

Media Release



Glasurit® Vision360™ Advanced Bodyshop Management Program launches in Asia Pacific

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Hong Kong / Shanghai, China – January 23, 2017 – BASF has launched Glasurit® Vision360™ Advanced Bodyshop Solutions in the Asia Pacific region. The Glasurit Vision360 program offers a set of innovative service modules designed to improve the processes and overall performance of bodyshops that use the comprehensive Glasurit portfolio of paint systems for refinishing vehicles.

"China's bodyshops are modernizing very quickly and management standards are rising. We are seeing bodyshop owners looking for professional management tools that will help them drive efficiency and productivity in their shops," said Chris Titmarsh, Vice President, BASF Automotive Refinish Coatings Solutions, Asia Pacific. "Glasurit Vision360 offers a systematic and hands on approach to help bodyshop owners understand the options they have to grow their operations into successful, sustainable and profitable businesses."

The Glasurit Vision360 program has been designed with flexibility, allowing bodyshop owners to choose the modules that are relevant to their business objectives. Each module gives solutions and ideas that promote industry best practices to help carve out a competitive edge, examining the shop's efficiency, productivity, performance and branding.

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The program encompasses 11 holistic and specific bodyshop operational analyses, corrective measures and coaching programs, supported by seminars for consistency and sustainability. The standard suite, consisting of seven essential operations and facility solutions in process, quality and working conditions, are designed to help achieve operational excellence. The advanced suite of four modules focuses on consultation and education, looking at business key performance indicators (KPIs), operational improvement packages and system solutions with the goal to achieve industry excellence.

All the modules are led by Glasurit's strong team of Vision360 specialists and experts both in the region and in each country where the program is offered. Every team member brings years of industry experience and business success.

As part of the regional Vision360 launch, a pilot program was set up with key customers looking to master business success and make changes to current working practices.

"As a first step, we subscribed to the Vision360 Paint Check module to familiarize ourselves with the standard ideal processes of panel repair. We needed to find ways to solve real problems encountered daily to drive bodyshop performance," said Yong Wang, Service Manager, Mianyang Huaxin Benz Bodyshop, Szechwan, Mianyang, China. "The Vision360

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consultant provided me with a comprehensive action plan that included a list of corrective actions for each of our problems in this area. Now I know where I need to allocate resources and modify our processes to achieve the results that we want. "Mianyang Huaxin Benz Bodyshop is piloting Vision360 Consult, Vision360 Shop Design and Vision360 Paint Check modules to help keep business on track.

"We were very eager to assess our overall business performance with Glasurit Vision360 ADVANCE concept. It offers dynamic KPI monitoring and analysis tools which show us how our business has been shaping up against KPI performance," said Graham McAully, Owner, McAully Smash, Brisbane, Queensland, Australia. "The Vision360 approach is both highly practical and proactive and highlights why and how KPIs can potentially turn into a dangerous situation. With the help of experienced Vision360 consultants, we will be able to reduce our total costs and increase efficiency." McAully Smash, an independent bodyshop, is currently piloting the Vision360 Advance module to monitor business performance, and will apply further program modules in the coming months.

Glasurit Automotive Refinish: An important part of BASF's Coatings division

With the Glasurit brand, BASF is marketing a comprehensive portfolio of paint systems for refinishing vehicles. One focus is on eco-efficient waterborne paints and high-solids paints. With these systems, the requirements of the most stringent solvent-reduction legislation can be met anywhere in the world. When it comes to appearance and durability, the paint systems offer the same features as solvent borne paints. In this area too, the company offers a wide variety of services to support its customers. Glasurit

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automotive refinish products are approved by most of the leading car manufacturers worldwide for aftermarket repair and are preferred by them for their color expertise. Further information at www.glasurit.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, 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 2015, 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.