colors range, an enhanced color palette of 30 of the latest and most popular color choices for ten of the top automotive brands in China. Customers can also enjoy exclusive prices for the Yindi Ready Mix Colors at the online shop.

BASF is one of the first refinish paint manufacturers in China to sell online. Customers can get product information, place orders, make payments, and arrange delivery on an instant, secure, and user-friendly online platform.

### **Helping bodyshops stay flexible and grow their business**

“Bodyshops that buy refinish paint online can stay flexible, serve their customers faster and grow their business. This is a first step for BASF’s automotive refinish coatings business to establish a powerful multichannel approach to serve a diverse range of customers in China,” said Chris Titmarsh, Vice President, Automotive Refinish Coatings Solutions Asia Pacific, BASF. The Yindi Ready Mix Colors

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palette, developed exclusively for Chinese customers, complements Yindi's existing product portfolio of paints and tints in the Value-for-Money segment. "It is important to broaden our automotive refinish offering to serve bodyshops in the rapidly growing local market, using the most accessible sales and distribution channels," Titmarsh added.

#### **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).