

Press Release

R-M Automotive Refinish Paints
December 2020

Perfection
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A brand of BASF – We create chemistry

R-M[®] continues 3 year dynamic partnership with Mercedes-Benz for EMEA

- R-M[®], premium automotive refinish paint brand of BASF, will support Mercedes-Benz in the Europe, Middle East and Africa (EMEA) region

By all accounts, 2020 has been a year of challenges. R-M[®], BASF's premium automotive refinish brand, has responded to these challenges by building on the support it provides to its business partners locally, regionally and globally.

R-M has signed a three-year contract with Mercedes-Benz in the Europe, the Middle East and Africa region. The agreement, which includes R-M's dynamic portfolio of paint, training and digital color solutions as well as its full suite of Advanced Bodyshop Management solutions, covers the car company's operations in France, Italy, Portugal and Switzerland. "We are proud to continue our proven partnership with Mercedes-Benz, and to strengthen it with new business models and new ideas," said Mike Hill, Global Strategic Account Management, BASF Automotive Refinish Coatings Solutions Europe. "Our focus on product innovation, sustainability, efficiency and training dovetails well with Mercedes-Benz's own vision of innovation and sustainability."

As part of the offer to Mercedes-Benz, R-M will also provide the most efficient digital color management tools and solutions which are an indispensable aid in every body shop and greatly speeds up work flows. R-M's COLORTRONIC 12/6 portable spectrophotometer precisely measures the color on the car and quickly and easily takes the painter to the desired mixing formula.

In September, R-M set new standards in the automotive refinish industry by introducing AGILIS, its new waterborne paint line. With the lowest VOC content and the highest eco-effectiveness ever, the new product line revolutionizes the global premium waterborne automotive refinish market. Thanks to its advanced productivity, AGILIS helps body shops increase their performance even further. As an innovative response to current and future challenges, AGILIS has a new pigment technology and ensures a faster process through easier application with millions of color matches to choose from.

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

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Under the R-M brand, BASF markets a comprehensive range of paint systems for vehicle refinishing. Special focus is given to ecologically efficient water-based paints and high-solid 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 more information:

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