



R-M THE CODE reveals the exclusive color for Ujet's electric scooter

Ujet, the Luxembourg start-up, and R-M, premium paint brand of BASF, have signed a partnership agreement to formulate a palette of six colors for the manufacturer's new compact 100% electric smart scooter. For R-M THE CODE, the experts reveal the development of "Bel Air Blue", a color to enhance the scooter's elegant and dynamic design.

The partnership with Ujet was integrated into R-M's THE CODE program inviting European designers to create their unique color for a mobility project to be painted using the R-M product range. Launched in 2017 by R-M and TheArsenale, an online platform dedicated to the finest objects relating to motion, R-M THE CODE perfectly illustrates R-M's commitment to making paint an inseparable element of the design.

R-M expertise working for color

The cooperation with Ujet once again shows R-M's determination to be part of defining the rules of mobility design. With THE CODE, which is part of the Colors&Design program, R-M is highlighting the importance of color in the design.

"Ujet's request was to develop an exclusive color. The hardest part of defining the color is reproducing the shade that the designer has in mind. By delving into the R-M database, the color laboratory identifies the right color to convey the desired emotions. To achieve this, we experiment with different effects by adding more or fewer transparent pigments, pearl effects, etc. Just like a cooking recipe, we add the necessary ingredients until we obtain the result that the cook has in mind," explains Antoine Beckmann, R-M Color Laboratory Manager at BASF in Clermont-de-l'Oise.

Ujet enlisted R-M for its expertise and know-how, aiming to make its electric scooter stand out in a signature color. The manufacturer was looking for a range of six colors to evoke the notions of modernity, youth, elegance, urban world, high tech and respect for the environment.

The "Bel Air Blue" color is a reference to the sunny skies of the fashionable district of the same name in Los Angeles. What makes this unique blue so special is its apparent simplicity which nonetheless reveals a variety of effects under different levels of brightness and light sources. Ujet and R-M are committed to a long-term partnership that intends to develop these colors in tandem with developments by the manufacturer.

An innovative design concept

Innovation and respect for the environment are values which unite Ujet and R-M, making this a meaningful partnership. Revolutionising the mobility of tomorrow today – this is Ujet's motto. With its electric scooter, the start-up is setting new standards in urban transport with a high tech, stylish and practical solution. Paired with carbon fibre, the scooter is designed in magnesium alloy to make it even lighter. The Ujet scooter weighs just 49kg. The designer concept implies certain requirements in terms of the paint. The light weight is intrinsic to the vehicle design and the materials used also have a direct impact.



“R-M developed a compact solution and a unique painting process that can be adapted to all the materials used in the manufacture of the scooter. This was a real technological challenge because each material reacts differently to paint and requires very specific application methods,” noted Thierry Leclerc, R-M’s Technical Manager for Western Europe.

R-M’s solution, which was designed especially for Ujet, adds real value for the electric scooter manufacturer. By offering a single product to paint all of the bodywork, R-M simplified the painting process. It also limited the risk of errors and reduced both the time required to apply the paint as well as the stock levels needed.

For more information for R-M THE CODE and UJET:

<https://thermcode.com/ujet>

www.instagram.com/rmthecode

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

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 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.

For all further information, please contact:

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

Contact: Gesine Arend-Heidbrinck

Phone + 33 (0)3 44 77 73 70

Email: gesine.arend-heidbrinck@basf.com

www.rmpaint.com

www.facebook.com/rmpaint

www.youtube.com/rmpaint

www.instagram.com/rmpaintOfficial