

PRESS RELEASE

R-M AUTOMOTIVE REFINISH

November 2017

Two powerful partners

R-M to become sponsor of Emil Frey Racing Team in 2018

At the last race of the Blancpain Endurance Series 2017 on the Circuit de Barcelona-Catalunya, Lorenz Frey, team manager and racing driver with the Emil Frey Racing Team, met with Ramesse Florean, managing director of R-M Autoreparaturlacke Switzerland. The reason for this meeting in Barcelona was none other than the official go-ahead for a new partnership between R-M and the Emil Frey Racing Team. It is not only success that brings people together, but also “chemistry”: in 2018 R-M, the premium brand from BASF Coatings Division, will become the new sponsor of the Emil Frey Racing Team for the following three years – across Europe. The Emil Frey Group and R-M have already worked together as partners for many years, committed to premium quality, teamwork, dynamism and a spirit of partnership.

The legendary Emil Frey Racing Team was revived in 2010 with the aim of replicating Walter Frey’s sporting achievements from the 1970s and 80s. Seven years on, the team is extremely successful under the management of Lorenz Frey, son of Walter Frey, as one of the few private racing teams. The **Emil Frey Lexus Racing Team** puts itself to the test in the International GT Open Championship, while the **Emil Frey Jaguar Racing Team**, which Lorenz Frey is actively involved in as a driver, participates in the Blancpain Endurance Series.

Lorenz Frey is full of optimism regarding the new partnership with R-M: “I am delighted, as is my entire team, that our collaborative work with R-M has now extended to the racetrack. We are, of course, eagerly awaiting the coming 2018 season.”

“We are delighted to be supporting the Emil Frey Racing Team over the coming three years. Our premium paint brand R-M is an ideal match for the team’s power and dynamism that will be displayed on Europe’s various racing tracks,” adds Ramesse Florean, himself an avowed motorsports fan.



Perfection made simple



Emil Frey Group and R-M: powerful partners

The Emil Frey Group, founded in 1924, is a Swiss family company operating in the car trade. The Emil Frey Group and R-M have worked together as partners for many years, with many Emil Frey companies in Switzerland using the R-M premium product for their paintwork refinishing.

Furthermore, Emil Frey in Safenwil is also home to the R-M materials warehouse, the Color Hotline and R-M's colorimetry centre. This means, for example, that paintwork damage is repaired before delivery directly in the Emil Frey PDI (pre-delivery inspection) in Safenwil. On top of this, FIBAG AG, the oldest subsidiary of Emil Frey AG, commenced exclusive collaboration with R-M this year. The new sponsoring of the Emil Frey Racing Team is the perfect addition to the partnership with the Emil Frey Group.

R-M Automotive Refinish Paints: an important part of BASF Coatings

Under the R-M brand, BASF markets a comprehensive range of paint systems for vehicle refinishing. Special focus is given to ecologically efficient water-based paints and high-solid paints. By using these systems all legal solvent-reduction requirements can be complied with anywhere in the world, and with regard to appearance and resistance, the products meet the same quality standards as solvent-borne paints. In this area, the company offers a wide variety of services to support its customers. R-M Automotive Refinish Paints is approved by most of the leading car manufacturers for aftermarket repair and chosen by the world's most prestigious car companies for its colour expertise.

For all further information, please contact:

R-M Automotive Paints - Clermont de l'Oise (France)

Contact: Gesine Arend-Heidbrinck

Phone: + 33 (0)3 44 77 73 70

e-mail: gesine.arend-heidbrinck@basf.com



www.rmpaint.com



www.youtube.com/rmpaint



www.facebook.com/rmpaint



Perfection made simple

