

# News Release

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## **Infinergy sprints ahead in the indoor fitness space with Keep's latest treadmill**

- **World's leading high-performance responsive material enhances indoor running experience with superior shock absorption and sound damping properties**

Keep, China's leading sports and fitness brand, is set to revolutionize the fitness industry with the launch of its latest treadmill, K2, made with BASF's Infinergy<sup>®</sup> Expanded Thermoplastic Polyurethane (E-TPU) in the running deck. With Infinergy's superior elastic, shock-absorbing and high-rebound properties, the running deck delivers an unmatched experience for indoor runners.

Infinergy absorbs and returns energy, which can minimize the impact to joints while running on the treadmill deck. Additionally, Infinergy's robust damping properties provide a quieter running experience for consumers, empowering runners living in apartments to move at all hours of the day without disturbing their neighbors.

"Our goal is to be the best-in-class indoor fitness provider, therefore, we are constantly working with our material provider, BASF, to enhance our smart treadmills. With Infinergy, we venture beyond the limitations of conventional treadmills, unlocking a new era of indoor exercising and empowering runners to perform better at home or in the gym," said Liu Dong, Vice President, Keep. "The K2 treadmill has already received great feedback from fitness facility owners and our customers."

“We constantly help our customers to turn their innovations into reality. Infinergy has enabled brands, such as Keep, to enhance their treadmills that help users reach their athletic goals. That’s the true spirit of what Infinergy means – to empower movement with our customers,” said Dr. Jens Dierssen, Global Business Management, Infinergy, BASF Performance Materials division.

K2 is now available for sales at retail shops across China and online via the Keep app, JD.com, and Tmall store. For more information about Infinergy, visit: [Infinergy.basf.com](http://Infinergy.basf.com)

#### **About BASF’s Performance Materials division**

BASF’s Performance Materials division encompasses the entire materials’ know-how of BASF regarding innovative, customized plastics under one roof. Globally active in four major industry sectors – transportation, construction, industrial applications and consumer goods – the division has a strong portfolio of products and services combined with deep understanding of application-oriented system solutions. Key drivers of profitability and growth are our close collaboration with customers and a clear focus on solutions. Strong capabilities in R&D provide the basis to develop innovative products and applications. In 2019, the Performance Materials division achieved global sales of €6.06 bn. More information online: [www.plastics.basf.com](http://www.plastics.basf.com).

#### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 117,000 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 six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2019. 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).