

PRESS RELEASE

R-M Automotive Refinish – November 2013

R-M®, BASF's automotive refinish brand, is exhibiting an exceptional Buick at the Essen Motor Show

- **CARIZZMA effect paints by R-M have turned the Buick into an "automotive reptile"**

BASF is exhibiting an extraordinary 1972 Buick Riviera at the Essen Motor Show, which is being held between the 29th of November and the 8th December 2013, to show what is possible with water-based paints. At 5.52 metres in length and weighing 2.2 tonnes, this powerful car produces around 350 hp. But it is the CARIZZMA custom refinish by R-M which makes this car a genuine automotive work of art.

The Buick Riviera has been since 2005, completely disassembled and passionately rebuilt, having been in the private possession of BASF employee Jürgen Book. The bodywork has been restored and motor and running gear completely overhauled. In cooperation with R-M, the car was then painted "snake-style". The result is "an automotive reptile". The colour scheme features a range of reptilian greens, custom painted with gold contrasts.

The Buick has been painted by Gerd Müller, European Champion Custom Painter of the Year 2007, using "CARIZZMA by R-M". This custom paint job has resulted in a stunning, top-quality finish ideally suited to the Buick. "CARIZZMA is an exclusive refinish concept, available in a wide range of colours and effects, and covering all areas of automobile custom refinishing. The range also complies with VOC regulations because it is based on the ONYX HD waterbased paint system," explained Book, who is responsible for refinishing customer service at BASF.

Several painting techniques were used on the Buick. The vertical panels of the car are specially finished using CARIZZMA EFFECT POWDER PF 65 (Golden Emerald), which changes, dependent on the light conditions, from brilliant green to a deep sea green hue when viewed obliquely. In addition, integrated "Ice Pearls" (CARIZZMA

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EFFECT POWDER PF 18) provide an intense sparkle. When backlit, the colour changes to copper and gold.

Around the middle of the vehicle there is a five-centimetre-wide, golden border with reptile patterns, based on the colour of the car's interior. The trim paint is interspersed with triangles, in which gold leaf has been inserted.

Horizontal areas along the entire length of the car have a marble effect. A water-based silver metallic coat was applied on top of a black base coat, and a thin plastic film immediately inserted into the wet layer. This film was then positioned so that it formed a structure suggestive of reptile skin. The film was then immediately removed. For extra depth and intensity, three to four spray coats of a transparent green "CANDIZZ" water-based paint were then applied. These coats contain soluble dyes. The water-based "CANDIZZ" paint facilitates – thanks to its use of water as a solvent – an even application over large surfaces, thereby helping to avoid clouding. R-M is the only global supplier of these types of products.

Gerd Müller then applied a "burst snakeskin" paint effect at four different locations on the car. The CARIZZMA finish was clearcoated using R-M CUSTOMCLEAR CP which provides a high level of UV protection for the CANDIZZ finish.

All parts of the interior, including the dashboard, are finished in the same colours as the bodywork. Even the fuel tank is painted gold. The remodelled centre console also has two cigar humidors.

"The car demonstrates the options available with R-M's premium products," Mr Book proudly explained.

In addition to the elaborate paint finish, the other parts are seamlessly adapted to the overall concept. The interior, the specially crafted boot and the bumper ends were upholstered in "Boa Constrictor Lime Metallic" by the Mertens Auto- und Möbelpolsterei in Munster, Germany (www.mertens-olsterei.de).

Street Power Parts Inc., from Munster, (www.street-power-parts.de) was responsible for the mechanical work (including the motor, electrical work and suspension), the procurement of spare parts and several of the alterations. The engine compartment was "cleaned up" by relocating the battery to the boot, the air conditioning and cruise control were removed and all other mechanical parts replaced or upgraded.

The vehicle has "air ride" pneumatic suspension. With its intentionally small wheels and rims (7x16 inch), the vehicle sinks to almost ground level. The interior lighting is completely green, and the front grill is adorned by approximately 5000 individually glued Swarovski crystals. The custom "Rivtile" lettering in place of "Riviera" on the boot has been made to order.

The Essen Motor Show is an automobile show dedicated to automobiles, motor sports, tuning and vintage/classic cars. The Buick is on show during the Essen Motor Show at Stand 133 of the "Street Magazine" in Hall 9.1.

For all news and images, please visit: <http://www.rmpaint.com/>

R-M Automotive Refinish: An important sector of BASF Coatings

Under the R-M brand, BASF markets a comprehensive range of automotive refinishing paint systems, focusing on eco-efficient waterborne basecoats and high-solids paints. These systems comply with all legal solvent-reduction requirements worldwide, but without compromising on the qualities of solvent-borne paints, such as appearance and resistance. In this area, the company offers a wide variety of services to support its customers. R-M Automotive Refinish 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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