

## PRESS RELEASE

R-M Automotive Refinish Paints – May 2012

### **R-M sets new standards in Egypt with the launch of ONYX HD**

**R-M, the premium automotive refinish paint brand has, following a highly successful meeting with industry leaders from the automotive service, repair and bodyshop sector, held in Cairo, launched ONYX HD waterborne paint technology in Egypt. ONYX HD is the first waterborne automotive refinish paint range from R-M to be launched onto the Egyptian market, where will play a vital role securing an eco-efficient future in a market working hard to improve professionalism.**

The Egyptian automotive refinish paint market is developing and R-M is pioneering the adoption of environmentally friendly alternatives that are helping to secure a profitable future for bodyshops. As the industry changes for the better, vehicle manufacturers and their Egyptian customers have come to demand increased professionalism in service and repair.

Egypt is a country of 80 million people and the world's leading vehicle manufacturers are investing in new bodyshop technology, to ensure their vehicles are repaired to the highest standards using waterborne technology.

Nissan Modern Motors is the first bodyshop aftersales network in Egypt to pilot the use of ONYX HD waterborne paint technology. Jens Liebermann, Commercial and Sales Support Manager for R-M in the Middle East, honoured Nissan on this occasion, for its training within the premier vehicle manufacturers' service centre sector, in particular.

A brand of

 **BASF**  
The Chemical Company

Perfection made simple



The very successful ONYX HD event, held in Cairo, was organised by Techno Paint, R-M's distribution partner in Egypt. Mr Mohammed El Deeb, Commercial Manager of Techno Paint said: "We are absolutely delighted with the response, the meeting attracted no less than 32 leading vehicle service and repair centre owners and managers, together with 70 industry guests, clearly demonstrating that Egypt is prepared to invest in an efficient, profitable and eco-friendly future."

The Techno team worked closely with R-M to ensure all the guests were kept entertained with ONYX HD product demonstrations and a presentation from the guest speaker, R-M's Brand Manager, Thomas Gmür.

Thomas Gmür made it clear that in a country like Egypt, which has no VOC legislation, the success of ONYX HD could not be attributed to its renowned environmental credentials, it has to be based purely on its performance, efficiency, exceptional colour matching.

**R-M Website :** [www.rmpaint.com](http://www.rmpaint.com)

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

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.

### **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

E-mail : [gesine.arend-heidbrinck@basf.com](mailto:gesine.arend-heidbrinck@basf.com)