

# News Release



## **BASF Turf & Ornamentals to discontinue sales of Drive® 75 DF herbicide**

For more information contact:  
Tom Hill  
BASF Corporation  
Tel: (919) 547-2829  
E-mail: [tom.hill@basf.com](mailto:tom.hill@basf.com)

RESEARCH TRIANGLE PARK, NC, August 11, 2009 – BASF Turf & Ornamentals today announced that, effective immediately, it will no longer sell Drive® 75 DF herbicide to the professional turf & ornamentals market. BASF will now focus on selling the most innovative product in postemergent herbicides, Drive® XLR8.

Launched in 2008, Drive XLR8 herbicide is a true liquid formulation and as such exhibits rainfastness in only 30 minutes. Drive XLR8 also shows improved efficacy over the older Drive75 DF and is easier to handle and mix.

“Innovation is a core competency at BASF and with Drive XLR8 we are pleased to provide our customers with this new patented and proprietary liquid formulation of quinclorac,” said Dr. Toni Bucci, Business Manager, BASF Turf & Ornamentals. “Turf professionals now have an even more effective product to battle difficult weeds such as crabgrass, torpedograss clover and speedwell while providing outstanding residual control.”

Drive XLR8 is available now through all BASF Turf & Ornamental distribution partners nationwide.

For more information about BASF Turf & Ornamentals visit [www.betterturf.com](http://www.betterturf.com) and [www.betterplants.com](http://www.betterplants.com).

### **About the Crop Protection division**

With sales of € 3.4 billion in 2008, BASF's Crop Protection division is a leader in crop protection and a strong partner to the farming industry providing well-established and innovative fungicides, insecticides and herbicides. Farmers use these products and services to improve crop yields and crop quality. Other uses include public health, structural/urban pest control, turf and ornamental plants, vegetation management, and forestry. BASF aims to turn knowledge rapidly into market success. The vision of BASF's Crop Protection division is to be the world's leading innovator, optimizing agricultural production, improving nutrition, and thus enhancing the quality of life for a growing world population. Further information can be found on the web at [www.agro.basf.com](http://www.agro.basf.com).

**BASF - The Chemical Company. We don't make a lot of the products you buy. We make a lot of the products you buy better.®**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 15,000 employees in North America, and had sales of approximately \$17.5 billion in 2008. For more information about BASF's North American operations, or to sign up to receive news releases by e-mail, visit [www.basf.com/usa](http://www.basf.com/usa).

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics and performance products to agricultural products, fine chemicals, as well as oil and gas. As a reliable partner, BASF helps its customers in virtually all industries to be

BASF Corporation  
26 Davis Drive  
Research Triangle Park, NC 27709  
<http://agproducts.basf.com>

more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges, such as climate protection, energy efficiency, nutrition and mobility. BASF has approximately 97,000 employees and posted sales of more than €62 billion in 2008. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).

Always Read and Follow Label Directions.

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