



Bodywork eco-friendly repair: BYmy)CAR teams up with R-M[®] e'Sense

As part of its excellence-based approach, the BYmy)CAR group is committed to protecting the environment. This is why it is increasingly favouring eco-friendly products. For automotive coatings, BYmy)CAR has chosen R-M's eco-friendly e'Sense product range, which all of the network's French sites working with R-M will gradually adopt.

Investing in a sustainable future for bodywork repair

The eco-friendly R-M range is deployed in all BYmy)CAR group workshops in France working with R-M. It does not involve any change to repair processes, as the products retain the same properties and application processes as traditional ones.

The e'Sense press kit (flyers and displays) available in workshops is aimed at raising awareness among customers while promoting their commitment to environmental protection. By developing eco-friendly repair processes, BYmy)CAR fulfils market expectations, which are increasingly leaning towards responsible consumption.

"Being responsible means acting and participating in the collective effort to reduce polluting emissions and our carbon footprint. As a player in the automotive industry, we are aware of our role and the need to integrate a global vision of sustainable development. We need to adopt a mindset based on human and ecological respect for the environment. The deployment of R-M's e'Sense range is part of our approach and meets our customers' expectations", Alain Vitali, Deputy Chief Executive Officer BYmy)CAR Group

Eco-responsible vision of the bodywork sector

Launched in 2018, the R-M e'Sense range includes six products covering all repair needs. They have been selected from the eco-friendly brand's products. The innovation of the eSense line is based on BASF's Biomass Balance approach, developed in cooperation with the TÜV SÜD certification body. This approach involves using renewable resources to reduce the share of fossil fuel resources in the feedstock right from the start of the paint product manufacturing process. The share of renewable raw material used is then allocated to a selection of end products. The use of renewable raw materials, in this case biogas or bio-naphtha, means the eSense line is part of the bio-economy.

This is what convinced BYmy)CAR to sign the e'Sense charter and to deploy the range in all of its bodyshops working with R-M. The group has taken yet another step forward and is going even further. It also wants to contribute to the development of improved mobility, part of an eco-responsible scheme, with the imminent launch of a dedicated car-sharing app.

Press Release
R-M Automotive Refinish Coatings Solutions
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Through its initiatives, BYmy)CAR seeks to build lasting, balanced and fulfilling relationships by taking into account environmentally friendly policies, customer expectations and the quality of employee working conditions. This excellence-based approach, assisted by the R-M Productivity Program which aims to support bodyshops to increase their productivity, has earned it the brand's OR certification for all of its French sites.

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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