



New Partnership Agreement

R-M® is preferred supplier of Jaguar Land Rover in Asia Pacific

- **R-M®, premium automotive refinish paint brand of BASF, has become preferred partner of Jaguar Land Rover (JLR) in the Asia Pacific for importer countries (APIO)**
- **For the next three years, BASF will help JLR to exceed industry standards in vehicle body repair and paint refinish**
- **JLR APIO follows same agreement signed in Europe (March 2019)**

BASF's Coatings (BASF) division and Jaguar Land Rover's (JLR) global headquarters have signed a cooperation agreement with R-M, premium refinish paint brand of BASF, to support the development and implementation of the JLR Global Body & Paint Programme in Asia Pacific (JLR APIO importer region includes 16 countries).

Under the agreement, the partners commit to a strategic long-term collaboration that exceeds the industry standard in vehicle body repair and paint refinish. This includes the supply of refinish products and color-matching solutions. Additionally, a dedicated Regional Body & Paint Manager has been appointed. The new manager will help develop and implement JLR's Global Body & Paint Programme in the region.

BASF will work closely with JLR to ensure total branded paint solutions meet their stringent repair specifications and process standards, supported from a global comprehensive support network which offers guaranteed methods and expertise. In addition to R-M paint solutions, RODIM® user-friendly painting accessories are included for the highest quality and efficient damage repair process.

As part of the total offer, BASF is also providing comprehensive Advanced Business Solutions (ABS) to JLR to help drive profitability and efficiency within its authorized body shop network and appointing retailers. This includes a set of innovative services, tools, training and performance management modules designed to improve the processes and overall performance of JLR's authorized body shop facilities.

Mike Hill, Global Strategic Account Management, BASF Automotive Refinish Coatings Solutions Europe, explains, "Jaguar Land Rover and BASF are committed to helping and developing their business partners, this year more than ever before given the challenges we currently face together. The Global Body & Paint Programme offers a balanced approach, taking care first and foremost of body shop business infrastructure for example in facility planning, tooling, and technical compliance. R-M experts, together with the JLR programme Manager, will support body shops to be more profitable, through our unique ABS offer tailored to improve JLR body shop operations and grow commercial opportunities."

Thanks to their innovative partnership, JLR and BASF ensure a uniformly high international standard is reached across JLR's authorized body shop network around the world that



guarantees the highest repair quality through the most efficient processes and helps to deliver the highest standards of customer service.

“Last year in March, BASF signed the same agreement with JLR for region Europe (including EIRO – JLR importer countries in the region). This latest agreement expands our global footprint and shows the continued trust and commitment to grow the partnership. JLR is also utilizing the latest technologies from R-M to drive growth, Hill goes on to say that there has been some great examples of where the respective teams from JLR and BASF have worked closely to develop the authorized body shop networks in Europe and EIRO to identify high quality repairers that not only meet the high standards and expectations of a premium brand but also address the geographical challenges that these complexed markets present with Italy being a very good example as we have seen an increase of over 30% in its authorized network.”

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

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.

About BASF’s Coatings division

The Coatings division of BASF is a global expert in the development, production and marketing of innovative and sustainable automotive OEM and refinish coatings, decorative paints as well as applied surface treatments for metal, plastic and glass substrates in a wide range of industries. The portfolio is completed by the “Innovation Beyond Paint” program which aims at developing new markets and businesses. We create advanced performance solutions and drive performance, design and new applications to meet our partners’ needs all over the world. BASF shares skills, knowledge and resources of interdisciplinary and global teams for the benefit of customers by operating a collaborative network of sites in Europe, North America, South America and Asia Pacific. In 2019, the Coatings division achieved global sales of about €3.75 billion.

Solutions beyond your imagination – Coatings by BASF. For more information about the Coatings division of BASF and its products, visit www.basf-coatings.com.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 117,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2019. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.

Picture

Jaguar Land Rover and BASF’s refinish brand R-M® set up partnership in Asia Pacific.

credits: Jaguar Land Rover Limited, with registered office at Abbey Road, Whitley, Coventry CV3 4LM, UK (media.jaguarlandrover.com)

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