

PRESS RELEASE

R-M Automotive Refinish – September 2014

A DS3 painted in an exclusive R-M colour “Brilliant Red”

The language of colour: Strong colours = mark of originality

R-M, a brand of excellence in automotive refinish painting, is known for its colour expertise: a DS3 was selected to be painted in a brand new R-M colour.

The Brilliant Red of R-M's DS3 drew its inspiration from the latest automobile colour trends for 2014-15, which the BASF designers have just released. "Strong colours like red are going to shape our image of individual originality" explains Florina Trost / Design Europe, in the press release on the colour trends for 2015. "We're already noticing more and more vehicles in rich red on the roads". According to the designer, red will continue to grow in the coming years."

R-M gave its fans their say in choosing the colour for its Show Car:

R-M set 3 colours and 2 different shades for the roof and the wing mirrors, working with the designers and the colour laboratory at BASF. R-M chose to give fans of their Facebook page from all over the world a say, so they could vote for their preferred colour.



R-M fans voted between the 7th and 20th of this July and they chose Brilliant Red. A fiery red! So, the choice made by R-M fans is perfectly in line with the colour trends of today.



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Painting the DS3 at R-M's RCC in Clermont de l'Oise: Action!

The RCC in Clermont de l'Oise is part of BASF Coating's global network of Refinish Competence Centers, and is a center of excellence offering the most advanced equipment and technology. The painting process was completed using the ONYX HD range by R-M. All the new technologies in colour, Gloss clearcoat and Matt clearcoat were used to paint the DS3. Full details of the products used in this MAKING OF film will be released later ... To be continued!

In the meantime, here are some images.



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The finish on the DS3 in Brilliant Red was handled by the R-M Global Trainers experts who were able to bring out all of their know-how.

Brilliant Red, a daring red to light up the Cube at the R-M Refinish Competence Center (RCC).

The DS3 by R-M will go on display in the Cube at the R-M Refinish Competence Center (RCC) in Clermont de l'Oise, before going on a tour across Europe. Opened in 2013, the new R-M International Refinish Competence Center is one of the most modern in Europe. Fully given over to the needs of customers, it also serves as a showcase for all the new products by R-M.

The R-M Cube – an ultra-modern space made entirely from glass – is the R-M brand's showcase of colour and design trends. It symbolises the "Way in" to the business of automobiles, industrial design and colour trends.



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R-M: Colour Expertise

Once again, R-M has demonstrated its colour expertise, and innovative, user-friendly products, as well as its know-how as regards application. Sure to appeal to its clients (body shops, manufacturers), but also the talented painter apprentices R-M hosts at its training centre. Each year, the RCC hosts approximately 800 trainees, dozens of VIPs and many stakeholders from this industry sector.

The DS3 by R-M: Brand icon across Europe

The new show car will be on display for the first time through September in the Cube at the RCC International, before it begins a promotional tour at R-M events in Europe. In this way, the bright colour, the outstanding shine of the clearcoat and the reflection of all of the newest technology used on this DS3 can be admired all across Europe.

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See the stages of the MAKING OF pictures on Facebook :

https://www.facebook.com/rmpaint/photos_stream

R-M Automotive Refinish - an important sector of BASF Coatings

Through its R-M brand, BASF sells a comprehensive range of paints for automotive refinishing, with an emphasis on waterborne paints and high-density pigment paints, two eco-friendly technologies. Their use means that R-M fully complies with the legal requirements worldwide regarding solvent reductions, without compromising on the same qualities of traditional paints, such as appearance and resistance. R-M offers a wide variety of services to support its customers in their business. R-M is approved by most leading car manufacturers for refinishing work and is the preferred choice of the most prestigious car companies for its colour expertise.



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