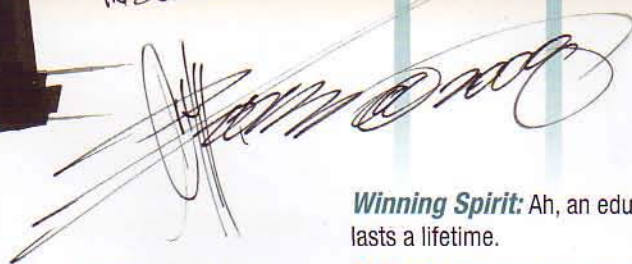




- NOTES:
- SUBTLE PALMS BEHIND DIAMONT IN ORANGE.
 - GRAY SIGNATURE BEHIND COLOR NAME.
 - FOOSE DESIGN LOGO MIRRORS & BALANCES BASF LOGO.
 - DANGER WARNING IN BOTH LANGUAGES IN CENTER!



Chip Foose: I conceive the colors in my head and just keep mixing until the paint matches my vision. Once I've created a color, I keep its formulation. That way, if the customer needs a repair, he can always call us and get the exact color we sprayed originally.

Winning Spirit: Sounds like your own version of COLOR-MAX®2.

Chip Foose: Yes, and I use COLOR-MAX at Foose Design to find colors I need. Other times I'll find two colors I like, but I know that I might like something in between even better. So I'll use COLOR-MAX formulas to help me with the mixing.

Winning Spirit: And look where it's taken you – from a car-crazy kid to the host of *Overhaulin'*™ to BASF paint designer. Sounds like you've put your life lessons to good use.

Chip Foose: More than you can imagine. Like when I saw my first Rolls-Royce when I was 12. It was a '75, light metallic blue with a vinyl top. The owner had brought it to dad to repair some door dings. I had been in the mixing bay and thought I had secured the cup onto the spray gun.

When I walked out past the Rolls, the cup fell off of the gun and lacquer primer splashed all over the back of the car. So now we had to repaint the entire back of the car in addition to the door we were already repairing.

Winning Spirit: Ouch...

Chip Foose: It didn't end there. Later, the Rolls was on our lot waiting for the owner to pick it up. That happened to be the day dad was teaching me to drive his truck. We were practicing parking, and the only open spot was right next to this freshly repaired Rolls-Royce.

Well, my foot slipped off the brake and onto the accelerator. We smashed right into the Rolls – three minutes before the owner arrived. Fortunately, he was very understanding about the whole thing.

Winning Spirit: Ah, an education that lasts a lifetime.

Chip Foose: You know, the grille from that car hangs in my shop today. When I was booked on *The Tonight Show*, Jay Leno's staff sneaked it out and brought it to the set. So in the middle of my interview, Jay pulled out the smashed grille and I got to tell the entire country about how I hit a Rolls-Royce when I was 12.

Winning Spirit: So you have a true appreciation for beauty. Thanks for sharing, Chip. We look forward to your partnership with BASF to bring that love of custom color to us all.

Chip Foose: You know when it comes to my designs, I have a philosophy. If a car is beautiful today, it's beautiful forever. And that's just what I want my colors to be – elegant and timeless. And together with BASF, I'm going to bring them forward.

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