

# Press Release

## PRESS RELEASE

R-M Automotive Refinish Paints – June 2012

### EUROPCAR DUBAI CHOOSES R-M AS ITS LONG TERM AUTOMOTIVE REFINISH PARTNER.

**Leading vehicle rental and transport solution specialist, Europcar in Dubai has chosen the speed and perfection of R-M Automotive Refinish Paint technology for its three busy bodyshops, supplied by the work of Al Dahiya Auto Spare Parts LLC.**

Al Dahiya Auto Spare Parts LLC is R-M's distributor in the United Arab Emirates and confirmed Europcar in Dubai as their newest customer, to ensure their bodyshop repairs remain efficient and profitable. With three repair bodyshops in Dubai and the Northern Emirates and another state of the art workshop in the planning stages, all four bodyshops will be maximising their throughput thanks to R-M.

**Mr Vijay Kumar the Europcar Group General Manager** has been running Europcar for the past 35 years and takes care of a rolling fleet of 3,750 vehicles. He said "It is important to work with like minded, professional people who care about quality. We are in this together for the long term".

**John Koshy, the Workshop Manager** adds "The R-M brand is not only recognised as an excellent product but also the system is cost effective and enables our business to complete faster, high quality repairs".

These comments were echoed by Ms Shabna Rajesh, the Quality Manager for the group "the speed and quality of finish achievable with R-M has made the process much easier for our business".

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R-M has been active in the automotive refinish paint market in Dubaï since 1992 and is pleased to have the opportunity to develop a working partnership with Europcar.

**R-M Website : [www.rmpaint.com](http://www.rmpaint.com)**

## **R-M Automotive Refinish Paints: an important part 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. 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.

### **For all further information, please contact:**

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