

# A few minutes with

# Foose

Winning Spirit recently caught up with top customizer Chip Foose during an appearance in Fort Myers, Fla. Foose was there to meet BASF ColorSource<sup>SM</sup> PREMIER jobbers and discuss his new role as BASF spokesman and paint designer.

In addition to a meet-and-greet, he announced his new line of custom paint, which he will design and BASF will produce for bodyshops and customizers across North America. He also shared some of his favorite customizing memories and influences with the Winning Spirit.



**Winning Spirit:** Chip, you just addressed a group of jobbers that you now have something in common with – namely, they'll be providing bodyshops with the new colors you're creating. What were some of the highlights?

**Chip Foose:** First off, I told them I'm excited about our new partnership. I told them that my association with BASF goes back a long way – all the way to my dad. He was spraying R-M<sup>®</sup> in his garage while I was still a little kid banging around, destroying all dad's hard work.

**Winning Spirit:** So it was your dad who got you started in paint?

**Chip Foose:** Absolutely. I grew up in my Dad's mixing bay. He was a really talented artist, and I guess it rubbed off on me. Over the years I could just look at a car and mix a color – almost faster and more accurately than if I looked up a formula.

**Winning Spirit:** So how will your background in color influence what you'll be doing for BASF?

**Chip Foose:** Well, I always had a love of color, even back then. When I was seven, dad gave me some lacquer thinner and some rags to clean seals and small pieces for a Lamborghini he was working on. I distinctly remember the car's color – candy root beer.

**Winning Spirit:** I never heard of that.

**Chip Foose:** That was very much a color of the 1960s – metallic gold undercoat, with the root-beer color painted on top. The paint back then was Alphacryl from R-M. Anyway, I went out with my mom for a while, and when I got back, dad asked me where I put my cleaning rag. I had left it on the deck lid of the Lamborghini and the thinner had melted the paint. That cloth had actually become a part of the car.

**Winning Spirit:** Such a vivid memory! Is that where you get inspiration for your new line of colors for BASF?

**Chip Foose:** That and an active imagination. It's amazing that I'm now able to create my own colors. I'm going to BASF's research center in Whitehouse, Ohio, where I'll be right in the lab with chemists developing a wide range of both fun and tasteful colors.

**Winning Spirit:** Like a kid in a candy store. Any sneak previews?

**Chip Foose:** I'll probably start with colors I've developed for custom projects. These are the ones people see at car shows and ask for, like Grand Master Green. We're going to do colors especially for Glasurit 90-Line as well as R-M Diamond<sup>TM</sup>. With such a broad customer base – from car enthusiasts to street rods – it's important to offer plenty of variety.

**Winning Spirit:** You've said, "Every color I've made, I've formulated." What do you mean by that?