

Press Release

R-M Automotive Refinish Paints
June 2020

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R-M THE CODE UNVEILS A UNIQUE COLOR ALCHEMY FOR DS AUTOMOBILES CONCEPT CAR, PREMIUM BRAND OF PSA GROUP

- **Director of Style of DS Automobiles Thierry Metroz collaborates with R-M THE CODE on new concept car DS AERO SPORT LOUNGE (DS ASL)**
- **Truly unique color 'Cristal Pearl' is developed with R-M experts**
- **R-M THE CODE commits to the future of mobility with colors & design excellence – challenged by the latest technology**

DS Automobiles, premium brand of PSA GROUP, and R-M, premium automotive refinish paint brand, present the latest French luxury car concept car from DS called DS AERO SPORT LOUNGE (DS ASL). The partnership with Thierry Metroz, Director of Style of DS Automobiles, presents the unique color design concept from R-M THE CODE, the leading program in creativity, design and technology from visionary selected designers across mobility.

The French brand DS Automobiles is known for its luxury savoir-faire. Their new concept car DS AERO SPORT LOUNGE reinvents “the art of travel.” Elegance at its best, the all-electric aerodynamic design integrates unusual materials harmoniously in the car’s interior, while its exterior body required a unique color developed with R-M. Cristal Pearl, featuring dual color tones champagne gold and blush, contributed to the perfect balance of the unique design character of the car. DS ASL is a one-of-a-kind production using leading-edge efficient processes to achieve the design, while taking care of the environment.

“Our future craft strategy is fully expressed in DS AERO SPORT LOUNGE interior and coexists in perfect harmony with natural and unexpected materials handcrafted and avant-garde technology. This is a good example of our desire to offer luxury, while also taking care of the environmental footprint. We are proud to have invented a word to embody this SUSTAINABLE philosophy: SustaiNobility,” said Thierry Metroz.

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The design

DS AERO SPORT LOUNGE combines the work of many engineers, going far beyond simply focusing on style, yet also keeping color a central and determining element. In partnership with the R-M experts, Thierry Metroz's teams worked hand-in-hand to develop an exclusive shade of color that takes into account a unique graphic cut-out from the original design of the front of DS ASL. Metroz explains: "The perception between a sample and the application of the color on large areas is often very different. We need to take into account the capacity of the shade along with the technology used."

The color paint technology

"We had to find a color for the car's body that highlights both the dark center area and the two front wings while creating a homogeneous look from the front. That's why we used the color Cristal Pearl. We added a slight champagne tone with gold reflection as a final touch when developing this shade. A colorful signature in the DNA of the DS brand," said Metroz. "Automotive paint technicians are among the major players in the automotive industry. R-M is a premium, trusted paint manufacturer of choice, and through this collaboration, we are highlighting innovative and easy-to-use solutions, combined with technology know-how, and color excellence to help OEM car manufacturers produce cars for the future."

Watch the film about the project:

Part 1 <https://youtu.be/fkWClijwxgsg>

Part 2 <https://youtu.be/sUXpYctFPKY>

R-M THE CODE is a joint project launched by R-M and The Arsenale, a premium online marketplace dedicated to the style of motion. To follow the projects, you can visit:

www.thecode.rmpaint.com

www.instagram.com/rmthecode

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

Through its R-M brand, BASF sells a comprehensive range of paints for automotive refinishing, with an emphasis on waterborne paints and high-density pigment paints, two eco-friendly technologies. Their use means that R-M fully complies with the legal requirements worldwide regarding solvent reductions, without

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compromising on the same qualities of traditional paints, such as appearance and resistance. R-M offers a wide variety of services to support its customers in their business. R-M is approved by most leading car manufacturers for refinishing work and is the preferred choice of the most prestigious car companies for its colour expertise.

About R-M THE CODE:

R-M THE CODE is an annual program of creativity, design and technology. The platform features the works of visionary selected designers across mobility who are using R-M paint's technology to push the boundaries of creative expression. Inviting leading engineers and designers from Europe to work on individual projects painted with R-M paints, the program R-M THE CODE gives them the opportunity to create their own color code. As a true partner in each project, the R-M brand supports designers by giving them access to its entire range of existing colors, along with help from a team of experts in order to develop exact paint formulas.

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