

R-M Automotive Refinish

May 2015

R-M WINS APPROVAL FOR ACURA IN CHINA

Acura officially recommends R-M® waterborne refinish paints to their bodyshops in China.

Shanghai, China – May 8, 2015 – Acura, the luxury automotive brand of Japanese automaker Honda, is famous for their visionary innovation, precision manufacturing, refined aesthetics and pursuit of sustainability. The company sets high standards for their suppliers and only approves those who are best in class. The recent approval granted to R-M Automotive Refinish paints, after extensive tests and examinations, shows Acura's trust in BASF's premium automotive refinish paint brands.

R-M products are designed to meet the demand for eco-efficient automotive refinish solutions. R-M waterborne paints are high in quality and efficiency but lower in volatile organic compound emissions. R-M waterborne refinish paints show enhanced freezing and thawing resistance and allow for a five-year shelf life, and are fit for various climate conditions in China. In order to serve local customers, R-M has set up a professional support team in China, which offers specialized training programs to spray painters and process optimization programs to body shops.

Yajun Liu, Manager of Acura Training Center, Honda Motor (China) Investment Co., Ltd. said: "Customer satisfaction is very important to Acura. R-M waterborne refinish paints perfectly match our high standards of products and service quality. Adding R-M in our bodyshops, we believe we are giving Acura drivers one more satisfying and high performance choice."



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R-M Homepage: 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.

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