

## PRESS INFORMATION

### R-M Automotive Refinish

November 2015

## Colors & Design by R-M® for the next generation: Raphaël de Macedo wins with his futuristic Porsche model concept

With the Colors & Design by R-M initiative, R-M supports future automotive designers in France with dedicated color and paint application training, to promote excellence and maximize performance in the preparation of their concept car models. The 2<sup>nd</sup> Colors & Design by R-M competition has now taken place in partnership with the CREAPOLE design school in Paris, France: On October 8, 2015, the three best concept car models have been awarded at the Espace 56 in Paris, in the presence of R-M bodyshop customers and Raphaël de Macedo won the first prize with his futuristic Porsche model "Qualia Concept".

R-M, BASF's premium paint brand for the automotive refinish industry, is recognized for its color competence, its dynamism and caring business partnerships. In the International R-M Refinish Competence Center (RCC) in Clermont de l'Oise, France, one of the most modern training facilities in Europe, R-M offers its customers and students of the CREAPOLE school significant flexibility to meet their refinish training needs while providing innovative and sustainable solutions while increasing the efficiency level and profitability of their businesses. From 48 concept car models, 18 were pre-selected for submission to the jury's vote. The three winners are:



**1<sup>st</sup> BEST MODEL** Raphaël de Macedo with “Qualia Concept” invented a Porsche racing vehicle for 2051, the year which celebrates the centenary of the brand in competition. He used Black and White to express the sense of male/female duality, with highlights in orange, the colour which symbolises sport.



**2<sup>nd</sup> BEST MODEL** Jimmy Garcia and his **SP 20 - Samu Peugeot 2020**, rapid intervention vehicle for urban environments. The choice of blue makes reference to the SAMU (ambulance service) and yellow, to signposting.



**3<sup>rd</sup>. JURY'S SPECIAL PRIZE:** Alexandre Joannides with his **Air Care**, Emergency vehicle inspired by the manta ray. He chose white as a reference to first-aid posts.



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During the prize ceremony, **Erwan Baudimant, Head of Sales R-M in France**, congratulated the students of the Créapole design school for the talent, confidence and dynamism they had brought to the competition. He recalled R-M's pride in helping them in their search for perfection and performance. "Our presence alongside young people reflects our wish to encourage them to join the automobile world. Whether they are designers or painters, the automobile industry offers them interesting and varied career opportunities. It is with this in mind

that R-M works actively with schools and encourages young talent in order to promote careers in the sector, skills in color and the art of application. "Colors & Design rewards future designers who are learning to use paint as an integral part of car design. The experience of doing this themselves, with the help of our trainers at the International R-M Refinish Competence Center in Clermont de l'Oise, helps them to understand the realism of their creation and the opportunities which paint offers. They also see the technological dimension of the application's colorimetry, products and the technical aspect of it", says *Erwan Baudimant*.



**Raphaël de Macedo** designed his vehicle as a symbol of equality and liberty. "The car industry already has one foot in the future with, for example, the replacement of rear-view mirrors with cameras. There is incredible progress and it is something that is going to become faster with new generations who have been born into a digital and technological world. Although there are many constraints in the automobile sector, design is seeing its opportunities greatly widened. Electric, connected, self-drive, the entire car concept will be reinvented", says Raphaël de

Macedo. "I am very grateful to R-M for having shown me the extent to which colour is inseparable from design. And, apart from enhancing my work, access to R-M's facilities and the support of its trainers greatly facilitated the implementation phase because we had to do the work on our models ourselves." Barely out of school, with his diploma acquired last March, Raphaël was hired in June by the *Peugeot Design Lab*, a global brand design studio which places its expertise at the service of brands, all services combined.



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## R-M Automotive Refinish Paints: an important part of BASF's Coatings Division

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. 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 color expertise.

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