

News Release

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BASF Coatings future proofs Automotive Refinish through application expertise in robotics

- **BASF Coatings positions itself as integration partner and process leader for robotics-enabled paint application in body shops**

Münster, Germany – BASF Coatings is strengthening its role in robotics-enabled Automotive Refinish by combining coatings expertise, digital color management and application process know-how. Through close collaboration with OEMs and automation partners, the company aims to help shape the future of automated paint application in body shops. Drawing on its experience in repair processes and connected digital workflows, BASF Coatings supports customers in implementing robotics-enabled solutions for more consistent, scalable and future-ready repair operations.

As automation gains relevance in collision repair, BASF Coatings is working closely with robotics suppliers, pilot customers and industry partners to support customers with validated process expertise and practical implementation guidance for robotics-enabled repair environments. The company's focus goes beyond testing and validation by actively contributing to future application standards, scalable process frameworks and the integration of robotics into real-world body shop operations. BASF Coatings does not develop robotics hardware itself, but differentiates through its deep understanding of coatings, application processes and system integration within Automotive Refinish.

Robotics extends connected refinish processes

Robotics is seen as a natural extension of BASF Coatings' end-to-end digital color

process. Within the Refinity® ecosystem – the digital ecosystem for managing the body shop business – digital color scanning, matching, mixing and workflow management already support efficient and consistent repair processes. Robotics adds a further step by connecting digital process control with physical paint application.

“Robotics brings together digital color management and physical application in a single connected process,” said Chen Liu, Global Head of Technology Automotive Refinish Coatings. “The true differentiation lies not in the robot itself, but in how BASF integrates coatings, process and application expertise to deliver consistent quality in real-world body shop environments. By combining these strengths, we are shaping scalable and repeatable application standards that will define the future of automotive refinish.”

Focus on efficiency, consistency and future-ready repair

Initial robotics applications primarily focus on standardized applications of primer, basecoat and clearcoat on complete vehicle parts. In this context, repeatability, throughput and material efficiency are the key drivers. Broader application to specific processes, such as blending or interior painting, is expected as the technology matures. “We see robotics as an important future topic for Automotive Refinish and want to help customers navigate this evolving environment with confidence,” said Roar Solberg, Vice President Automotive Refinish Coatings EMEA. “Our approach is to provide orientation, validation and close collaboration so customers can make informed decisions about future-ready repair processes.”

By combining coatings expertise with digital workflows and application know-how, BASF Coatings aims to support the development of more efficient, consistent and future-ready repair operations globally.

About BASF Coatings

BASF Coatings is a global expert in the development, production and marketing of innovative and sustainable automotive OEM and refinish coatings as well as applied surface treatments for metal, plastic and glass substrates in a wide range of industries. We create advanced performance solutions and drive performance, design and new applications to meet our partners’ needs all over the world. We share skills, knowledge and resources of interdisciplinary and global teams for the benefit of customers by operating a collaborative network of sites in Europe, South America, Middle East,

Africa, North America and Asia Pacific. In 2025, our businesses achieved global sales of about €3.7 billion.

BASF Coatings – Driven by passion and science, we always go beyond the surface. For more information, visit www.basf-coatings.com and [follow us on LinkedIn](#).

About BASF

At BASF, we create chemistry for a sustainable future. Our ambition: We want to be the preferred chemical company to enable our customers' green transformation. We combine economic success with environmental protection and social responsibility. Around 108,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises, as core businesses, the segments Chemicals, Materials, Industrial Solutions, and Nutrition & Care; our standalone businesses are bundled in the segments Surface Technologies and Agricultural Solutions. BASF generated sales of €60 billion in 2025. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at www.basf.com.