

Full-cure in only 2 minutes with Glasurit's world-class UV primer-filler



Glasurit® 151-70 UV Light-Activated Primer-Filler sets a new standard for fast-curing ultraviolet undercoats. This revolutionary UV technology allows the primer to fully cure in just **two minutes**. Materials within the coating absorb the UV light which causes an immediate curing and results in improved chemical resistance and **superior durability**. Additional benefits include: 1K technology with 2K performance that requires no mixing, significantly lower VOCs, reduced energy costs, no major equipment purchase and a safer, less toxic coating. 151-70 has all the ingredients to define a **world-class** Glasurit coating.

For more information about Glasurit UV coatings, please contact the BASF Call Center at 800-825-3000, or visit us online at www.basrefinish.com.

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www.basrefinish.com

HELPING MAKE PRODUCTS BETTER™

BASF

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Summer 2004

THE WINNING SPIRIT

Helping Make
Products Better™

BASF
The Chemical Company

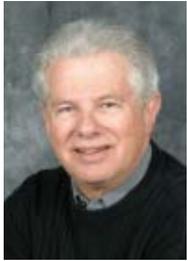
Distance Learning

New Logo
Renewed Commitment

Shopping at the
new E-Store

BASF, NACE, and Las Vegas
A Winning Combination





What's in a name? Well, in business, it's pretty much what you put into it. If your business has a tradition of quality, you'll likely be known by reference and reputation, and that may be as important as your actual name. While our name hasn't changed, the look of it has, as you saw on the cover of this issue of *The Winning Spirit*. It's the first change in our corporate design since 1985 and represents our renewed commitment to the markets and customers we serve.

The new design is more than a facelift for our logo; it symbolizes our dedication to forming partnerships with our customers. We've also added the words "The Chemical Company" to reaffirm our core global identity and our leadership in getting the most advanced products and technology to our customers first.

BASF's renewed commitment to you means you'll have the industry's finest professionals working for you, from our sales force to our chemists to our color-matching specialists. We'll be doing even more to help you be successful, offering more value-added services like VisionPLUS® University, comprehensive training and our new Distance Learning Program.

Finally, we remain dedicated to the principles of sustainable development, which means we are mindful of our responsibility for the environment and for society. We are proud to have recently received the CCAR Stewardship Award for our commitment to safety and pollution prevention in automotive repair (see the story on page 15). In the spirit of partnership symbolized by our new logo, we will work with our customers to protect our environment and the people that work in our industry.

We're pleased with our new look; it represents strength and partnership. And that's just what we need to take us—and you—successfully into the future.

Helping Make
Products Better™

BASF
The Chemical Company

Al Winterman

Al Winterman
Group V.P. Automotive Refinish

THE WINNING SPIRIT

2nd Q 2004 Vol. 2 No. 2

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UNO HD™	CTR™
Crystal Bases™	AERO-MAX®
Limco®	COLOR-MAX® 2
SmartTOOLSTM	SmartTRAK®
SmartCART™	SmartLINK™
SmartSCAN®	SmartCOLOR™
VisionPLUS®	PBEMall.com
Carizzma™	ColorSource®
bodyshopmall.com	ColorSourceMall.com
Flash Fill™	Power Fill®

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BASF
The Chemical Company

meet stringent OEM specifications for aluminum repairs—systems that produce a repair that duplicates the original finish as closely as possible.

Whichever system you use, R-M or Glasurit, you can be confident that you are providing the finest level of quality for repairing Jaguar aluminum body panels. And, as the trend to aluminum grows, you'll find BASF continuing to lead the way in providing systems that meet these new repair needs. For more on aluminum repair, see the *Glasurit Product Update* on page 3.



UPDATE

Glasurit® meets the growing need for superior aluminum repairs.

Today we're seeing more and more aluminum body panels on passenger vehicles. And the OEMs are seeking a quality repair system for those aluminum panels. The Glasurit aluminum repair system not only fills that need beautifully, but it also comes with the BASF lifetime warranty. This Glasurit repair system meets the requirements for corrosion protection, durability, and appearance for these OEMs:

- DaimlerChrysler (Chrysler, Dodge, Jeep) Exterior Paint Refinish Material specification
- Ford Motor Company WSS-M2P100-D Repair Material specification
- General Motors Corporation GM4901M Refinish Material specification
- Jaguar Cars Jaguar Aluminum Refinish system

- Jaguar Cars Jaguar Aluminum Refinish system

Glasurit systems represent the highest level of performance possible in the repair industry.

Some general tips for repairing aluminum panels:

- Remember that both product and repair procedures are different from repairing steel panels.
- Keep separate work areas for aluminum repair and for steel repair to prevent contamination between the two materials.
- While hand tools for the two repairs are similar, they should be kept separate by labeling or color coding them. Tools should be cleaned after use.
- Be sure hammers have no nicks or

gouges in them. Sharp edges could cause damage to aluminum since it's more malleable than steel.

- When pushing up low areas, use picks with polished, rounded tips to prevent damage to the panel. You can also place a plastic boot over the tip to avoid scratching or otherwise damaging the inner panel.

There's a demand in the marketplace and you've got the right system and procedures to handle it. So take on those aluminum repairs with the confidence of knowing you've got the best going for you—Glasurit.

Glasurit offers a full range of aluminum products for surface preparation, primer-surfacer application, basecoats, and clearcoats. For specific product information, go to www.basfrefinish.com (Glasurit/Technical Information/Technical Manuals/Aluminum Repair for National Rule).

UPDATE



Now commercial fleet approvals are faster than ever.

With online availability, BASF distributors can increase speed, accuracy, and quantity of fleet approval information.

Coca-Cola, America West, 7-UP, Fed Ex, Fosters... the list goes on. These familiar brand names represent just a few of the commercial fleets that have given BASF paint approval. Now, BASF distributors and bodyshops can quickly access Fleet Technical Data Sheets online under Fleet/OEM at www.basfrefinish.com. These Data Sheets provide valuable

product and application information becomes the basis for the Approval and Technical Data Sheet, which is then authenticated by the customer with a signature. This means that the fleet owner certifies that BASF meets all their standards for product, process, and durability. "Most fleets have specific approved repair sites, either their own or independent bodyshops," says Brent Wallace, R-M Product Manager, NAFTA Region. "With these approvals, BASF distributors can now sell fleet-approved R-M products to these shops."

The convenience of online availability makes it simple for distributors and collision centers to look up approvals. "They don't need to keep mailings in a binder or to order copies, they can just print them off the website," says Brent.

He also points out that bodyshops can use the approvals to help earn new business from the fleets. A bodyshop can go online, print out the certification, and use it as a selling tool in soliciting new business.

There's a world of opportunity in fleet repairs and with online fleet approvals you now have a fast, reliable tool to help you make the most of it.

OEM UPDATE

R-M® and Glasurit® recommended for Jaguar aluminum repairs.

More and more automakers are turning to aluminum body panels. While not revolutionary, the use of aluminum seems to be gathering momentum. Most recently, Jaguar Cars has joined the list of aluminum users with the new Jaguar XJ series. Jaguar has strict specifications for repairing these vehicles, as set out by a new repair facility certification program. This program will ensure that the XJ series will be properly repaired. Along with the tools and facility guidelines, Jaguar also has produced and distributed a "Jaguar Aluminum Refinishing Procedures" document. BASF has also issued aluminum

repair guidelines. Those are available at www.basfrefinish.com, under "Aluminum Repair for National Rule."

Here's how Jaguar Cars sets forth their guidelines for aluminum repair:

"Use the recommendations and products provided by your paint supplier as described in their lifetime warranty information."

This is great news for BASF customers because both R-M and Glasurit offer aluminum repair systems that qualify for the BASF lifetime warranty. You'll find a number of new BASF systems too, that

Sending a signal. Shaping the future.

A renewed commitment to customers.

The year 2004 marks the birth of our new BASF logo. Our new corporate identity sends a clear signal that we are combining a sense of tradition with the will to improve and constantly explore new avenues.

The essence of the logo hasn't changed. Those four letters "BASF" still stand for our tradition and our strengths. Our new symbol, the two squares, represents a partnership with our customers and intelligent solutions. Each square complements the other and together they form a whole, like question and answer, like problem and solution, like two partners. In order to provide the most intelligent solutions, we know we must see markets through the eyes of our customers—your eyes. We are interested in far more than just selling our products. We are your partner and we develop solutions that will give you a distinct competitive advantage.

Included in our new logo design are the words "The Chemical Company." This is how we express the fact that BASF is the

world's leading chemical company. That's something of which we're very proud. The claim simply and clearly asserts that chemistry is our business—and chemistry is an integral part of automotive refinishing coatings. We believe that this declaration strengthens our credibility and trustworthiness and makes BASF the winning choice. We are dedicated to actively shaping and expanding our business activities in the future to meet our customers' needs.

At BASF we want to sustain and improve conditions for prosperity and growth. We can achieve this by combining business success, environmental protection, and social stability. We are convinced that chemistry is essential, and we are committed to integrity and responsible behavior.

Our new design and claim will present a consistent signal to our customers, one that's easily

understood around the world. We are BASF—The Chemical Company—and we are shaping the future.

Helping Make
Products Better™

 **BASF**
The Chemical Company

Helping Make
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The Chemical Company

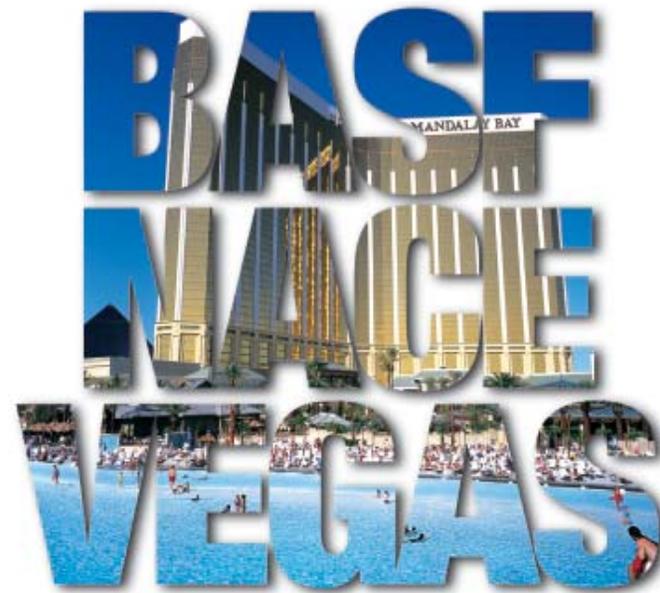
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 **BASF**
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You'll be seeing the new BASF logo in an attractive palette of colors. The different shades express the diverse nature of BASF.



A Winning Combination



Las Vegas is the stage for the biggest week in the automotive aftermarket industry.

The venue is great and it couldn't come at a better time. The International Autobody Congress & Exposition (NACE) hosts its annual show at the fabulous Mandalay Bay Convention Center November 3 through 6 during Automotive Aftermarket Industry Week. This year marks the first time that NACE, SEMA (Specialty Equipment and Manufacturers Association), and APPEX (Automotive Aftermarket Products Expo) will hold their annual events in the same week, in the same city.

BASF will be participating extensively in the Automotive Aftermarket Industry Week programs and festivities. "We're happy with the venue and the dates," says

Guy Bargnes, Director of Marketing for BASF Automotive Refinish. "NACE has been very accommodating in welcoming exhibitors. With the concentration of international industry events and industry educational opportunities—all in the same week—it's important for us to have a significant presence."

"We've been living in a virtual world where business is conducted remotely," says Bargnes. "But ours is essentially a people-to-people business and NACE offers an excellent opportunity to establish and renew personal relationships and fully experience the industry."

Las Vegas' newest convention center and the fifth largest in the U.S., the Mandalay Bay will accommodate over 500 exhibiting companies in 200,000 sq. ft. of exhibit space. On display will be everything from the latest in paint, body/frame systems, air systems, business management tools, and much more. A real bonus this year for those who register for NACE is admittance to SEMA and APPEX at no additional charge.

For exhibitors, NACE is the ideal place

to interact with customers. For jobbers and all collision repair professionals, NACE delivers education and training, exposure and instruction on new products and techniques, and networking with suppliers and fellow professionals. The expanded Conference Program will provide tools to help attendees cope with the industry's most challenging issues. There will be sessions on management, estimating, sales and marketing, claims processing, and more. (Look for more details on course offerings in the next issue of *The Winning Spirit*.)

NACE 2004, which runs from November 3 through 6, will be bigger, better, and brighter than ever and an integral part of the most important week in the automotive aftermarket industry. This year, BASF and NACE are putting it all together into a winning combination. See you in Las Vegas.



Where dream cars come true.



With an audience of gearheads, racing buffs, collision repair pros, and just plain car lovers, the Dream Car Garage TV show keeps turbo-charging ahead.

We remember... the rumble from its 400-hp Turbo jet engine made heads turn even before its shocking Hugger Orange paint job came into view. Stainless-steel, chambered exhaust, jet black interior... ah, that '69 Camaro RS/SS just cruising for a street challenge. Or were we dreaming? Maybe it wasn't our car, maybe we just saw it on the boulevard. That's the nature of dream cars. Whether you're behind the wheel or not, you know what it feels like. For those of you



"We've tried other products, but we came back to BASF. The cars we do at Legendary are million dollar cars so we use the best of everything, including paint."

made up of men 35 to 45 years of age who want to restore a car they used to drive—their dream car.

Dream Car Garage is co-hosted by Tom Hnativ and Peter Klutt. Tom is a veteran car show host, race announcer, and newspaper

Peter is also President of Legendary Motorcar in Halton Hills, Ontario, a 40,000 sq.-ft. restoration facility with a showroom and collector's car museum. *Dream Car Garage* is produced here, but much of the show is shot on location. "We've gone

Nova Project



Flames were painted using R-M Carizma.

who get that incurable craving to drive one of these legendary machines, we recommend *Dream Car Garage*.

Now in its sixth season on the Speed Channel, *Dream Car Garage* has captured a loyal, passionate audience that's made it one of the top-rated car shows in North America. Predominantly a performance car show, *Dream Car Garage* is a lively mixture of "how to restore" segments and test drives, as well as visits to car shows, auctions, factories and wherever car lovers love to go. The show will always test-drive a modern machine like a Lamborghini, but they'll also test-drive plenty from the muscle-car era. A good portion of their audience is

columnist. He's done a fair share of racing over the years, too, even winning the prestigious Canadian GT3 championship with co-driver Al Ayre in 1998. Tom considers himself an enthusiast and not a technical expert like Peter. Says Tom, "I think I provide the 'everyman' point of view—a guy in love with cars, who's passionate about the machine and can relate to the viewer."

Peter Klutt has been restoring collector cars for most of his life and has bought and sold classic cars all over the world. Like Tom, Peter is a competitive racer who's racked up a number of impressive wins in SVRA competition and an enviable record in the Trans Am Series.

down to South Africa and checked out the Superformance factory and to the Ultimate Garage Party in Pebble Beach," says Peter. "And we'll test-drive all over North America, so we really get around."

Currently, the featured cars on *Dream Car Garage* are a "barnyard classic" 1972 Chevy Nova Coupe and a 1965 427 Competition Cobra, perhaps the epitome of a dream car. The Nova arrived at the garage without an engine, drive train, or interior and with a few decades of rust on the body panels. Of course Tom and Peter looked past the obvious, and only saw the challenge of converting this wreck into a head-turning, fire-breathing street machine. The first step

was to restore the body to factory specifications using Goodmark body panels, then to restore the rest of it using the best aftermarket parts. Ultimately, the Nova will get a black paint job (Glasurit[®]), of course) with a flame job and a 600-hp, 454 cu.-in. monster engine. On the way to that big finish, Tom and Peter must prep the Nova. Once all the welds are smoothed and a Glasurit epoxy primer is in place, they apply a coat of Glasurit polyester spray filler. Next it gets another primer coat, Glasurit epoxy 801-1871. "You know, the green stuff," says Tom.

To arm it against the meanest of streets, the Nova will be blessed with a stroked 454 mated to a custom turbo 400 engine and a Ford 9-inch rear end. Final touches include Air Ride suspension, four-wheel disk brakes, and Torq-Thrust IIs.

Cobra Project



While Tom and Peter know few details about the Nova's past, the Cobra CSX 3006 has a long, distinguished history. It was originally purchased in 1965 by William G. Freeman from Hi-Performance Motors in Los Angeles. In the same year, he sold it to a U.S. Air Force captain. The next year the captain sold it to Graham Warner's Chequered Flag garage in London, England. To ready it for racing, Chequered Flag converted the car to right-hand drive and changed the color from blue to white with a flat black hood and cowl.

Once thrust into competition, the Cobra was a big winner, out hustling GT40s,

Ferrari's, and E-types in France and Britain. Later, David Piper and Bob Bondurant drove it to a major victory in the Ilford 500. After it was retired from racing, the Cobra was restored in the 1980s and converted back to left-hand drive. The job for *Dream Car Garage* now is to return it to its 1966 racing form, including converting it once again to right-hand drive.

Since the Cobra's body was aluminum, it required special care. To prepare it for the primer, the metal had to be cleaned. Tom and Peter used Glasurit Metal Cleaner 360-4 to remove any oils or residue. The Cobra then got a coat of Glasurit epoxy primer, which dried very tight and hard. The primer sealed the finished bodywork and assured a long-lasting repair. All this happened before the Cobra got its final Glasurit topcoat, buffed to a mirror finish.

Peter Klutt's Legendary Motorcar has used Glasurit for years. "We've tried other

show sponsorship by people who share our pursuits."

What can we look forward to next year on the show? Peter tells us that among the restoration projects coming up is a 1971 twin turbo-charged, pro-touring hemi 'Cuda. "The ultimate hemi," he calls it. Another will be either a '70 Pontiac GTO Judge convertible or a '69 Trans Am Ram Air 4. Both Peter and Tom look forward to the Pontiac's debut on the show. "And we want to keep it interesting for the fringe car guy, too. So we'll be going to different places, test-driving all kinds of cars, with a few surprises thrown in," says Peter.

Tom sees *Dream Car Garage* as always evolving and says it will continue to do so. "We think you'll see more of what we have been doing, plus an increased focus on process—how to do it, with details on how to care for the equipment and materials," adds Tom.

If you've never seen *Dream Car Garage*,

products, but we came back to BASF," says Peter. "The cars we do at Legendary are million-dollar cars, so we use the best of everything, including paint."

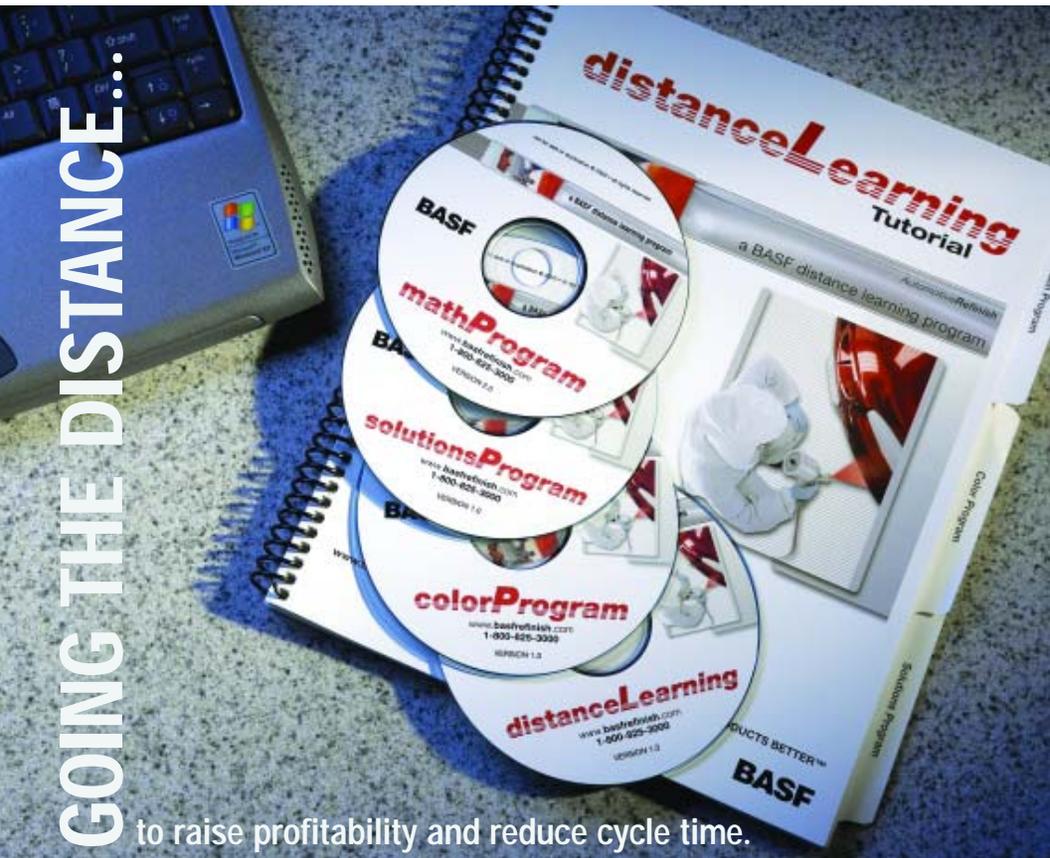
Tom Hnativ finds the BASF people he's met are soul mates. "They understand what we do and have a passion for what we do. They know that 'good enough' isn't good enough in the classic car business. We value

tune in. The show airs on the Speed Channel Mondays at 8:30 PM, Tuesdays at 12:30 AM, Fridays at 7:30 AM, and Saturdays at 9:30 AM (all eastern time). If you love cars, you'll flat out love this show. For juicy details, check out www.dreamcargarage.com.



GOING THE DISTANCE....

to raise profitability and reduce cycle time.



Everyone in this business wants to learn ways to improve efficiency, to increase work output, and to eliminate problems that lead to re-dos. But some aren't able to juggle their schedules to take advantage of BASF training opportunities at Regional Training Centers and Field Locations. This is why BASF has developed a series of interactive training CD-ROMs that offer an alternative to formalized training.

The BASF Distance Learning Program not only offers instruction on key industry concerns, but measures student performance in a user-friendly way. Each of the three modules includes a tutorial and an interactive CD that guides you through the training experience. The only requirements are a personal computer and the desire to continue on the road to training excellence.

The Distance Learning training tool combines relevant, real-world content and delivers it with low-cost convenience. It's designed for use by the insurance industry, vocational schools, sales at the distribution level, bodyshop management, and shop technicians. While it includes specific information on R-M® and Glasurit®, the Distance Learning Program's principles are generic,

so it will benefit anyone in the refinish industry.

The pursuit of an alternative way to train was led by BASF's head of training, Jay Johnston. It began with a survey of the BASF sales force to identify what training areas needed improvement. After much discussion, a pilot program was created in the form of a special course offered through Dale Carnegie. While those who participated found the course useful, they also felt it was unrelated to content, cost and convenience were taken into consideration. The result of these discussions formed the basis of the Distance Learning Training Program.

First, we did the math.

The first of three CDs created was the Math Program, designed to teach basic business principles and how to use the power of math to improve the management of your business. As Jay Johnston puts it, "Its purpose is to teach good business decisions through good financial knowledge."

Among the subjects covered are: Balance Sheets, Financial Analysis, Cash Cycle, Return on Investment, and Body Shop Issues. Effective analyses lead to isolating problem areas and taking action to correct them. Part of the curriculum covers issues affecting material and labor profit, estimating, paint brand and quality, equipment, and technicians.

Most business decisions are based—in whole or in part—on mathematical calculations, but math skills can diminish through lack of use. The Math Program CD is really a refresher course that can help anyone in the refinish business, regardless of his or her proficiency level.

When this CD was presented at the BASF National Sales meeting in 2003 it was enthusiastically received. That response spurred the creation of two more CDs.



The world of color.

If you were to ask a bodyshop owner what his biggest problem is (after turning a good profit), he will likely say, "color matching." With more and more newly-designed pigments, the spectrum of automotive color is forever expanding. That's a very big challenge for the refinish industry.

The BASF Color Program CD addresses all kinds of colors: extremes, tints, powders, enamels, the whole palette.

The "system approach" of current paint systems, along with new applications procedures, has revolutionized the technician's ability to find color-matching solutions within the refinishing process. This CD is designed to help you understand basic color theory and the relationship of light and environmental variables to color variances.

The color CD goes on to cover such issues as understanding color, the color-match process, and answers the ultimate question...How close is close enough? The "Matching at the Gun" section lets you comprehend and practice the principles of color adjustment and blending techniques.

The processes, techniques, and tips offered in this program will make every technician even more effective in refinishing today's vehicles.



Here are the solutions. Now what's the problem?

"For the last few years, the buzz word has been cycle-time reduction," says Jay. "This disk is about understanding the issues that slow down production." The CD is titled, appropriately enough, the Solutions Program. It begins with the history of automotive paint and how it has evolved over the years, then goes on to show how to increase work output. It challenges the viewer with questions like, "Do you have a defined refinishing process? Are your technicians properly trained and do they have the proper equipment. Do you follow the 'system approach'?"

Stepping up to these tough questions can improve productivity, efficiency, profitability, and customer satisfaction. Despite the tremendous advancement in paint technology, problems still persist. This program describes those potential problems, what causes them, and how to fix them.

There's also a section on communications. "Any time there is a situation or a complaint, communication has to take place," Jay says. The program provides a thoughtful guide to effective interpersonal skills, like how to listen with understanding. Whether it's a problem between a bodyshop and a sales rep or between a body shop and a customer the principles remain constant.

Finally, in the "Best Practices" section you'll find out just how a vehicle should flow through a paint shop for maximum efficiency. Following its example can lead to more throughput, happier customers, and robust profits.

Altogether now.

The three programs are available individually or together on one CD. The combined CD features "The Challenge," a test of all the information covered. Soon the BASF Refinish Training Department will offer the Distance Learning Program in a classroom setting. That's especially good news for those who like the program, but also like having an instructor guiding them through it. But if you prefer learning at your own pace, in the comfort and convenience of your own shop, the BASF Distance Learning Program is for you.

Distance Learning CDs can be ordered through the BASF E-Store (see details on page 14). The Math, Color, and Solutions Programs are available for \$29.99 each (\$34.99 CDN). The combined package, which includes Math, Color, and Solutions, is only \$74.99 (\$94.99 CDN). Allow 4-6 weeks for delivery.

Teamwork Works

Mike Eastland, owner of Colormasters, a BASF ColorSource® jobber, believes his success comes from quality people and a great relationship with his BASF rep.

Good employees and solid support from BASF—they're prime contributors to the healthy growth of Colormasters of Virginia Beach, VA. Since opening in 1978, Colormasters has expanded to four locations in Virginia with 26 employees. Owner, Mike Eastland thinks the quality of his people give him a distinct competitive edge. "We work as a team. All my people are intent on delivering excellent customer service and will do whatever it takes to satisfy a bodyshop's needs," says Mike.

Early in his business career, Mike worked as a credit manager for Inmont



Corporation, which owned the R-M® brand at the time. Mike saw a business opportunity when he realized that there was a lack of distribution in some parts of the country. Mike asked Inmont to help him go into business and fill those distribution gaps. They did, and Colormasters was born. Mike started as a single-line jobber, then became a multi-line jobber in the 1980s. He found, however, that BASF (which had bought Inmont) was considerably more helpful and went back to carrying a single line—BASF. "The people at BASF were more interested in my success than the other companies," explains Mike.

Sally Carlson is Colormasters' Sales Manager and she strongly believes in the single-line jobber concept. "The

partnership with customer, jobber, and manufacturer is so much stronger," says Sally. "You become an expert on a product line and that's good for the customer."

Colormasters became a ColorSource jobber more than ten years ago and Mike Eastland was one of the original ColorSource council members. "Being a ColorSource jobber has been a big help to us," says Mike. "It allows us to have a technical person on the payroll, we can take advantage of coop advertising and training dollars, and we're able to interact with other ColorSource jobbers at the annual meeting."

He encourages his customers to take advantage of all the new products and services BASF offers, like VisionPLUS® OnLine, Glasurit® Small Damage Repair System™, the Cycle Time Reduction (CTR™) Repair System from R-M®, and Glasurit's new UV Primer-Filler. One customer used VisionPLUS Facility Planning to plan the work flow before they built their new shop. Although they've been up and running for only a month, Mike reports, "they're really surprised at how much more productive they are."

Mike and Sally both find that COLOR-MAX®2 is a valuable tool and it's become part of every sales presentation. Sally believes it's the best color-matching product on the market and that "no one else has anything like it," she says.

Thaddeus Green is Mike's BASF rep and he's an integral part of the Colormasters team. "He's an excellent rep and brings a lot of skills to our partnership. The bottom line is that we've been successful with him," says Mike.



It's interesting to note that Thaddeus was employed by Colormasters before he became a BASF rep about three years ago. Mike is convinced it was a good move for both. "We've really benefited from having Thaddeus as our rep," observes Mike. As a BASF rep he brings organizational skills and sound strategies to Colormasters. He also introduces new products, like Carizzma™, and shows shops exactly how to use them.

Thaddeus helps Colormasters set aggressive business goals and has a fine working relationship with Mike and his people. "They truly want their shops to succeed and I feel that BASF can help them do it," offers Thaddeus.

Mike shares that belief. "BASF makes a great product and constantly improves its offerings. They're doing all the right things," Mike concludes.

With Colormasters' healthy growth and solid business gains, it's clear that Mike Eastland and his team are doing all the right things, too.



An Eagle-Eye on the Future.

At John Eagle Collision Center, Vernon Crump isn't just keeping up with changing technology, he's leading the way.

If aluminum body panels are the wave of the future, then Vernon Crump is riding high. As Bodyshop Director of John Eagle Collision Center in Dallas, Texas he's made considerable investments in equipment in order to repair aluminum vehicles. "It's paying off," says Vernon. "We're starting to do a lot of that kind of work now. We're certified by Aston Martin and Jaguar (both Glasurit® and R-M® meet Jaguar paint repair requirements). And when the new Ford GT goes into production, we probably won't need any additional training or equipment to work on it."

Eagle runs about 280 vehicles through the 75,000 sq.-ft. shop per month and Vernon is sold on R-M Diamond®. "We were using a competitive product," he says, "but were introduced to Diamont by our jobber and the BASF paint rep. I found it to be really great, with good color-match and holdout. You can work with it and fix any mistakes. That's important in a high-volume shop. It's been very cost-effective for us."

Because they have such advanced equipment, John Eagle Collision gets a lot of referrals from insurance companies. They also get a lot of hard-hit cars. "With Diamont, we've found a paint line that we can use for all of our purposes," says Vernon. "Paint should be a good profit center in any shop. I keep a close eye on it—purchases, waste levels—and we're constantly tweaking. BASF showed us some new products and techniques that helped us be more cost-efficient."

Of those new products, one is R-M Power Fill®, the urethane primer-surfacer that eliminates the need for an adhesion promoter or etching primer. "We use less product because we get better hiding," declares Vernon. "We get quicker coverage, too." Another Diamont product that contributes to a healthier bottom line is 5300 Clear. "It's really lowered our costs," Vernon says. "We use less product and it's easier to buff. When it comes out of the bake oven it looks terrific and it gives us better profit at the end of the month."

Eagle Collision gets great technical service from BASF and its jobber, English Color, one of the biggest jobbers in the country. "Our rep from English Color is here on a regular basis. If we have a problem, someone is there the same day. And we have a good partnership with BASF Corporation and our BASF Representative, Tom Hoerner. BASF has shown us new and better ways to lower our costs and increase our profits," says Vernon. He also has high praise for BASF's Research and Development team. "The intensity and attention to detail is just great. I'm impressed with all that goes into getting a BASF product out to us."

Another way Vernon helps keep Eagle Collision out front is by sending his painters to BASF training. "It not only introduces them to new products, but refamiliarizes them with products we're already using. BASF is great about product training," adds Vernon.

Vernon Crump's forward thinking and leadership abilities reach beyond Eagle Collision. Three years ago, he became the

first collision professional from a dealership to join the NACE Council. One of the first ideas he proposed was to host a student career day. In the first year of the program, nearly 500 students were given exposure to different facets of the collision industry. Now, as Chairman of NACE, Vernon is addressing the changes in the industry. "We're going through a transition that'll be even bigger than what we experienced in the 1970s with uni-body cars. There are all kinds of new car materials hitting the market. We've got aluminum, boron, steel, carbon fiber, magnesium, and other new metals and plastics. We need to know how to repair these new technologies."

"At Eagle Collision we're trying to stay ahead of the curve," Vernon concludes.

"We want to be one of the leaders in repairing aluminum parts and we're getting the insurance companies to recognize that." With what he's accomplished at Eagle and NACE, it's safe to say, that we in the collision repair industry recognize his leadership, too.



"BASF has shown us new and better ways to lower our costs and increase our profits."



"BASF put me ahead of the pack."

— *Vernon Crump*
John Eagle Dealerships Collision Center
Dallas, TX



Vernon Crump believes you stay in front by embracing change. That means having the latest equipment, using the most advanced technology, and going with BASF. Vernon says, "BASF has been extremely cost-effective for us and that's crucial for a high-volume facility like ours." Find out how you can separate yourself from the competition. Call 1-800-825-3000 or visit www.basrefinish.com.

WE'RE MAKING WINNERS



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HELPING MAKE PRODUCTS BETTER™

BASF

New VisionPLUS® Custom Business Solutions streamline BASF Warranty Programs.

Now they're faster, simpler, and best of all—FREE.

BASF is always looking for new ways to improve service to customers. The latest, is revamping our warranty programs to make the process more convenient for collision facilities. Two new programs will now replace all existing warranty programs: the VisionPLUS Warranty Program and the VisionPLUS Excellence Program.

VisionPLUS Warranty

The VisionPLUS Warranty Program will replace all levels of programs for both R-M® and Glasurit® systems. This new program is free to our customers. "Our goal is to get more shops involved in the warranty program," says Stanton Thornbury, VisionPLUS Program Manager. "By not charging collision centers to participate, we're making it simple for qualified shops to sign up and enjoy all the benefits of the program."

To make things even easier for collision centers, BASF has designed new warranty materials and a new process. Now, the customer is given the Repair Order (RO) in a folder that contains instructions on how to redeem a warranty and what to do if his address has changed. To obtain warranty work, all the vehicle owner needs to do is simply present the Repair Order.

Also available for the collision center is a point-of-sale brochure. This tri-fold warranty brochure will assure prospective customers that the finish on their vehicle is backed by the best warranty in the business. The brochure fits easily into the RO folder.

The RO folder and the warranty brochure, along with a mirror tag on caring for the vehicle's finish, and other business-building items, are available for sale at BASF's new E-Store (see sidebar). Now a shop can go online and order these materials whenever it's convenient, making the program that much easier.

VisionPLUS Excellence

"Where should I take my car for repair?" Paint companies and vehicle manufacturers have been asked this question again and again. Now, BASF has an answer: VisionPLUS

Excellence. VisionPLUS Excellence collision centers are elite shops that have demonstrated their professionalism and have been certified as having standardized procedures, high customer-satisfaction measurements, and reduced turn-around times. These shops have maximized their efficiency by harnessing the power of VisionPLUS OnLine, BASF's advanced shop management and benchmarking toolset.

Car owners can be sure that shops listed in our Shop Locator at www.basrefinish.com have been certified as meeting the VisionPLUS Excellence standards of performance. The new Shop Locator will be available to the public and OEMs and will provide greater market visibility for elite collision centers.

You will be hearing a lot more about the new, free warranty programs in the weeks ahead. If you have any questions, just call the VisionPLUS Warranty Administrator at 734-713-3406 or 800-255-3212.



New E-Store to provide quicker access, more convenience.

Now there's an easier way to get your BASF marketing materials. It's the E-Store, an online catalog that simplifies ordering of warranty program materials, Distance Learning CDs, and other BASF Refinish marketing materials. The objective is to streamline the ordering process and make it easier for you. With E-Store there's no searching for order forms, no faxing back and forth, and you can make your purchases with a credit card. To take advantage of this new convenience you will need to register at www.basrefinish.com and be assigned a user name and password. After logging on, simply enter the E-Store from a link on the home page.

Ordering is easy.

Once inside the E-Store you will find materials, prices, available quantities, and method of payment. Just add the items you want to your shopping cart. It's that simple. The new BASF E-Store—it's open for business today.

INDUSTRY VOICES



Rick Tuuri,
Director of
Business
Development and
Field Operations
I-CAR

I-CAR to celebrate 25th anniversary of the volunteer spirit.

What year was it? Jimmy Carter was President. Music lovers were listening to the Talking Heads, the Clash, and Blondie. Theatergoers were revisiting the lessons of Vietnam through *Apocalypse Now*, *Coming Home*, and *The Deerhunter*.

Three-Mile Island was in the news, *Saturday Night Live* was in its heyday, and the last Pacer rolled off the line on December 3.

If you said, "1979," you are correct. If you said, "The year that the Inter-Industry Conference on Auto Collision Repair was formed," you are also correct. We know it better as I-CAR.

I-CAR, a not-for-profit organization, was created in 1979 to cope with the need to train those in the industry in the correct repair of uni-body vehicles. At the time nobody knew how to fix them! I-CAR set about to deliver the technical training for this new technology. The vision was to make sure every person in the collision industry had the necessary technical knowledge and skills, relevant to his position, to achieve a complete and safe repair. While technology continues to change, our vision hasn't. Today, volunteers, I-CAR committee members, and independent instructors are conducting

classes and training in a wide range of vital collision-repair technologies all year long throughout North America. These working class heroes often work long, hard hours to make it happen—all for the good of the industry they love and, ultimately, for the consumer.

The Fairmont Hotel in Chicago will be the site of I-CAR's 25th Anniversary Celebration and International Annual Meeting. This year's theme is "Share the Vision." Industry leaders from across the United States and Canada will gather to discuss current trends and issues. We invite all collision-industry professionals to attend this important event from August 4 through August 8, 2004.

So, please join me in Chicago to "Share the Vision" and say "thanks" to all those who have made I-CAR the great organization that it is today—you and people like you. For details, log on to www.i-car.com.

BASF receives first-ever Stewardship Award from CCAR

BASF's Automotive Refinish business in the NAFTA Region was honored by the Coordinating Committee for Automotive Repair (CCAR) for its commitment to safety and pollution prevention in auto repair. Liril Holt, CCAR Board Chairman, presented the CCAR Stewardship Award to Al Winterman, BASF Group Vice President, at the 2003 National Autobody Congress & Exposition in Orlando, Florida last December.

"We established this annual award in recognition of the growing emphasis in the auto repair industry on safe work practices and environmental stewardship," said Holt. "We are proud to recognize BASF for its ground-breaking efforts to assure that this emphasis reaches the largest possible audience in our industry, including repair shops and students in training who will become tomorrow's technicians."

CCAR is a not-for-profit organization established in 1994 that works on a worldwide basis with the automotive industry, career and technical schools, governments, and other groups. CCAR provides best-practice information and training and also measures improvement relating to pollution prevention and safety for those who repair and maintain vehicles as a profession. The organization strives to reduce the number of workdays lost as a result of accidents or job-related health issues, to lower costs and liability exposure, and to minimize the cost of training in those areas.

According to Winterman, BASF's relationship with CCAR reflects the company's focus on sustainable development. "We



are committed to protecting people and the environment through long-term strategies that mandate environmental protection and safety," said Winterman. Among BASF's achievements are the pioneering of waterborne technology with Glasurit® 90 Line, the development of UV-cure technology, and training programs with an emphasis on safety and environmental protection.

"BASF Corporation is to be commended for the leadership role it has taken to promote stewardship in two of our industry's most valuable resources: the people who work in it, and the environment we share," concluded Holt.