

Fully automated

New spray booth improves first-time quality.



Investment: Inauguration of the spray booth in BASF Coatings' Mexican plant.

In 2008, BASF Coatings' Tultitlán plant in Mexico plant began operation of a fully automated spray booth representing an investment of about \$1.5 million. First-time quality has improved thanks to this modern technology. Downstream coating processes conducted by the customer are optimized as a result of the enhanced quality of products delivered. In addition, the cabin makes it easier to introduce new colors and resolve technical problems. ■

Big responsibility

BASF Coatings receives Ford World Excellence Award.

Environmental and social responsibility is a key element within BASF Coatings' long-term strategy for success. This commitment was recognized in 2008 when the company received a Ford World Excellence Award in the category Recognition of Achievement. "This distinction for Corporate Responsibility is a great honor for us," says Ed Guerini, BASF's Global Account Director for Ford. "I have experienced firsthand how committed BASF Corporation employees

are to these ideals, and we are pleased that our customer Ford Motor Company sees this as well." BASF, one of the world's leading suppliers of chemical products for the automotive industry, has worked together with the Ford Motor Company for many years. BASF products make for better vehicles, from the exterior to the interior to the powertrain and chassis. ■

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New top manager

Juan Carlos Ordonez has been named Group Vice President, Coatings for BASF in North America.

Juan Carlos Ordonez studied business administration at Universidad de los Andes in Bogotá. He joined BASF in 1982, rising through a number of different management positions in North and South America and at corporate headquarters in Ludwigshafen. Mr. Ordonez is known particularly as a successful manager of growth and restructuring processes, and has experience in a range of industries, including consumer goods,

pharmaceuticals, agrochemicals and coatings. His last position was as Vice President, Automotive Refinish and Industrial Coatings, working at the BASF North America headquarters in Southfield, Michigan. ■



Exclusive look:

The sports car Veritas RS III embodies the fine art of automaking. Glasurit provides the shine.

Resurrected

Developed in 1949, the BMW Veritas sports car won a total 29 races.

German carmaker Vermot AG used this vehicle as a model for the design, technology and driving characteristics of its extraordinary Veritas RS III sports car. Thirty individual cars are being produced in monocoque construction and finished with Glasurit® 90-Line coatings. ■

→ <http://vermot-ag.com>