

News Release



New Appointments in BASF Canada's Automotive Refinish Division

MISSISSAUGA, Ontario, January 31, 2008 – BASF appoints Enzo Di Loreto as National Business Development Manager and Esther Villeneuve as Canadian Project manager, VOC Compliance for the Automotive Refinish Division in Canada.

Enzo Di Loreto has been appointed National Business Development Manager. Di Loreto's main responsibilities include managing the Canadian Regional Business Development Team, fostering and maintaining national business relationships while focusing on emerging markets and large key refinish accounts. Di Loreto brings to the position seven years of experience in the automobile refinish industry.

Esther Villeneuve has been appointed Canadian Project Manager, VOC Compliance. In this position, Villeneuve will assist distribution partners to successfully transition BASF Canada's current and future customers to VOC compliant technologies such as Glasurit® 90-Line and R-M® Onyx HD systems. Esther Villeneuve has been with BASF since September 2004 and has held various positions including Direct Sales Representative for Montreal and North Shore region as

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well as Quebec Business Development Specialist and Canadian Product Manager, always within the Automotive Refinish Division.

“Both Enzo and Esther bring excellent capabilities for managing their respective areas,” says Harry Dhanjal, Business Manager, Refinish Division, BASF Canada. “Their experiences within the industry make them valuable to our business.”

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