

PRESS RELEASE

R-M AUTOMOTIVE REFINISH

September 2017

Colors & Design:

R-M® and TheArsenale launch performance project THE CODE

R-M, premium paint brand of BASF, and TheArsenale, premium online market place dedicated to the style of motion, are proud to announce the Colors & Design program THE CODE: Twelve exclusively selected independent design engineers from Europe are invited to work on individual projects painted with R-M paints to showcase the future of performance and mobility. All twelve projects will be featured on a dedicated website and social media channels with final exposition planned in April 2018.

R-M and TheArsenale allow cutting-edge design engineers from various backgrounds in Europe to become part of a unique global community appreciating technical leadership and innovative use of colors. The participants, selected by TheArsenale, vary from small unique artists Lucky Cat Garage based in France, experienced Von Zadig in Belgium to much larger design companies such as KISKA in Austria, high-end customized car builder Caresto in Sweden or British artist Death Spray Custom who is well-known for his unique artworks on parts from mobility. In Italy, Lapo Elkann gives his personal view of blue to THE CODE representing Garage Italia Customs.

THE CODE stands for a special color code for each designer as the color and paint can be a unique eye catcher for each design. With TheArsenale and R-M Paint, two dedicated partners support the participants in developing, executing and promoting each project. They all benefit from technical support from local R-M organizations. Furthermore, the project will be promoted on a specific website along with social media, running over the course of twelve months.



Perfection made simple



THE CODE is part of the initiative Colors & Design by R-M. In the R-M Refinish Competence Centers (RCC), R-M offers its customers significant flexibility to meet their refinish training needs while providing innovative and sustainable solutions. With the support of R-M, customers increase the efficiency level and profitability of their businesses.

More on www.thecode.rmpaint.com

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

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.

R-M Automotive Paints - Clermont de l'Oise (France)

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