

Press release

R-M Automotive Refinish Paints
March 2019

Perfection
made simple



A brand of BASF – We create chemistry

R-M Dealers Convention 2019:

We have enjoyed a century of success and innovation which our Italian team celebrates with its clients.

"Hey R-M, tell us the story of our future": the leading brand in the refinishing sector is celebrating the first century of its history, with the successes it has achieved and its focus on future goals.

This marks R-M's 100 years of business, a milestone that deserves a great celebration! In fact, the whole 'family' met up at the R-M Dealers Convention, an annual event that brings together dealers and company staff, and that this year, for its centenary celebrations, was located in the enchanting city of Naples. The two days of 28 February and 1 March were intense and packed with emotion. Over 150 participants, including dealers, guests and staff, looked back on the most significant landmarks in the history of the brand, which was founded in Detroit in 1919 and became part of the BASF group in 1986.

Vincenzo Bussola, the Sales Manager, did the honours, assisted by Roberto Sanvito, Regional Business Manager Europe South East Automotive Refinish Coatings Solutions, and the whole team that pulls together every day to contribute to the brand's success.

In the shadow of Vesuvius, R-M's long-standing travelling companions stood alongside more recent team members to revisit the most significant landmarks of this first hundred years of successes, made possible by the founding values of the brand, such as excellence, cooperation and sustainability and, last but not least, technological innovation.

And it is this very capacity for innovation, which has always distinguished the brand, that has been the highlight of the event, with a special focus on how much R-M has influenced the world of vehicle bodywork: from the introduction of the first metallic body paints, the invention of the tintometer way back in '48, through creation of spray-painted charts showing colour ranges then right up to the most modern

technologies with the innovative spectrophotometer and the new 'switchboard' installed in the colorimeter laboratory, able to optimise efficiency of the colour specialists in offering customers solutions to their colour queries.

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"I am honoured to have been here to celebrate this historic 100-year anniversary of the brand, together with our valued customers," declared Vincenzo Bussola, "and was touched to see yet another demonstration of the passion for our R-M hexagon that has always united our Dealers. Of course, we were well aware of the brand's popularity but this new confirmation enables us to look towards the future with optimism and a great sense of pride in belonging to the brand: affection and passion are the winning elements but they are, above all, essential to the cementing of our next 100 years of history."

"Don't be afraid of tomorrow; today was the tomorrow that frightened you yesterday" - this was the exhortation that wound up the proceedings in the Neapolitan city and, as recent successes encourage us to believe, 2019 will be the year in which R-M will begin writing the first brilliant chapter in a new century of its history.

R-M Automotive Refinish Paints: a major part of BASF France Coatings Division

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.

For more information:

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BASF Italia S.p.A - Cesano Maderno MB

Sonia Lallai

Tel + 39 0362 512 680

E-mail: sonia.lallai@basf.com

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