

## PRESS RELEASE

### R-M AUTOMOTIVE REFINISH

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## Successful cooperation for R-M® brand continues BASF extends partnership with RSB AutoGroup

**BASF Coatings Services in South Africa recently extended its distributor partnership agreement with RSB AutoGroup for a further ten years. BASF and RSB already share a successful history: The largest automotive refinish paint dealer in South Africa has been the sole distributor of BASF's premium automotive refinish paint R-M in the region since the foundation of the company in 2010.**

With the distribution of the R-M ONYX HD waterborne basecoat system, RSB managed to target all the OEM approved motor body repairers, particularly Volkswagen and Mercedes-Benz, where they still have a good representation. "The main objective of our business relationship with RSB has always been to work together to achieve mutual success. Therefore, with a shared vision in mind, it was fundamental that in structuring this partnership, conceiving a sustainable business model had to be a priority," said Paul Mandersloot, Managing Director for BASF Coatings Services in South Africa. A further decade long alliance enables both parties to grow the footprint in South Africa and to provide customers with best-in-class products.

RSB's operations started in Johannesburg but it was not long until the business opened three more branches in Durban, Cape Town and Bloemfontein over a period of five years. In 2015, due to its rapid growth, RSB was the largest distributor of R-M in the EMEA region. The newly signed deal will see the entity expand its operations across the borders of South Africa. "Signing this 10 year commitment sends a clear signal to our market, our competitors and our customers that BASF and RSB are committed to the R-M brand in South Africa and are serious about our business in the refinish market," explains Warren Tollman, CEO for RSB AutoGroup.



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## **R-M Automotive Refinish Paints: 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 colour expertise.

### **For all further information, please contact:**

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