

Driving innovation and sustainable solutions in the automotive industry

Somsak Sophonsakulwat

BASF (Thai) Limited, Bangkok, Thailand

Phone +66 204 9471, Fax +66 2664 9221, E-Mail: Somsak.sophonsakulwat@basf.com

Abstract

Chemistry is always a driving force for innovation, providing sustainable solutions for the challenges that mainly arising from “resources, environment and climate”, “quality of life.” Sustainable solutions can only be achieved through innovation. As tomorrow’s innovations require BASF to forge new paths, the focus of Research and Development has shifted over the years – away from the development of individual molecules and towards functional materials and system solutions.

Based on the key industry like automotive industry which is a vital sector of Thailand’s economy as the country’s second-largest export industry after computer parts & components as well as contributes greatly to trade inflows, innovation and sustainable solutions play a vital role to enhance our country strength as a regional automotive hub. As such, BASF as the world leading chemical company, we also commit to drive innovative solutions for the automotive industry which providing a system cost optimization and competitiveness, more freedom in the design features, car weight reduction making car lighter and thus lower fuel consumption, improved engine efficiency, simplified production process and safety driving enhancement. These would benefit not only the key focus industry but also the country and the world.

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