

Press Release

R-M Automotive Refinish Paints
April 2021

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A brand of BASF – We create chemistry

R-M® launches design challenge for Best Painter Contest International Final to be held in 2022

- **R-M postpones its annual International Best Painter Contest to second quarter of 2022 due to the pandemic**
- **A newly designed and exclusive Design Challenge will launch in May 2021 with a creativity task followed by an e-learning program**

R-M®, BASF's premium automotive refinish paint brand, supports the talents of the next generation of spray painters in the industry. Due to ongoing social distancing measures in place in many countries, R-M today announces that the international final of 13th R-M Best Painter Contest will be postponed to 2022. For this interim period, R-M also announces that a series of competitive activities, challenges and e-learning programs will take place to support the contest's motto of "Driving digital competency and eco-efficient solutions". Dubbed the "R-M Best Painter Design Challenge 2021", this new program will focus on the combination of quick processes, digital solutions and sustainability. The R-M Best Painter Design Challenge 2021 will kick off in May 2021 with a creative painting task.

"The Design Challenge has been specifically designed for our R-M Best Painter Contest national finalists to give them a chance to express their creativity with R-M, and updated with the latest knowledge until the final competition takes place," said Fabien Boschetti, Director, Global Marketing Automotive Refinish Coatings Solutions.

The need for young, well-trained talent is highly relevant everywhere in the world. Since 1999, R-M has hosted the Best Painter Contest as a showcase to highlight and honor the most talented up-and-coming spray painters, and to promote the profession as an attractive career option. When it comes to automotive refinishing, spray painters must be well-versed on increasingly specialized application processes, more efficient product innovations and more digital solutions.

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The 13th R-M Best Painter Contest is supported by R-M's global premium partners, including 3M, ANEST IWATA, COLAD by EMM, SATA and RODIM. As a bridge to the final but also to promote continuous learning and engagement, the R-M Best Painter Contest Design Challenge 2021 is open to the finalists best painters selected in the national finals already from North America, Asia, Europe and Africa, and will feature a creativity task to tackle the challenge of applying two-tone blending technology, digital e-learning and a quiz. Global events are also planned to connect all finalists to R-M's global experts, who will present the latest innovations in spray painting. Throughout the program, participants will be encouraged to document their work progress in photos, videos and share it on social media using the #rmbestpainter2021 and relevant country #rmbestpainterINT(countrycode) hashtags. The R-M Global Academy team will award each participant with a certificate at the end of the program.

R-M aims to maintain the same conditions for entry and participation into the International final among all finalists. The age of all finalists by competition year or competition date should be 35 years old or younger. Any finalists exceeding the age requirements in 2022 will be assessed on a case-by-case basis.

"We would like to thank our finalists, partners and customers who have supported us during these challenging times and we are fully committed to continue to develop the skills of our industry's young painters," said Boschetti. "Today, more than ever, new competences are required to meet the evolving business and technical environment required by modern body shops. We are looking forward to an exciting year for R-M and are finding new digital ways to connect to our R-M community globally to ensure for a great competition next year.

Follow the program and get to know the finalists.

www.rmpaint.com

www.facebook.com/rmpaint

www.instagram.com/rmthecode

www.instagram.com/rmpaintOfficial

www.youtube.com/rmpaint

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<https://www.linkedin.com/showcase/r-m-paint-global/>

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.

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