

THE WINNING SPIRIT

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BASF

The Chemical Company

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THREE THOUSAND!

That's the number of North American collision-repair professionals who have either made the switch to, or are now being trained on, BASF waterborne basecoats. The sheer number of transitioning shops demonstrates the recognition of BASF's leadership in this vital refinish area. But what also gets my attention is where many of these shops are located – nearly half of them beyond the VOC-regulated areas of California.

In fact, across the United States, Canada and Mexico, BASF can now claim 60 percent of total waterborne sales, based on the results of an independent survey. When nearly two-thirds of customers trust one brand for their waterborne transition, it's a reason to take notice.

That 60 percent figure is exciting, but not surprising. First with Glasurit® 90-Line and now with R-M® Onyx HD™, BASF continues to support winning organizations with the quality, color matching, durability and cycle-time reduction characteristic of all our refinish products.

And just as important as the quality of our waterborne paint is the quality of the people who stand behind it. Customer after customer has discovered the ease of transition, comprehensive training and ongoing support that BASF provides. Ernie Soto of Saturn of Whittier, California, for example, told *Fender Bender* magazine that BASF "prepared us for everything we needed to do." Ernie's experience is not an isolated one. For that, we can thank the scores of BASF representatives and BASF distributors across North America, whose expertise and commitment to their customers' success are what drive the move toward waterborne's wide adoption.

Of course, when we are presented with such encouraging news, we're eager to share it. That's why you'll see much more about waterborne advantages at the BASF booth at NACE 2008 in Las Vegas. And you'll see a familiar face there, too. Chip Foose, host of *Overhauled*™ and BASF's new paint partner, will be our special guest.

If you can't make it to NACE to meet Chip in person, get to know him in our one-on-one, starting on page 8. There, you'll read about Chip's custom colors formulated for both the R-M and Glasurit lines.

Chip – who has been spraying BASF exclusively for more than 10 years – is yet another customer preparing his shop for a waterborne transition. For him and the 3,000 other trained technicians, the road to future success – for their business and their environment – is well under way. For many thousands more, the door is wide open. Join the waterborne leader and become a leader in your community. Contact your local BASF representative or BASF distributor today.

Guy Bargnes
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